



ASBH 2017 Program Book and Mobile App Advertising

Program Book Advertising

Advertising in the ASBH 2017 Annual Meeting Program Guide offers you concentrated exposure to over 1,200 healthcare professionals, teachers, consultants, and others who have an interest in the field of clinical and academic bioethics and the health-related humanities. The Program Guide contains a complete meeting schedule with room numbers and a listing of program titles with the names of the presenters. This year's spiral-bound guide will allow attendees to easily flip open to each day's agenda and will provide advertisers 4 cover-stock divider pages with 8 opportunities (front and back) for color advertising. These spaces will be sold on a first come first serve basis.

Specifications:	<u>Bleed</u>	<u>Live Area</u>
Cover Pages (IFC, BC, and IBC)	8.75" x 11.25"	8" x 10.5"
Divider Pages	8.75" x 11.25"	8" x 10.5"
Inside Full Page	N/A	7.25" x 10"
½ Page Horizontal	N/A	7.25" x 4.75"

Rates:	<u>Exhibitor</u>	<u>Non-Exhibitor</u>
Back Cover (4 color)	\$1500	\$2000
Front Cover (4 color)	\$1400	\$1900
Inside Back Cover (4 color)	\$1300	\$1800
Divider Page (4 color)	\$1200	\$1700
Inside Full pg (b/w)	\$800	\$1200
Inside ½ pg (b/w)	\$600	\$1000

Space Reservations: July 8
Materials Due: August 5

Materials Accepted: Digital ads are acceptable in EPS or PDF formats, with all images and fonts embedded; and TIFF or JPEG formats at 1,200 dpi with no compression applied.

Mobile App Advertising

Advertise on the official ASBH Mobile App, and digitally engage with attendees on site. Opportunities include

- Rotating banner ad on home page and on the session pages within the app. Each banner seen for 3 seconds before rotating, or the exclusive splash page position.
- Opening splash page viewed by every user upon opening the app.

Specification	Rate
1 Rotating banner ad, 680 x 80 Pixels	\$2,000
Splash Page , 1230 x 1280 Pixels	\$5,000

Splash Page Reservation Due:
June 1st

Banner ad Reservations Due:
7/1/17



Company _____

Contact _____

Address _____

City/State/Zip _____

E-mail _____ Phone _____

Please check ad insertion location you would like to reserve:

Program Book Mobile App

Ad Size _____ Rate _____

Check Enclosed (payable to ASBH) Check Number: _____

Credit Card: MasterCard Visa American Express Discover

Name on Card (please print): _____ Amount: \$ _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____

Submit your insertion order to:

American Society for Bioethics and Humanities

Attn: Allison Whitley

8375 W. Higgins Road, Suite 300

Chicago, IL 60631

847/375-3673, Fax 888/374-7259

awhitley@connect2amc.com