

ASBH ADVERTISING OPPORTUNITIES

ASBH 2020 Program Notebook Advertising

NEW FOR 2020 – The traditional meeting program guide has been replaced with a new bound keepsake notebook that attendees will have to reference schedules, helpful hints, ASBH information, take notes, and see the conference award winners and special honorees. This notebook will surely accompany the attendee back to their home or office for future reference.

Advertising in the ASBH 2020 Annual Meeting Program Notebook 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.

This year's Program Notebook will provide advertisers with many opportunities for color and prominent advertising. These spaces will be sold on a first come first serve basis.

| <u>Specifications:</u> | <u>Trim Size</u> | <u>Bleed</u> | <u>Live Area</u> |
|---|------------------|--------------------------------------|--------------------------------------|
| Cover Pages (IFC, BC, and IBC) | 4.75" x 8.5" | 5" x 8.75" | 4.25" x 8" |
| Inside Full Page | 4.25" x 8" | | 3.75" x 7.75" |
| Inside Half Page | 4.25" x 3.875" | | |
| <u>Location</u> | | <u>Exhibitor</u> | <u>Non-Exhibitor</u> |
| Back Cover (4 color) | | \$1,500 | \$2,000 |
| Inside Front Cover (4 color) | | \$1,500 | \$1,900 |
| Inside Back Cover (4 color) SOLD OUT | | \$1,400 \$1,400 | \$1,800 \$1,800 |
| Inside Full Page (4 color or b/w) | | \$1,000 | \$1,200 |
| Inside Half Page (4 color or b/w) | | \$800 | \$1,200 |

Space Reservations: July 30

Materials Due: August 11

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.

2020 Mobile App Advertising

Advertise on the official ASBH Mobile App, and digitally engage with attendees on site. Nearly all attendees are now using the app for schedule and session details plus other important information. Opportunities include:

- ✓ **Banner ad on app home screen.** Display your interactive ad banner in the app's most visible view, the Home Screen. Each banner is displayed in a stacked fashion. The banners are interactive with a click through URL destination. **3 opportunities available.**
- ✓ **Banner ad on session page.** In the session detail view, displays a single banner ad that appears on the top position on the screen. Different ads appear to different users with every new navigation based upon an algorithm. **3 opportunities available.**
- ✓ **Push Notification.** Display your message at a certain time and date. Ideal for new product or booth event announcements. **Only two slots available each day Thursday through Saturday.**
- ✓ **Featured Exhibitor Listing.** Separate yourself from the crowd with a special listing with longer description text and additional filter keywords. **5 listings available.**

| Specifications | Fee |
|--|----------|
| Home Screen Ad: .png file banner graphic 768 x 160 pixels at 72dpi, HEX color code of graphic background, and click through to URL destination link. | \$ 1,500 |
| Session Page Ad: .png file banner graphic 768 x 160 pixels at 72dpi, HEX color code of graphic background, and click through to URL destination link. | \$ 1,000 |
| Push Notifications: Brief title (e.g. Visit booth #1234), brief sub-title (e.g. New product sneak peek) and click through to URL destination link. | \$ 1,000 |
| Featured Exhibitor Listing: A .png logo image, detailed product and service description up to 1,000 characters, and website URL link | \$ 250 |

All Mobile App Reservations Due: 9/7/20

2020 Website Banner Advertising

Become an advertiser on the ASBH Career Center, Book Publication page, or the Academic Programs page with a banner ad. Each web banner ad is interactive and can link to your organization's website. 30 day posting.

| Specifications | Fee |
|--|-------|
| Banner ads are horizontal and no larger than 728 x 90 pixels <u>OR</u> if on the Academic Program page 350 x 350 pixels. Resolution is 72dpi or 72px and must be a .jpg, .jpeg, or .gif file | \$700 |

2020 Discounted Advertising Bundles

Expand your audience in 2020 with key advertising opportunities

- Mobile App
- Program Notebook
- Online Web Advertising

Save 10% when you purchase ad placements in at least 2 different advertising spots:

| Exhibitor Rate | Non-Exhibitor Rate |
|---|---|
| 1 Notebook Cover Page <i>Plus</i> 1 Month Web Banner Ad \$1,890 | 1 Notebook Cover Page <i>Plus</i> 1 Month Web Banner Ad \$2,340 |
| 1 Notebook Cover Page <i>Plus</i> 1 Mobile App Session Screen Banner Ad \$2,160 | 1 Notebook Cover Page <i>Plus</i> 1 Mobile App Session Screen Banner Ad \$2,610 |
| 1 Month Web Banner Ad <i>Plus</i> 1 Mobile App Session Screen Banner Ad \$1,530 | 1 Month Web Banner Ad <i>Plus</i> 1 Mobile App Session Screen Banner Ad \$1,530 |
| 1 Notebook Cover Page <i>Plus</i> 1 Month Web Banner Ad <i>Plus</i> 1 Mobile App Session Screen Banner Ad \$2,790 | 1 Notebook Cover Page <i>Plus</i> 1 Month Web Banner Ad <i>Plus</i> 1 Mobile App Session Screen Banner Ad \$3,240 |



Advertising Agreement

Company _____

Contact _____

Address _____

City/State/Zip _____

E-mail _____ Phone _____

Please check ad insertion location you would like to reserve:

Program Notebook Mobile App Web Banner Advertising

I am purchasing a discounted bundled package

Ad Size/Type and Placement: _____

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: Josh Karney

Senior Manager, Professional Relations & Development

8375 W. Higgins Road, Suite 300, Chicago, IL 60631

T: 847/375-4751, Fax 888/374-7259 | jkarney@asbh.org

Cancellation Policy: If the advertiser notifies the Association in writing of the intent to cancel the agreement after acceptance but prior to the agreed upon placement date, a full refund of monies received, minus a \$250 administrative fee will be made. If full payment is not received prior to the agreed upon placement date, the advertisement will not be posted.