

## 2019 ASBH Annual Conference Program Book Advertising

Advertising in the ASBH 2019 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:	Bleed	Live Area
Cover Pages	8.75" x 11.25"	8" x 10.5"
Divider Pages	8.75" x 11.25"	8" x 10.5"
Inside Front Page	N/A	7.25" x 10"
½ Page Horizontal	N/A	7.25" x 4.75"
Rates:	Exhibitor	Non-Exhibitor
<input type="checkbox"/> Back Cover (4 color)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$2000 <b>SOLD</b>
<input type="checkbox"/> Front Cover (4 color)	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$1900 <b>SOLD</b>
<input type="checkbox"/> Inside Back Cover (4 color)	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1800 <b>SOLD</b>
<input type="checkbox"/> Divider Page (4 color)	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1700 <b>SOLD</b>
<input type="checkbox"/> Inside Full Page (b/w)	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1200
<input type="checkbox"/> Inside ½ Page (b/w)	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1000

**Space Reservations Due:** July 26

**Materials Due:** August 5

**Materials Accepted:** Digital Ads are acceptable in EPS or PDF formats, with all images and fonts embedded; and TIFF and JPEG formats at 1200 dpi with no compression applied.

## 2019 ASBH Annual Conference Mobile App Advertising

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

▶ **Home Screen Rotating Banner Ad.** Display your interactive ad banner in the app's most visible view: the home screen. Each banner is displayed for 6 seconds before rotating to the next banner. The banners are interactive with a click through URL destination. **3 opportunities available.**

▶ **Session Page Rotating Banner Ad.** In the session detail view, display an interactive banner ad that appears on top and is integrated into the view for best user experience. **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 on Day 2 and 3.**

▶ **Featured Exhibitor Listing.** Separate yourself from the crowd into a special listing with longer description text and additional filter keywords. **5 listings available.**

Specifications:	Fee:
<input type="checkbox"/> <b>Home Screen Ad</b> , .png file banner graphic 768w x 160h at 72dpi, HEX color code or graphic background, and click through https URL destination link	\$1500
<input type="checkbox"/> <b>Session Page Ad</b> , .png file banner graphic 768w x 160h at 72dpi, HEX color code or graphic background, and click through https URL destination link	\$1000
<input type="checkbox"/> <b>Push Notifications</b> , Brief Title (e.g. Visit Booth 1234), Brief Subtitle (e.g. New product sneak peek) and click through https URL destination link	\$1000
<input type="checkbox"/> <b>Featured Exhibitor Listing</b> , A .png logo image, detailed product and service description up to 1000 characters and website URL	\$250

**ALL Mobile App Reservations Due:** July 1

## 2019 ASBH Annual Conference Discounted Advertising Bundles

Expand your Audience this year in Pittsburgh with new advertising opportunities.

◦ **Mobile App** ◦ **Program Book** ◦ **Online Web Advertising**

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

Exhibitor Rate	Non-Exhibitor Rate
<input type="checkbox"/> 1 Divider Page + 1 Month Web Banner Ad \$1710	<input type="checkbox"/> 1 Divider Page + 1 Month Web Banner Ad \$2180
<input type="checkbox"/> 1 Divider Page + 1 Mobile App Banner Ad \$1980	<input type="checkbox"/> 1 Divider Page + 1 Mobile App Banner Ad \$2430
<input type="checkbox"/> 1 Month Web Banner Ad + 1 Mobile App Banner Ad \$1530	<input type="checkbox"/> 1 Month Web Banner Ad + 1 Mobile App Banner Ad \$1530
<input type="checkbox"/> 1 Divider Page + 1 Month Web Banner Ad + 1 Mobile App Banner Ad \$2610	<input type="checkbox"/> 1 Divider Page + 1 Month Web Banner Ad + 1 Mobile App Banner Ad \$3060

**All Advertising Bundles Due:** July 1

## ASBH Non-Conference Advertising Opportunities

As an advertiser you will reach more than 1,800 physicians, nurses, social workers, members of clergy, educators, researchers, and other healthcare professionals specializing in bioethics and the medical humanities. ASBH is proud to offer your institution, organization or publication the opportunity to connect directly. Below are opportunities offered year round by ASBH. **Each of these non-conference advertising opportunities have their own corresponding paperwork.**

Please contact Josh Karney, Sales Representative for ASBH (847-375-4751 or jkarney@connect.com) to discuss.

### ASBH Website Banner Advertising

Become an advertiser on our Career Center Page, Book Publication Page or Academic Programs Page with a Banner Ad. Each we banner ad is interactive, and can link to your organization's website.

Specifications:	Fee:
<input type="checkbox"/> Banner ads are horizontal and no larger than 728 x 90 px OR if Academic Program page 350 x 350 px wide. Resolution is 72dpi or 72px and must be a .jpg, .jpeg or .gif file	\$700

### ASBH Blast Email

ASBH does not release email address to external parties but external parties may purchase the opportunity for ASBH to send a blast email on their behalf to ASBH membership.

Specifications:	Fee:
<input type="checkbox"/> Content is preferred in HTML code form, with subject line included. Copy should not exceed 400 words. If HTML code is not possible, please submit banner image 650 x 150 pixels, and copy should be sent via Microsoft Word document.	\$250

### ASBH Survey of Members

The bioethics and health communities value the knowledge and opinions of ASBH members. Groups may approach ASBH with requests to send surveys to ASBH members via Blast Email or through purchase of membership mailing list labels. ASBH does not release email addresses to external parties but external parties may purchase the opportunity for ASBH to send a blast email on their behalf to ASBH membership.

Specifications:	Fee:
<input type="checkbox"/> For Email Blast of Survey, content is preferred in HTML code form, with subject line included. Copy should not exceed 400 words. If HTML code is not possible, please submit banner image 650 x 150 pixels, and copy should be sent via Microsoft Word document.	\$250
<input type="checkbox"/> For Membership Mailing List Labels, a sample of the mailing piece must accompany orders. Membership Mailing List Labels will be sent sorted by ZIP Code within 7-10 working days from the date the complete order is received.	\$200 – ASBH Members \$300 – ASBH Non-Members

### ASBH Membership Mailing List

Rental of ASBH mailing list is available to non-ASBH members. ASBH members receive significant discount on the rental of an ASBH mailing list.

Specifications:	Fee:
<input type="checkbox"/> For Membership Mailing List Labels, a sample of the mailing piece must accompany orders. Membership Mailing List Labels will be sent sorted by ZIP Code within 7-10 working days from the date the complete order is received.	\$200 – ASBH Members \$300 – ASBH Non-Members

## Advertising Contract

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Please check ad insertion location you would like to reserve:

Program Book  Mobile App  Website Banner Advertising

I am purchasing a discounted bundled package

Ad Size/ Placement \_\_\_\_\_

Rate \_\_\_\_\_

Check Enclosed (payable to ASBH, PO Box 3781, Oak Brook IL 60522) 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

8375 W. Higgins Road, Suite 300

Chicago, IL 60631

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

jkarney@connect2amc.com