



66th ASH[®] Annual Meeting and Exposition

Drive traffic and awareness of your 2024 ASH Annual Meeting exhibit booth and initiatives to ASH members, annual meeting registrants, and the universe of hematologists/oncologists, oncologists, and hematologists in the U.S. with advertising in ASH publications and onsite in San Diego.

Print Advertising

ASH News Daily

- Includes an ad in all three issues (Sat, Sun & Mon)

ASH Program-at-a-Glance

- Included in all ASH registration bags

ASH Campus Map

- Included in all ASH registration bags

Digital and Video Advertising

High-Impact Video Advertising

- ASH News TV – 30-second commercial and scrolling ticker banners



Special 2024 ASH Annual Meeting Coverage e-Newsletters (eNLs)

- ASH 2024: Call for Abstracts eNL (May 2024)
- ASH 2024: Last Call for Abstracts eNL (July 2024)
- ASH 2024: Call for Late-breaking Abstracts (October 2024)
- *ASH News Daily* Preview eNL (Sold)
- ASH Know Before You Go eNL (Sold)
- *ASH News Daily* AM eNL Series (Sold)
- *ASH News Daily* PM/TV eNL Series
- *ASH News Daily* Wrap-Up eNL Series
- ASH Continued Access eNL Series
- ASH On-demand eNL Series
- Highlights of ASH (HOA) North America eNL Series
- ASH Job Center eNL

Exclusive Online Advertising

- *ASH News Daily* Online (Sold)



Please contact Joe Schuldner at Pharmaceutical Media, Inc. (PMI) for more information:

Joe Schuldner, (973) 902-5377, jschuldner@pminy.com



blood®

Blood Journals: Print and Digital Advertising

Digital

Blood Journals Online

Blood ASH Alerts

This Week In Blood eNL

Blood Advances eAlerts

Blood Advances Highlights eNL

Advance Notice eNL

Blood Digital Abstracts

- 100% SOV (Online & eNL Alerts), November 2024 – October 2025

Special 2024 ASH Annual Meeting Coverage e-NewsLetters (eNLs)

- First in *Blood* eNL Series
- *Blood Abstracts: Focus on...eNL Series*
 - Available topics in 2024 include Leukemia, CAR-T, Basic Science, Transplant, Platelets, Classical hematology



Print

Print Display Advertising

- **Blood**, Nov. 14 Issue, (~ 350 bonus distribution copies)
- **Blood**, Nov. 21 Issue, (~ 350 bonus distribution copies)
- **Blood Advances**, Dec. 1 Issue, (~1,500 copies)



Please contact Joe Schuldner at Pharmaceutical Media, Inc. (PMI) for more information:

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ASH Clinical News®

ASH Clinical News: Print and Digital Advertising

Print

Print Display Advertising

- Bonus Distribution at the 2024 ASH Annual Meeting (December Issue)
- *ASH Clinical News & Blood* Combination Discount Available

Special Conference Coverage Issues

- 2024 ASH Annual Meeting Preview (mid-November Issue)
- 2024 ASH Annual Meeting Wrap-up (January 2025 Issue)
- 2025 ASCO & EHA Annual Meeting Wrap-ups (mid-July 2025 Issue)

Topical Focused Supplement Sponsorships

- Omnichannel Exposure
- Single Sponsor

Digital

Interstitial & Run-of-Site Display

ASH Clinical News Proprietary Weekly e-Newsletters

ASH Clinical News Topic Focused Email

ASH Clinical News Sponsored Clinical Trial Awareness Email

ASH Clinical News Webinar Sponsorships



Conference/Meeting

ASH Clinical News Conference Coverage Sponsorships (Omnichannel Exposure)

- General & Topic-Focused Coverage Sponsorship Opportunities
 - ASCO, EHA & ASH Meeting Sponsorships also available

Please contact Jill Redlund at Pharmaceutical Media, Inc. (PMI) for more information:

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