

### **Regular Features**

 Ask the Hematologist, Mini Review, Profiles, Op Eds and Letters to the Editor

## **Print Readership\***

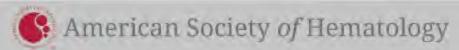
- 9,800 ASH Member US-Only
- 94% ASH members read every issue, 89% read print

## **Advertising (100% Exclusive SOV)**

- Cover 4 = \$7,500 net
- Outsert = \$7,500 net



<sup>\*</sup> Source: Readex Research, *The Hematologist*...Editorial Study







# **Exclusive (100% SOV) Online & eNL Monthly**

#### **E-Newsletter Metrics**

- 5,200 distribution per drop
- 41.7% Open Rate
- 0.18% CTR

## **Average Monthly Online Impressions**

• 17,000-20,000 imps

## **100% SOV Exclusive Sponsorship**

- \$6,000 per drop/month
  - Available Months: Mar, Apr, Jun, Jul, Aug, Oct & Dec

