2020 Recruitment/Classified Advertising Rates

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Hematology News®

www.mdedge.com/hematology-oncology

BLACK & WHITE RATES*	1x	3x	6x	12x
Full Page	$3,530	$3,068	$2,647	$2,127
1/2 Page	2,250	1,951	1,516	1,413
1/4 Page	1,398	1,205	1,159	1,058
1/8 Page	872	755	679	586
1 x 4" up 180 words	799	727	648	561
1 col. x 3" up to 120 words	664	558	514	479
1 col. x 2.5" up to 90 words	455	428	403	366
1 col. x 2" up to 60 words	341	282	228	217
1 col. x 1" up to 30 words	240	204	185	149

*State and local taxes may apply

PAGE SIZES	TYPE AREA		
Full Page	9½"	x	10⅝"
1/2 Page Horizontal	9½"	x	5¼"
1/2 Page Vertical	4⅝"	x	10⅝"
1/4 Page	4⅝"	x	5¼"
1/8 Page	2¼"	x	5¼"

COLOR

- 4-Color: add $375
- Color charges are in addition to earned black-and-white rates
- Color Logo: $205
- Bleed: No charge
- Colored Box: $150

CONFIDENTIAL BOX NUMBERS: $40

COMPOSITION

- Black & White Only: Full page: $150
- Half page: $125
- Quarter page: $95

AGENCY DISCOUNT: 15%—All rates noted on this card are GROSS for 1/4 page and larger size ads.

CANCELLATIONS: Must be received in writing on or before the announced closing date.

AUDIENCE: Hematologists, Hematologists/Oncologists, Hematologists/Pathologists and Hematologists/Oncologists-Pediatrics, including NP's and PA's in Hematology, Hematology/Oncology, and Hematology/Oncology-Pediatrics.

CIRCULATION: 14,250 BPA Audited

ISSUANCE: 12 times a year

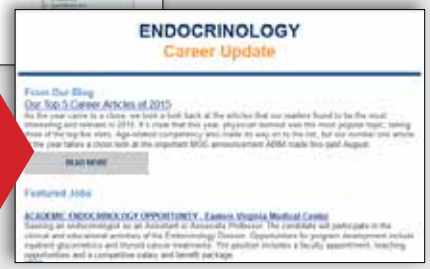
BONUS DISTRIBUTION

- **January Issue:** T-cell Lymphoma Forum (TCLF)/JWA; January 10-12, 2019
- **March Issue:** Acute Leukemia Forum (ALF)/JWA; April 11-12, 2019
- **May Issue:** American Society of Clinical Oncology(ASCO); May 31-June 4, 2019
- **September Issue**: Association of VA Hematology/Oncology Organization; September 20-22, 2019
- **November Issue**: American Society of Hematology (ASH); December 7-10, 2019

DIGITAL ADVERTISING

increase your impact! GET MORE CANDIDATES!

30 day Job Posting with a print ad: $799/month



E-Newsletter with print ad: $999/month (includes job posting)

Packages include our unique Intelligent Sourcing tools

All ads are optimized for viewing on mobile devices

AD SPACE/MATERIALS DEADLINE			
January	12/12/19	July	06/17/20
February	01/17/20	August	07/20/20
March	02/14/20	September	08/18/20
April	03/19/20	October	09/18/20
May	04/20/20	November	10/20/20
June	05/18/20	December	11/16/20