



# Media Kit Rates

## Sponsored Education

Science and Innovation Forum	\$20,000
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## AABB SmartBrief

Billboard	\$850
Top Story (News 1)	\$850
Featured Content	\$850
Above-the-Fold Takeover Ad Unit	\$1,275
Dedicated eBlast	\$5,000

### Advertising Specifications

- **Creative Size** 970x250 (or 728x90)
- **File Size** 250k max
- **File Type** GIF/JPEG/PNG
- **Animation** 15 seconds maximum

### Rectangle-Text Ad Unit

- **Ad Image** 180x150, 50k max, GIF/JPEG/PNG
- **Headline** 40 characters, excluding spaces
- **Ad Copy** 250 characters, excluding spaces
- **Click Through URL**
- **Sponsor Logo (Optional)** 120x60, 50k max, please provide PNG with transparent background
- **Ad Materials Due** 3 full business days prior to the send date

AABB reviews all ads before posting and has the right to accept, edit or refuse advertising from any client. All rights reserved.

If interested in *SmartBrief* advertising bookings please get in touch directly with Oliver Pflieger at [opflieder@smartbrief.com](mailto:opflieder@smartbrief.com).

## AABB Weekly Report

Ad	4 weeks	8 weeks	12 weeks
Leaderboard (600 by 125 px)	\$4,000	\$7,750 <i>save \$250</i>	\$11,500 <i>save \$500</i>
Banner (600 by 150 px)	\$3,500	\$6,750 <i>save \$250</i>	\$10,000 <i>save \$500</i>
Footer (600 by 150 px)	\$3,000	\$5,750 <i>save \$250</i>	\$8,500 <i>save \$500</i>

\*Purchase of ad space includes space in four issues (where available).

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## CellSource

<b>CellSource Edition Basic Sponsorship</b> Inclusion of sponsor logo and sponsorship message.	<b>\$3,500</b>
<b>CellSource Edition Premium Sponsorship</b> Inclusion of sponsor logo and sponsorship message + partnership on one piece of edition content (subject to availability and AABB content approval).	<b>\$5,000</b>

To discuss upcoming availability and content deadlines for CellSource sponsorship please email Margie Boraz at [mboraz@aabb.org](mailto:mboraz@aabb.org).

## Transfusion Journal

Ad Size	2024 Price
Full Page Mono (B&W)	<b>\$2,855</b>
Full Page Color	<b>\$4,625</b>
Half Page Mono	<b>\$1,840</b>
Half Page Color	<b>\$3,610</b>
Inserts, Outserts, Cover Tips, Belly Bands, Wrap	<i>Enquire for more details.</i>

All rates are commissionable to bona-fide agencies.

Cover Position	Uplift from Mono (B&W) Rate Plus Color Change
Cover 2	<b>35%</b>
Cover 3	<b>25%</b>
Cover 4	<b>50%</b>
Other Premium Positions	<b>15%</b>

Frequency Insertion Rates Mono (B&W)	Full Page Mono	Full Page Color
1x	<b>\$2,855</b>	<b>\$4,625</b>
3x	<b>\$2,770</b>	<b>\$4,490</b>
6x	<b>\$2,685</b>	<b>\$4,350</b>
12x	<b>\$2,600</b>	<b>\$4,210</b>
24x	<b>\$2,515</b>	<b>\$4,075</b>
Color Rates (in addition to earned B&W rate)		
4-color Process	<b>\$1,770</b>	

If interested in *Transfusion Journal* advertising bookings please email Karl Franz at [kfranz@wiley.com](mailto:kfranz@wiley.com).

**Issue Deadlines**

Issue Date	Booking Deadline	Ad Materials Due	Inserts Due
64:1 January 2024	12/19/23	12/22/23	1/9/24
64:2 February 2024	1/16/24	1/23/24	2/6/24
64:3 March 2024	2/13/24	2/20/24	3/5/24
64:4 April 2024	3/18/24	3/25/24	4/8/24
64:5 May 2024	4/17/24	4/24/24	5/8/24
64:6 June 2024	5/20/24	5/27/24	6/10/24
64:7 July 2024	6/17/24	6/24/24	7/8/24
64:8 August 2024	7/16/24	7/23/24	8/6/24
64:9 September 2024	8/19/24	8/26/24	9/9/24
64:10 October 2024	9/16/24	9/23/24	10/7/24
64:11 November 2024	10/15/24	10/22/24	11/5/24
64:12 December 2024	11/13/24	11/20/24	12/4/24

**Print Ad Specifications**

Journal Trim Size

210 x 276 mm 8.25" x 10.875"

Keep all text and images at least 0.3"/8mm away from the trim line.

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	178 x 254 mm 7" x 10"	216 x 283 mm 8.5" x 11.125"
Half Page Vertical	89 x 255 mm 3.5" x 10"	119 x 283 mm 4.675" x 11.125"
Half Page Horizontal	177 x 127 mm 7" x 5"	216 x 127 mm 8.5" x 5"
Quarter Page	89 x 127 mm 3.5" x 5"	89 x 127 mm 3.5" x 5"
Double Page Spread	355 x 254 mm 14" x 10"	435 x 282 mm 17.125" x 11.125"

Enquire for more details.

If interested in *Transfusion Journal* advertising bookings please email Karl Franz at [kfranz@wiley.com](mailto:kfranz@wiley.com).

## Advertising Rates

Ad Size	1x	3x	6x	12x	24x
Full Page Color	\$3,500	\$3,395	\$3,290	\$3,185	\$3,080
Half Page Color	\$2,740	\$2,660	\$2,580	\$2,500	\$2,415
Inserts, Outserts, Cover Tips, Belly Bands, Wrap, Cover Positions or Other Premium Positions	Contact your Account Manager for details				

All rates are commissionable to bona-fide agencies.

## Issue Deadlines

Issue	Ad Materials Due
26:1 January 2024	12/24/23
26:2 February 2024	1/24/24
26:3 March 2024	2/21/24
26:4 April 2024	3/24/24
26:5 May 2024	4/23/24
26:6 June 2024	5/24/24
26:7 July 2024	6/23/24
26:8 August 2024	7/24/24
26:9 September 2024	8/24/24
26:10 October 2024	9/23/24
26:11 December 2024	11/23/24

If interested in AABB News advertising bookings please email Karl Franz at [kfranz@wiley.com](mailto:kfranz@wiley.com).

# AABB Supplier Guide

## Display Advertising Opportunities

Jumbotron	\$3,000
Catfish	\$7,500
Leaderboard	\$4,299
Featured Company	\$3,999
Product Showcases Ltd	\$1,699

## Searchable Content Opportunities

First Placement	\$1,500
Second Placement	\$1,350
Third Placement	\$1,150
Priority Placement	\$150
Keyword Package	\$200
Completed Web-Enabled Listing	\$499
Video Enhancement	\$350

For further information and to get started with AABB Supplier Guide ads please click [here](#).