



Media Kit Rates

Sponsored Education

| | |
|------------------------------|----------|
| Science and Innovation Forum | \$20,000 |
|------------------------------|----------|

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.

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).

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

CellSource

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

To discuss upcoming availability and content deadlines for CellSource sponsorship please email businessdevelopment@aabb.org.

Transfusion Journal

| Ad Size | 2024 Price |
|--|----------------------------------|
| Full Page Mono (B&W) | \$2,855 |
| Full Page Color | \$4,625 |
| Half Page Mono | \$1,840 |
| Half Page Color | \$3,610 |
| 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 | 35% |
| Cover 3 | 25% |
| Cover 4 | 50% |
| Other Premium Positions | 15% |

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

If interested in *Transfusion Journal* advertising bookings please email Karl Franz at 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 × 276 mm 8.25" × 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 × 254 mm 7" × 10" | 216 × 283 mm 8.5" × 11.125" |
| Half Page Vertical | 89 × 255 mm 3.5" × 10" | 119 × 283 mm 4.675" × 11.125" |
| Half Page Horizontal | 177 × 127 mm 7" × 5" | 216 × 127 mm 8.5" × 5" |
| Quarter Page | 89 × 127 mm 3.5" × 5" | 89 × 127 mm 3.5" × 5" |
| Double Page Spread | 355 × 254 mm 14" × 10" | 435 × 282 mm 17.125" × 11.125" |

Enquire for more details.

If interested in *Transfusion Journal* advertising bookings please email Karl Franz at 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.

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](#).