



2010 Conference Program Book Advertising

Advertising in the 2010 ASPHO Program Book offers you concentrated exposure to over 700 pediatric hematologists and oncologists worldwide. The program book will be distributed on site to meeting attendees and will contain the complete meeting schedule, meeting location guide, and exhibit schedule and layout. ASPHO attendees will refer to it often.

Space Exhibitor Rate

1 page	(7" x 10")	\$950
2/3 page	(4 5/8" x 10")	\$820
1/2 page H	(7" x 4 7/8")	\$700
1/2 page V	(3 3/8" x 10")	\$700
1/3 page	(2 1/8" x 10")	\$525
1/4 page	(3 3/8" x 4 7/8")	\$390

4-color rates add \$725

Covers (include 4-color) Cost

Inside Front Cover	\$2,225
Inside Back Cover	\$2,100
Back Cover	\$2,370

Cover is 8 1/2" - allow 1/8" for bleeds.
Non-Exhibitors 10% additional fee.

The **ASPHO Program Book** is a full color publication and is bound using saddle stitch. Halftone images should be 300 ppi; line images should be 1,200 ppi.

Ad Materials: Digital composite ads are acceptable in the following formats: EPS or PDF formats, with all images and fonts embedded; and TIFF formats produce "pleasing" color. We do not require a high-end color proof. If you have more

exacting color requirements, please send a match print or color-calibrated professional proof.

File Instructions: Ad file attachments are to be sent to:

Karen Vander Heyden
kvanderheyden@connect2amc.com.

2010 ASPHO CONFERENCE PROGRAM BOOK INSERTION ORDER

The American Society of Pediatric Hematology/Oncology is authorized, as outlined below, to insert our ad in the official Conference Program Book. Artwork will be supplied to ASPHO by **January 18, 2010**. Please print or type.

Name of company/ organization _____

Address _____

City/State/Zip _____

Submitted by: _____ Title: _____

Date _____ Email _____ Phone () _____

Size of ad: _____ 4/color _____ Black & White _____

Return insertion and artwork to:

ASPHO
Karen Vander Heyden
4700 W. Lake Avenue
Glenview, IL 60025 847/375-3673
kvanderheyden@connect2amc.com

