



ASHI QUARTERLY

2018 Advertising Information and Rates

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INTRODUCTION

The *ASHI Quarterly* is distributed electronically four times per year to the almost 1,500 members of the American Society for Histocompatibility and Immunogenetics (ASHI). The editorial content of the *ASHI Quarterly* includes information regarding Society activities and clinically relevant scientific articles of interest to the histocompatibility and immunogenetics community. Issues addressed include governmental regulations, summaries of the ASHI annual meeting and regional workshops, new product updates, and literature reviews. An *ASHI Quarterly* subscription is included as a benefit of membership for all ASHI members.

ASHI is dedicated to advancing the science and practice of immunogenetics and its impact on the quality of human life. Members of ASHI are immunologists, geneticists, molecular biologists, transplant physicians and surgeons, and pathologists and technologists involved in both basic research and clinical studies.

ASHI Quarterly advertisers manufacture and/or market products and services directly related to the practice and advancement of the science of histocompatibility and immunogenetics. Advertisers include marketers of HLA typing systems, DNA probe arrays, antibody kits, reagents, electrophoresis units, complements, and other laboratory research products.

ADVERTISING INFORMATION

Submission of Ad Materials

Advertisements must be received as high-resolution PDF files with fonts and images embedded. Ad materials should be e-mailed to kmiranda@ashi-hla.org. All stuffed or compressed files must be self-extracting.

Mechanical Requirements

Publication/Advertisement Sizes:

| | <u>Width</u> | x | <u>Height</u> |
|------------------|--------------|---|---------------|
| Publication Size | 8.5" | x | 11" |
| Full-page ad | 7.5" | x | 10" |
| 1/2-page ad | 7.5" | x | 5" |
| 1/4-page ad | 3.5" | x | 5" |

ADVERTISING RATES (Effective January 2018)

| SPACE UNIT | 4X | 3X | 2X | 1X |
|------------|---------|---------|---------|---------|
| Full page | \$1,745 | \$1,860 | \$1,885 | \$1,975 |
| 1/2 page | \$1,320 | \$1,355 | \$1,390 | \$1,445 |
| 1/4 page | \$1,110 | \$1,125 | \$1,155 | \$1,185 |

Preferred Position Rates

Preferred position rates are applied to the sum of space and color charges. Preferred positions are only available on a four-time basis. Preferred positions can not be cancelled during the contract period (calendar year).

Inside Front Cover: 25% over full-page rate
Inside Back Cover: 25% over full-page rate
Back Cover: 50% over full-page rate

Commission/Cash Discount

Fifteen percent of space, color and position to accredited advertising agency if paid within 30 days from invoice date.

ADVERTISING DEADLINES

| <u>Issue</u> | <u>Space Reservation Deadline</u> | <u>Ad Materials Deadline</u> | <u>Distribution Date</u> |
|--------------|-----------------------------------|------------------------------|--------------------------|
| 1st Quarter | February 2, 2018 | March 9, 2018 | March 30, 2018 |
| 2nd Quarter | May 8, 2018 | June 8, 2018 | June 29, 2018 |
| 3rd Quarter | July 24, 2018 | August 23, 2018 | September 12, 2018 |
| 4th Quarter | October 12, 2018 | November 13, 2018 | December 14, 2018 |

All advertising communications are to be sent to Katherine Miranda at kmiranda@ashi-hla.org or 856-793-0907.

GENERAL INFORMATION AND PAYMENT POLICIES

1. Advertising copy is interspersed within editorial material, except where preferred positions are specified.
2. All advertising is subject to approval by the Editor and the ASHI Executive Office. The Editor/Executive Office reserves the right to reject any advertisement that they feel is not within the publication's standards. Advertisers and advertising agencies assume liability for advertisements printed and also assume responsibility for any claims arising against the publisher.
3. All advertisers will be invoiced within three weeks after distribution of each *ASHI Quarterly*. For invoices not paid within 30 days, ASHI reserves the right to hold the advertiser and/or the agency jointly and individually liable for the amount due and payable to ASHI. The publisher also reserves the right to discontinue any advertising schedule for which payments are not made promptly.
4. Advertiser is responsible for ensuring the accuracy of all advertising content. *ASHI Quarterly* is not responsible for grammatical, spelling, or other types of errors appearing in the content of published advertisements.
5. All cancellations must be made in writing. No cancellations will be accepted after the space reservation deadline. After the space reservation deadline, ads will be billed in full whether or not artwork has been submitted.
6. Advertisers with poor payment history may be required to prepay for advertising.
7. All advertisers must make payment to ASHI in US currency. Payments in foreign currency are not accepted.
8. At the discretion of ASHI, any funds received for other Society programs or publications may first be applied to past due balances for *ASHI Quarterly* advertising.
9. Rates are subject to change without notice.
10. No advertising agreement will be accepted for more than four issues.
11. Advertisers will be prorated if, within a 12-month period from the date of first insertion, they have not earned the frequency to which they committed in their advertising agreement.
12. ASHI reserves the right to change credit and payment terms as necessary without prior notice.
13. Requests for specific positions are not guaranteed unless position premium has been selected in the advertising agreement.
14. Verbal advertising agreements are not recognized.