

AMERICA'S BLOOD CENTERS' 2015 ADVERTISING OPPORTUNITIES



America's Blood Centers®
It's About *Life.*

Advertise with America's Blood Centers and Reach Key Decision Makers in Blood Banking and Transfusion Medicine.

America's Blood Centers

725 15th Street NW
Suite 700
Washington, DC 20005
Tel: (202) 393-5725
Fax: (202) 393-1282
www.AmericasBlood.org

ADVERTISING CONTACT

Abbey Nunes
Manager, Member & External Relations
(202) 654-2980
anunes@americasblood.org

FEATURED INSIDE:

Membership Information.....	2
ABC Newsletter Advertising Opportunities.....	3
Ad Specs.....	4
Ad Placement Form.....	5

Commit to multiple placements by
January 31, 2015 and discounts apply!
See inside for more details.

About America's Blood Centers

Founded in 1962, America's Blood Centers is North America's largest alliance of community-based, independent blood programs. Recognized by the U.S. Congress for its critical work in patient care, service to the U.S. military, and disaster preparedness and response, the federation operates more than 600 blood donor centers, providing half of the U.S. and a quarter of the Canadian blood supply.

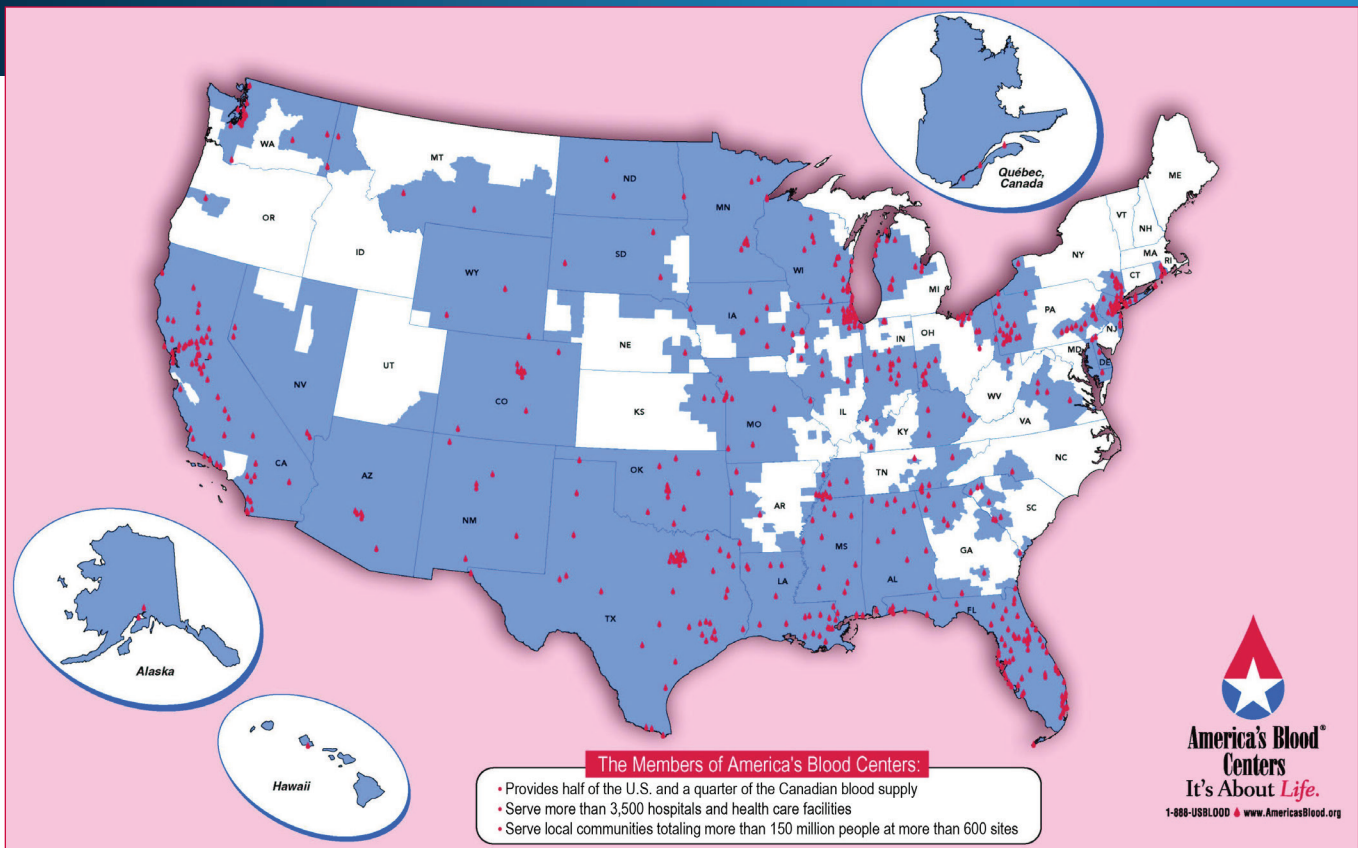
These blood centers serve more than 150 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities across North America. America's Blood Centers' U.S. members are licensed and regulated by the U.S. Food and Drug Administration. Canadian members are regulated by Health Canada.

ABC's Mission

“To help member blood centers
serve their communities.”

Membership Information

- Nearly 70 members in the United States; one member in Canada
- ABC members supply half of the U.S. blood supply and a quarter of the Canadian blood supply
- Member blood centers vary in size and geographic reach, from 15,000 to one million units annually



CANADA

Héma-Québec

UNITED STATES

Alaska

Blood Bank of Alaska*

Arizona

Blood Systems

California

Blood Centers of the Pacific
BloodSource*
Central California Blood Center
Houchin Community Blood Bank
LifeStream*
Northern California Community Blood Bank
San Diego Blood Bank*
Stanford Blood Center

Colorado

Bonfils Blood Center*

Delaware

Blood Bank of Delmarva

Florida

The Blood Alliance
LifeSouth Community Blood Centers*
OneBlood, Inc. (Community Blood Centers of Florida*, Florida Blood Services, and Florida's Blood Centers*)
SunCoast Blood Bank

Georgia

Shepard Community Blood Center

Hawaii

Blood Bank of Hawaii

Illinois

Centers for Transplant and Transfusion Medicine (Heartland Blood Centers)
Institute for Transfusion Medicine (LifeSource)*
Rock River Valley Blood Center*

Indiana

Indiana Blood Center*
The Medical Foundation

Iowa

LifeServe Blood Center
Mississippi Valley Regional Blood Center

Kentucky

Kentucky Blood Center
Western Kentucky Regional Blood Center

Louisiana

The Blood Center (New Orleans)
LifeShare Blood Centers*

Michigan

Centers for Transplant and Transfusion Medicine (Michigan Blood)*

Minnesota

Innovative Blood Resources (Memorial Blood Centers)

Mississippi

Mississippi Blood Services

Missouri

Community Blood Center of Greater Kansas City (New York Blood Center)
Community Blood Center of the Ozarks

Nebraska

Innovative Blood Resources (Nebraska Community Blood Bank)

New Jersey

The Blood Center of New Jersey
Central Jersey Blood Center
Community Blood Council of New Jersey
Community Blood Services (Paramus)*

New York

New York Blood Center*
Unyts

North Carolina

Community Blood Center of the Carolinas

Ohio

Community Blood Center (Dayton)
Hoxworth Blood Center
LifeShare Community Blood Services

Oklahoma

Oklahoma Blood Institute*

Oregon

Lane Blood Center

Pennsylvania

Institute for Transfusion Medicine (Central Blood Bank)*
Central Pennsylvania Blood Bank
Community Blood Bank of Northwest Pennsylvania & Western New York
Miller-Keystone Blood Center

Rhode Island

Rhode Island Blood Center*

South Carolina

The Blood Connection

Tennessee

Blood Assurance*
Lifeblood, Mid-South Regional Blood Center
LIFELINE Blood Services
MEDIC Regional Blood Center

Texas

The Blood and Tissue Center of Central Texas*
Carter BloodCare
Coastal Bend Blood Center
Coffee Memorial Blood Center
Gulf Coast Regional Blood Center*
South Texas Blood & Tissue Center*
Texoma Regional Blood Center

Virginia

Institute for Transfusion Medicine (Virginia Blood Services)

Washington

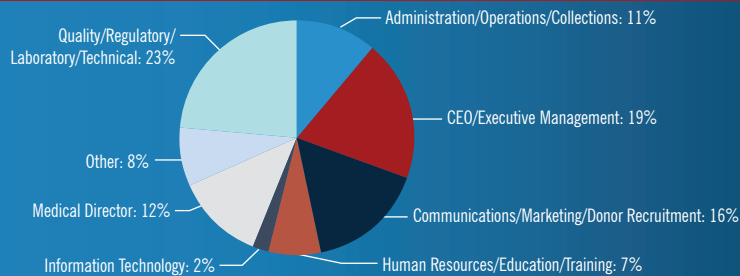
Cascade Regional Blood Services
Inland Northwest Blood Center*
Puget Sound Blood Center*

Wisconsin

Blood Center of Northcentral Wisconsin
Centers for Transplant and Transfusion Medicine (BloodCenter of Wisconsin)*
Community Blood Center (Appleton)*

*ABC National Marrow Donor Program Centers

Newsletter Subscribers



Advertising in the ABC Newsletter

Published 46-48 times a year, the *ABC Newsletter* is a weekly chronicle of current events and issues affecting the blood community. Editorial coverage includes regulation, legislation, litigation, science, technology, and new developments in blood services. Special sections highlight ABC member news and updates from ABC headquarters. A comprehensive calendar of events is published once a month and there is a classified advertising section for employment opportunities, equipment, and other notices.

Newsletter Profile

Circulation: Approximately 5,000, email only, < 0.5% bounce back rate (subscription based)

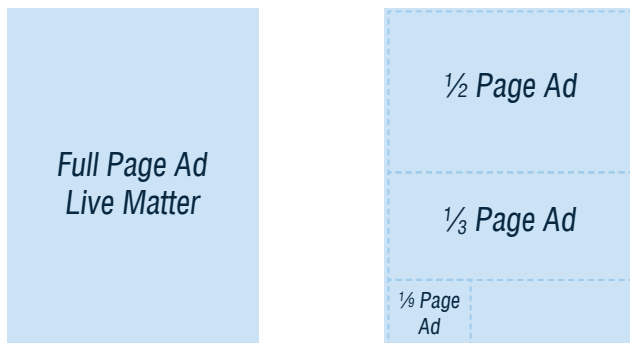
Frequency: Weekly, 46 to 48 issues per year on Fridays (unless Friday is a holiday, then Thursday)

Length and format: Up to 22 pages; portable document format (PDF), portrait layout, 8 ½ by 11”

ABC Newsletter Advertising Rates

Ads are available to promote a company, service, product or event, or make announcements.

Rates: 4-color Ad, per impression based on frequency ¹	1X	3X	6X	9X	12X	16X ²
Full Page	\$1,950	\$1,850	\$1,755	\$1,655	\$1,560	\$1,460
Half Page	\$1,121	\$1,064	\$1,009	\$952	\$897	\$840
Third Page	\$813	\$771	\$731	\$690	\$650	\$608
ABC Marketplace (ninth page)	\$336	\$319	\$302	\$285	\$269	\$251



¹ There is a 20 percent surcharge for Ads placed in pre-AABB (October 23), ABC (March 20 & July 31) and ISBT (June 26) annual meeting issues.

² 16 is the maximum number of ads per company per calendar year.

Ad Specs

- Full page ads: high resolution PDF (300 dpi or higher); size is 8 ½ by 11", portrait layout
- All other ads: high resolution TIFF or EPS files only (300 dpi or higher), other formats not accepted
 - ½ page ad size: 7 ¼" by 4 7/8" (W/H)
 - ⅓ page ad size: 7 ¼" by 3 ¼" (W/H)
 - ⅑ page ad size: 2 ½" by 2" (W/H)
- All ads must be in print format with embedded screen and printer fonts
- Text and art must be kept at least ½" from trim
- No crop marks, bleeds or margin annotations

Classified Ads

Ads are accepted for "Positions Available" and other classified ads.

Ad Specs

- Copy must be typed
- Copy may not exceed 200 words
- Display ads are not accepted as classified ads
- Deadlines: All classified ads must be received with payment, no later than noon ET on the Thursday prior to the requested publication date(s).

Rates

- **ABC Members:** Advertisements are free for up to a maximum placement of three weeks per position per calendar year. Subsequent ads will be charged at the subscribers' rate.
- **Subscribers:** \$139 per placement
- **Non-subscribers:** \$279 per placement

For more information or to secure a classified ad placement, contact Leslie Norwood at mnorwood@americasblood.org.

Requirements, Deadlines and Limitations

Ads must be received and paid in full 10 business days prior to the desired publication issue. Cancellations must be made five business days prior to the publication issue. If a cancellation is received afterward, the publisher will offer an alternative publication date, but no refunds will be offered.

Advertiser must provide "camera ready" art as specified in ad specs. The publisher does not offer nor is obligated to assist with copy, artwork, or design services.

Ads must be tasteful, non-critical of other products or services, and must contain graphic elements besides the copy. The publisher reserves the right to reject any ads that, in its opinion, do not comply with this requirement.

Advertisers are limited to running 16 ads per calendar year (with the exception of ABC Marketplace ads). Ads for the same product or service are limited to running in up to two consecutive issues, with a four-issue break before they can be published again.

Ad space per issue is limited and assigned on a first-come, first-served basis. Reserve early to ensure placement in the issue of your choice.

2015 Ad Placement Form

2015 Loyal Advertiser Discount: Secure any of the following placements by January 31, 2015 and receive a 10 percent discount:

- Three or more *ABC Newsletter* ad placements (of any size)

Contact Name: _____

Company: _____

Address: _____

City/State/ZIP: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

Signature: _____

AD PLACEMENT

ABC Newsletter

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Full page | <input type="checkbox"/> Half page | <input type="checkbox"/> Third page | <input type="checkbox"/> ABC Marketplace (ninth page) |
| <input type="checkbox"/> 1X - \$1,950 | <input type="checkbox"/> 1X - \$1,121 | <input type="checkbox"/> 1X - \$813 | <input type="checkbox"/> 1X - \$336 |
| <input type="checkbox"/> 3X - \$1,850 per placement | <input type="checkbox"/> 3X - \$1,064 per placement | <input type="checkbox"/> 3X - \$771 per placement | <input type="checkbox"/> 3X - \$319 per placement |
| <input type="checkbox"/> 6X - \$1,755 per placement | <input type="checkbox"/> 6X - \$1,009 per placement | <input type="checkbox"/> 6X - \$731 per placement | <input type="checkbox"/> 6X - \$302 per placement |
| <input type="checkbox"/> 9X - \$1,655 per placement | <input type="checkbox"/> 9X - \$952 per placement | <input type="checkbox"/> 9X - \$690 per placement | <input type="checkbox"/> 9X - \$285 per placement |
| <input type="checkbox"/> 12X - \$1,560 per placement | <input type="checkbox"/> 12X - \$897 per placement | <input type="checkbox"/> 12X - \$650 per placement | <input type="checkbox"/> 12X - \$269 per placement |
| <input type="checkbox"/> 16X - \$1,460 per placement | <input type="checkbox"/> 16X - \$840 per placement | <input type="checkbox"/> 16X - \$608 per placement | <input type="checkbox"/> 16X - \$251 per placement |
| <input type="checkbox"/> Other | <input type="checkbox"/> Other | <input type="checkbox"/> Other | <input type="checkbox"/> Other |

Requested Publication Dates: _____

Name and email address of individuals to receive the issue with your ad placement (You may list up to five (5) contacts):

Designated URL to link to Ad: _____

Requested Start Dates: _____

Thank you for your support.

Return form to: Abbey Nunes, anunes@americasblood.org | Fax: +1 (202) 393-1282 (must also send email to confirm fax transmission).
Your company will be invoiced at the address above. If you prefer to send a check with the form, make checks payable to America's Blood Centers and mail to the address on p. 1. If you have specific language for the invoice, please enter it here: _____

Note: If you would prefer to pay by credit card, please indicate so in the space above. A six (6) percent convenience fee will be added to any payments made by credit card.



America's Blood Centers[®]
It's About *Life.*

725 15th Street NW, Suite 700
Washington, DC 20005
Tel: (202) 393-5725
www.AmericasBlood.org