

# bct

## BLOOD CANCERS TODAY

### TRANSLATING HEMATOLOGIC ONCOLOGY DISCOVERIES INTO PRACTICE

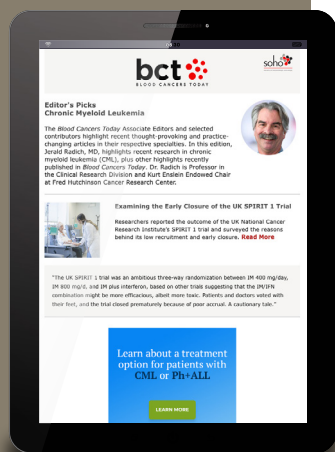
The official publication of



Print



Email



Online



# 2023 MEDIA KIT

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## About the Society of Hematologic Oncology

The Society of Hematologic Oncology (SOHO) is a global society designed specifically for clinicians, research scientists, and related healthcare professionals who specialize in treating patients with hematologic malignancies. Established as a nonprofit corporation in 2012, SOHO boasts more than 5,000 members across 110 countries.

With a focus on hematologic malignancies and related disorders, SOHO's mission is to expedite worldwide research and education by exchanging scientific information. As the only global society specific to this field, SOHO's advocacy for global research, education, and optimal patient care is a vital part of the fight against hematologic malignancies.



## Editorial Board



**Sagar Lonial, MD, FACP**  
Editor-in-Chief

### ASSOCIATE EDITORS

**Elias Jabbour, MD**

The University of Texas MD Anderson  
Cancer Center

**Thomas Martin, MD**

University of California San Francisco

**Jerald Radich, MD**

Fred Hutchinson Cancer Research  
Center

**Laurie Sehn MD, MPH**

BC Cancer Centre for Lymphoid  
Cancers

### PUBLISHER

**Mashup Media**

### MANAGING EDITOR

**Leah Sherwood**

### ART DIRECTOR

**Ari Mihos**

### DIGITAL PROJECTS MANAGER

**Chris Gedikli**

## Advertising & Sales Office



### Mashup Media

670 Madison Avenue, 2nd Floor  
Phone: 732-490-5530  
Fax 732-862-1116

### SALES TEAM:

**Scott DeNicola** | 631-786-8638

Director of Sales

[sdenicola@MashupMD.com](mailto:sdenicola@MashupMD.com)

**Nick Luciano** | 201-317-3211

VP of Sales and Marketing, Oncology

[nluciano@MashupMD.com](mailto:nluciano@MashupMD.com)

### PRODUCTION:

**Ari Mihos** | 215-791-5106

Art Director

[amihos@MashupMD.com](mailto:amihos@MashupMD.com)

## Issuance & Closing Dates:

**FREQUENCY: 10x**

**MAILING CLASS: Periodical**

**CLOSING DATES:**

Issue Date	Closing Date	Ad Materials	Furnished Cover Tips & Inserts
January	12/23/22	12/30/22	1/4/23
February	1/24/23	1/30/23	2/3/23
Mar/Apr	3/24/23	4/3/23	4/4/23
May	4/25/23	5/2/23	5/4/23
June	5/25/23	5/31/23	6/5/23
Jul/Aug	7/22/23	8/1/23	8/4/23
September	8/26/23	9/1/23	9/4/23
October	9/25/23	10/2/23	10/4/23
November	10/23/23	11/1/23	11/3/23
December	11/22/23	11/29/23	12/1/23

### BONUS DISTRIBUTION ISSUES:

**May:** 2023 ASCO Annual Meeting

**September:** 2023 SOHO Annual Meeting

**November:** 2023 ASH Annual Meeting  
(Early closing)

## About Blood Cancers Today

*Blood Cancers Today (BCT)* is a publication that provides hematologists and oncologists with news, education, and information relevant to their patients and practice. With insight and expertise from leaders in the field, *BCT* features:

- late-breaking research on the prevention and treatment of hematologic malignancies
- perspectives and commentary from clinicians, researchers, and educators
- interviews and features that take a deep dive into practice-changing developments affecting patients and providers

The online home of the publication, [bloodcancerstoday.com](http://bloodcancerstoday.com), is updated daily with the most current information around the specialty and with multimedia content, including exclusive interviews with presenters at major medical meetings.

The publication is produced in partnership with the Society of Hematologic Oncology (SOHO), whose mission is to expedite global research and education on hematologic malignancies by exchanging scientific information. Through this partnership, *BCT* is positioned to bring readers news, education, and cutting-edge research on hematologic malignancies and help health-care professionals better care for their patients.

## Circulation

**TOTAL:**

15,000

**BREAKDOWN:**

15,000 SOHO Members and Non-Members

## Rates

**EARNED RATES:** Rates are based on the total units run in a calendar year (i.e., 6 full pages and 6 half pages earn 12x rate). Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

**AGENCY COMMISSION:** 15%

### ADVERTISING PAGE B/W RATES:

Frequency	Full Page	3/4 Page	Island Page	1/2 Page	1/4 Page
1x	\$4,196	\$3,864	\$3,294	\$3,200	\$1,866
3x	\$4,146	\$3,818	\$3,254	\$3,162	\$1,844
6x	\$4,095	\$3,771	\$3,215	\$3,124	\$1,822
12x	\$4,048	\$3,727	\$3,178	\$3,087	\$1,800
24x	\$3,998	\$3,682	\$3,138	\$3,049	\$1,779
36x	\$3,951	\$3,638	\$3,100	\$3,013	\$1,758
48x	\$3,904	\$3,595	\$3,064	\$2,977	\$1,736
72x	\$3,857	\$3,551	\$3,028	\$2,941	\$1,715

**DUAL RESPONSIBILITY:** Advertisers agree to accept "dual responsibility" for payment to Mashup Media if the advertiser's agency does not remit payment within 90 days of the invoice date.

**2.5% surcharge for credit card payments**

### COLOR RATES

(In addition to earned B&W rate):

3- or 4-Color Process: \$2,200

5-Color: \$2,450

### POSITIONS

(In addition to earned B&W rate):

2nd Cover: 50%

4th Cover: 50%

Center Spread: 25%

Online First: 25%

### COVER TIPS

\$15,000

### BELLY BANDS

\$17,000

### GATE FOLDS

\$30,000

### COVER WRAPS

Contact sales representative

### INSERTS:

\$500 Non Commissionable production charge

### POLY-BAGGED OUTSERTS:

\$20,000 Full Run

\$12,500 Minimum

## ADVERTISING INCENTIVE PROGRAMS

**CONTINUITY DISCOUNT:** Advertise in 10 issues and get 10% off each issue. Advertise in 5 issues and get 5% off each issue.

**NEW ADVERTISER/PRODUCT DISCOUNT:** New product advertisers receive a 7% discount on all advertising placed in 2023 with a minimum 4-ad commitment.

**CLINICAL TRIAL DISCOUNT:** All clinical trial ads receive a 15% discount off every placement.

Discount programs do not combine.

## Mechanical Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact Mashup Media before ad is due for additional specifications. Submit in PDF format CMYK. Convert spot colors to CMYK. All fonts must be embedded. High-resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs:

**TRIM SIZE:** 10.5" x 14"

**BLEED:** 0.125"

**LIVE MATTER:** 0.5" from trim and gutter

**TYPE OF BINDING:** Saddle-stitched

**PAPER STOCK:**

Inside: 50 lb. coated stock

Covers: 60 lb. coated stock

**REPRODUCTION REQUIREMENTS:**

DIGITAL FILES REQUIRED.

Ad Sizes:	Non-Bleed	Bleed	Trim
King Spread	20" x 12.25"	21.25" x 14.25"	21" x 14"
King Page	9.5" x 12.25"	10.75" x 14.25"	10.5" x 14"
3/4 Horizontal	9.5" x 9.185"	10.75" x 10"	N/A
3/4 Vertical	7" x 12.25"	7.8" x 13"	N/A
Island Spread	15" x 10"	15.35" x 10.75"	N/A
Island Page	7" x 10"	7.75" x 10.75"	7.5" x 10.625"
1/2 Horizontal	9.5" x 6.125"	10.75" x 6.875"	N/A
1/2 Vertical	4.585" x 12.25"	5.375" x 13"	N/A

**ACCEPTANCE OF ADVERTISING:**

All advertisements are subject to review and approval by SOHO.

**AD PLACEMENT POLICY:**

Interspersed within articles.

**INSERTS:**

**Quantity:** 15,450 required (includes spoilage) **Paper weight:** 80# maximum  
**Specifications:**

- King Size (Full Page) – 10.625" x 14.125" (0.125" head, foot, and face trim will be applied). Full-size inserts should be supplied untrimmed and folded.
- A-Size (Island Page) – 8" x 11" pre-trimmed head and face (0.125" foot trim will be applied). Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with Mashup Media for availability and other information required.

**COVER TIPS:**

**Standard Trim size:** 10.5" x 6"

**Minimum trim size:** 3.5" x 5" for a single page  
4" x 6" for multiple page cover-tips

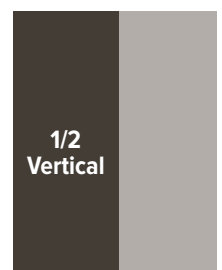
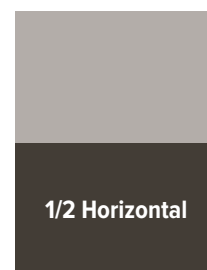
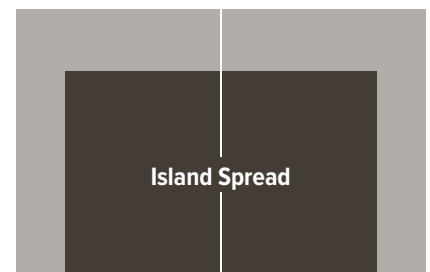
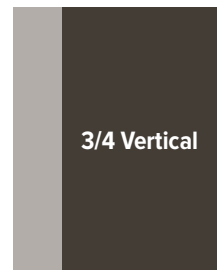
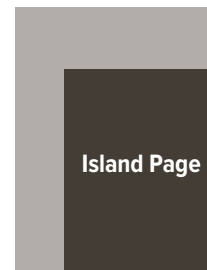
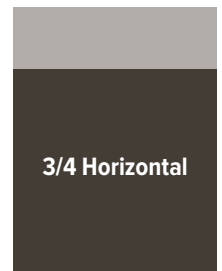
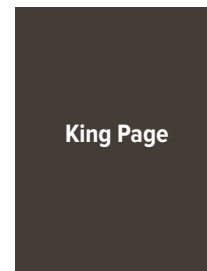
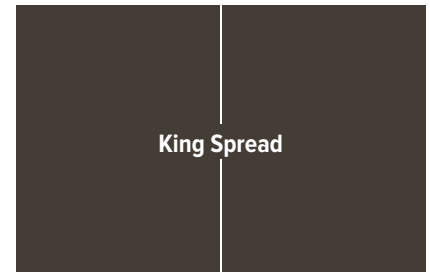
If client is providing the files for Mashup Media to print, please include a bleed of 0.125". If client is providing preprinted materials, they must be trimmed to spec.

Cover wraps and outserts are also accepted in *Blood Cancers Today*. Contact your sales representative for pricing and available issues. Polybagged items must be no larger than publication trim size.

**COVER WRAPS:**

**Front trim size:** 10.5" x 10.5"

**Back trim size:** 10.5" x 14"



## Digital File Specifications

### FILE FORMATS:

Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PDF version 1.3 (Acrobat 4).

All high-resolution images and fonts must be included. All images must conform to the following minimum resolution specifications: Grayscale and color images: 300 DPI; Combination Grayscale and Color images: 500-900 DPI; Line art (Bitmap) images: 900-1200 DPI. Do not nest EPS files.

### PAGE LAYOUT:

Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the magazine, plus a minimum 0.125" bleed on all sides. Keep live matter 0.5" from trim edges. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

### PROOFS:

Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit [www.swop.org/certification/certmfg.asp](http://www.swop.org/certification/certmfg.asp), and click on "Certified Systems & Ads." Desktop inkjet printer proofs do not meet SWOP standards. Mashup Media cannot guarantee color match unless acceptable proof is provided.

### DISPOSITION OF MATERIAL:

Reproduction material will be held one year from last insertion.

## Delivery of Material

### MEDIA DELIVERY OF ADS:

PDFs sent via email or FTP are preferred, but CD-ROM or DVD will be accepted. All disks must be labeled with the following: Publication Title, Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents.

### INTERNET/FTP DELIVERY OF ADS:

Please email Ari Mihos ([amihos@MashupMD.com](mailto:amihos@MashupMD.com)) prior to submitting ads via file share service of your choice, or upload to <https://bit.ly/btc-share>

### CONTRACTS, INSERTION ORDERS, AND INVOICING:

Mashup Media  
Judi Skalak  
670 Madison Avenue  
2nd Floor  
Manalapan, NJ 07726

Phone: 732-490-5530

Fax: 732-862-1116

Email: [judi@MashupMD.com](mailto:judi@MashupMD.com)

### AD MATERIAL:

Mashup Media  
Ari Mihos  
670 Madison Avenue  
2nd Floor  
Manalapan, NJ 07726

Phone: 732-490-5530

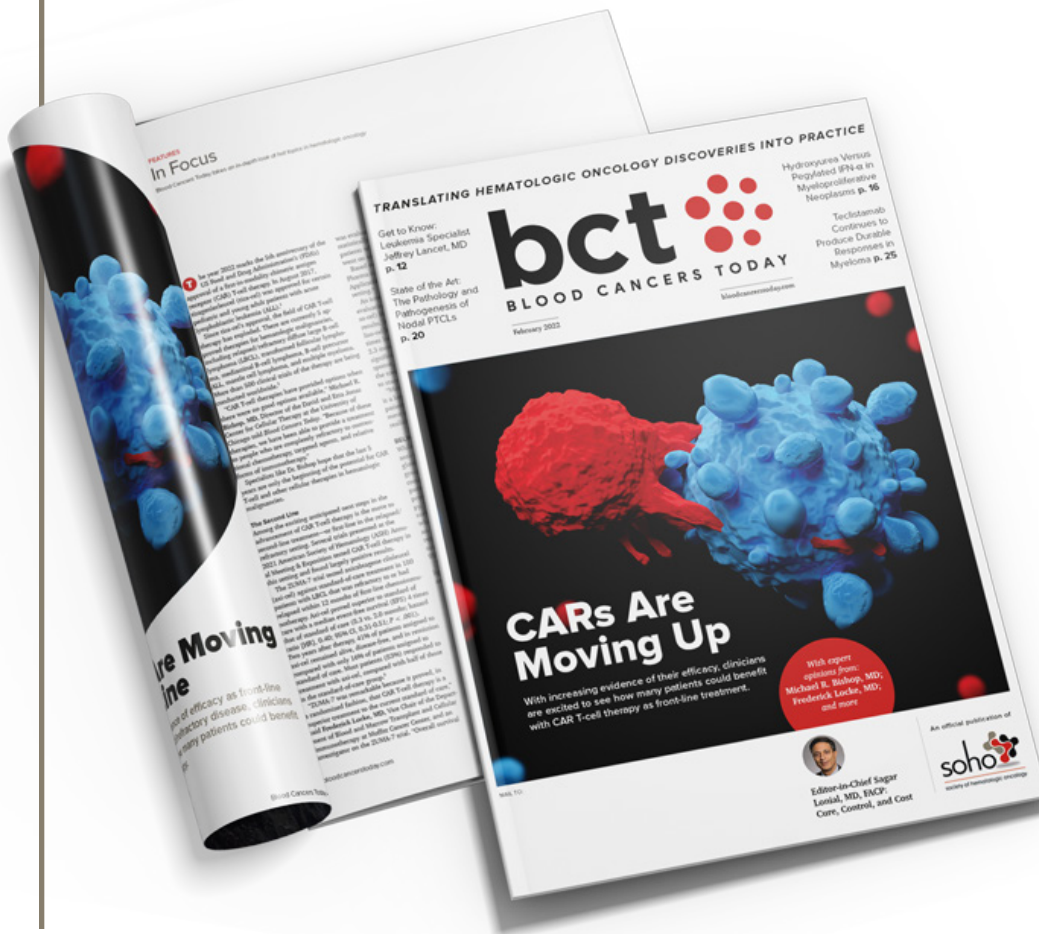
Email: [amihos@MashupMD.com](mailto:amihos@MashupMD.com)

### COVER TIP & INSERT SHIPPING INFORMATION:

Democrat Printing & Litho  
ATTN: Alan Mazander  
6401 Lindsey Road  
Little Rock, AR 72206

800-622-2216

*Packaging should be clearly marked  
Blood Cancers Today with issue date.*



## Digital Advertising Opportunities

### ROS ADVERTISING ON *bloodcancerstoday.com*

The screenshot displays the homepage of *bloodcancerstoday.com*. At the top, it identifies itself as an official publication of *soho*. The navigation bar includes links for News, Viewpoints, Meeting News, Multimedia, In Print, and Subscribe. Below this, a category bar lists Leukemia, Lymphoma, MPN and MDS, Myeloma, and Transplantation and Cellular Therapy. The main content area features 'TODAY'S HEADLINES, AUGUST 25, 2022' with several article teasers. On the right, there is a large blue advertisement placeholder labeled '300x250' and a 'LATEST POSTS' section with more article links. The bottom of the page includes a small 'Advertisement' label.

*bloodcancerstoday.com* is the official website of *Blood Cancers Today*. Content includes:

- daily hematologic oncology news
- reports from medical meetings
- archives of BCT issues
- educational resources
- multimedia, such as video interviews and podcasts

The website will present all content published in the monthly print edition, as well as online-only content.

#### FLAT RATE COST:

\$2,500 per month for 25% SOV

## Digital Advertising Opportunities

### BCT eNEWSLETTERS

BCT eNewsletters include brief overviews of breaking news and medical announcements, with links to more detailed information, keeping hematologist/oncologists current on the latest developments in this field.

12 eNewsletters are delivered per month (every Monday, Wednesday, Friday)

Sent to more than 45,000 opted-in U.S. physicians  
(Hem, Hem/Onc, Med Onc, Onc Nurses, Ped Hem/Onc, and PA/NP Hem/Oncs)

#### POSITIONS:

3 - 300x250

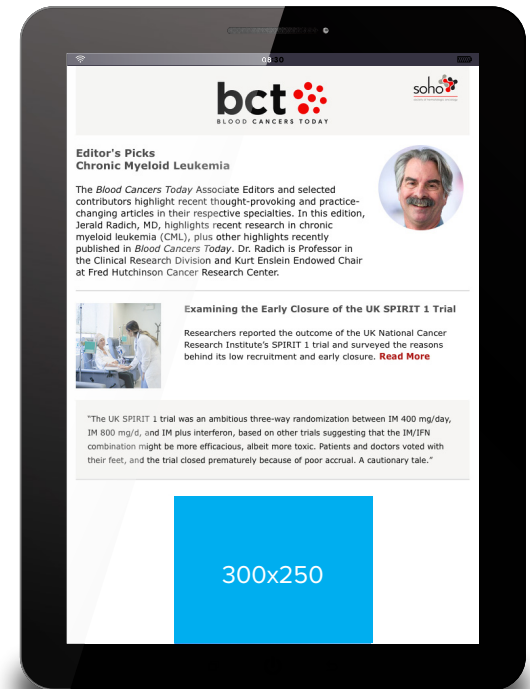
#### COST:

\$3,000 per for 33% SOV

\$4,000 for 66% SOV

\$5,000 for 100% SOV

Run 5, get 1 free



### BCT KNOWLEDGE HUBS

Provide SOHO members with focused content that better aligns with their subspecialty

Exclusive sponsorship – sponsor gets 100% SOV across the knowledge hub channel and articles on *bloodcancerstoday.com*

A monthly disease state eNewsletter highlighting top articles in that disease state, with commentary from a key opinion leader

Sponsorship recognition includes exclusive banners ads on the landing page and newsletter

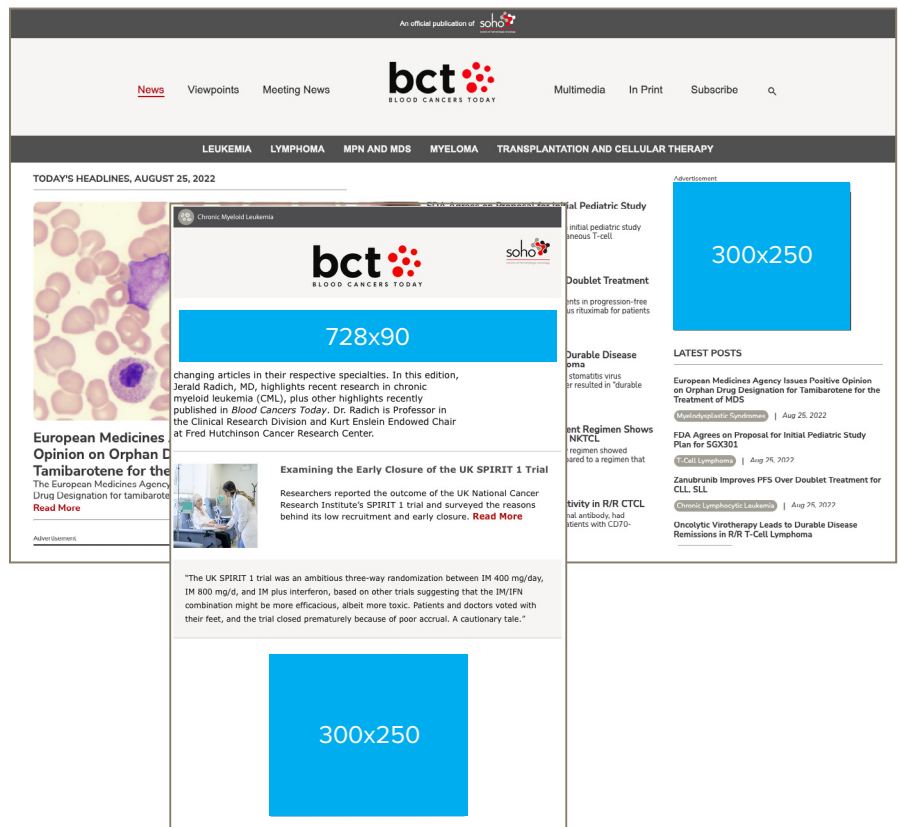
#### AD SIZES:

Leaderboard 728x90

Box 300x250

#### COST:

\$10,000 per month



## Meeting Opportunities

### 2023 MEETING COVERAGE (SOHO, ASCO, EHA, ASH, etc.)

100% SOV across Meeting Coverage series:

- 6 separate coverages available (Leukemia, Lymphoma, Myeloma, Myeloproliferative Neoplasms, Myelodysplastic Syndromes, and Cellular Therapies)

3 months of advertising on the meeting news page on [bloodcancerstoday.com](http://bloodcancerstoday.com)

4 eNewsletters are sent to more than 45,000 opted-in Hem, Hem/Onc, Med Oncs, Onc Nurses, and PA/NPs:

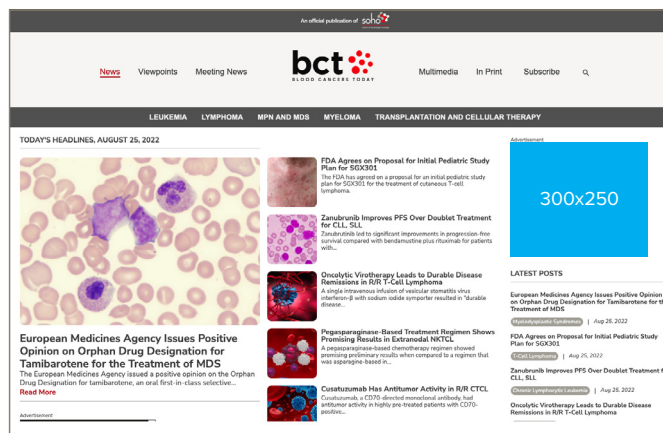
- 1 Pre-meeting eNewsletter
- 2 During-meeting eNewsletters
- 1 Post-meeting eNewsletter

Pre- and Post-meeting eNewsletters will alert readers to meeting coverage and wrap up the meeting highlights:

- Content will focus on hematologic oncology news and updates and how this information will impact practice
- eNewsletters will include video interviews from key opinion leaders
- Sponsor can recommend specific sessions they would like to be covered

#### COST:

\$55,000 (100% SOV)



### 2023 ANY ANNUAL MEETING RECAP DISEASE STATE-FOCUSED eNEWSLETTERS (SOHO, ASCO, EHA, ASH, ETC.)

Disease state-focused eNewsletters will highlight 4-6 abstracts presented at relevant hematologic oncology meetings in specific disease states

eNewsletters would include 2-3 articles and video interviews with key opinion leaders on the disease state

100% SOV across disease state-focused eNewsletter sent to more than 45,000 opted-in Hem, Hem/Onc, Med Onc, Onc Nurses and PA/NPs

Email is deployed after the annual meeting to alert and wrap up events from the conference

#### COST:

\$10,000 (100% SOV) per disease state

