

2020 Rate Card Volume 22

AABB News

AABB News is the Official Newsmagazine of the American Association of Blood Banks. Each issue takes a close look at the blood industry through feature articles, in-depth news stories, and expert opinion columns. Content includes coverage of critical issues affecting transfusion medicine, cellular therapies, cord blood, donor health, and patient blood management.

This monthly print publication is read by Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, and Physicians (Anesthesiologists, Surgeons, Transfusion Services Specialists) who work in Blood Centers, Hospital Blood Banks, and Hospital Transfusion Services.

Advertising Sales Representative

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Publisher & Editorial Office

AABB

4550 Montgomery Avenue
Bethesda, MD 20814

Jay Lewis, Director, Communications

2020 Editorial Calendar and Closing Dates

Frequency: 11x per year

| Volume /Issue | Cover Date | Ad Space Reservation | Ad Materials Due |
|---------------|---------------------|----------------------|------------------|
| 22:1 | January | 12/6/19 | 12/13/19 |
| 22:2 | February | 1/8/20 | 1/15/20 |
| 22:3 | March | 2/7/20 | 2/14/20 |
| 22:4 | April | 3/6/20 | 3/13/20 |
| 22:5 | May | 4/8/20 | 4/15/20 |
| 22:6 | June | 5/8/20 | 5/15/20 |
| 22:7 | July | 6/8/20 | 6/15/20 |
| 22:8 | August | 7/8/20 | 7/15/20 |
| 22:9 | September | 8/7/20 | 8/14/20 |
| 22:10 | October | 9/8/20 | 9/15/20 |
| 22:11 | November / December | 10/8/20 | 10/15/20 |

Cancellations: Cancellations or changes in advertising material must be received no later than the Space Reservation Date.

www.aabb.org



Circulation

Total Print Circulation: 7,000+

Coverage: United States and International

Markets Served: Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, Physicians (Transfusion Service, Anesthesiologist, Surgeon)

Advertising Rates

| 4-Color | 1x | 3x | 6x | 9X | 10X |
|-------------------------|---------|---------|---------|---------|---------|
| Cover 4 | \$4,375 | \$3,970 | \$3,865 | \$3,690 | \$3,575 |
| Cover 2 & 3 | \$3,520 | \$3,490 | \$3,390 | \$3,125 | \$2,980 |
| Full page | \$3,125 | \$2,980 | \$2,865 | \$2,755 | \$2,635 |
| 1/2 page | \$2,440 | \$2,360 | \$2,270 | \$2,185 | \$2,100 |
| 1/3 page | \$2,010 | \$1,930 | \$1,845 | \$1,790 | \$1,705 |
| Cover wrap or Cover tip | \$5,990 | \$5,705 | \$5,450 | \$5,220 | \$5,035 |

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Acceptance of Advertising: All advertising is subject to the approval of AABB.

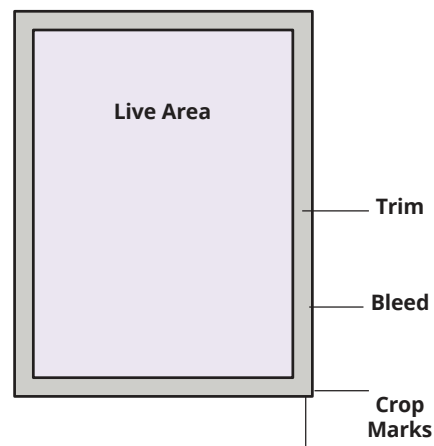
WILEY

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Mechanical Specifications

| Page size | Width x Depth |
|-----------------------|---------------|
| Full page | |
| Live Area | 7 ½" x 9 ⅞" |
| Trim Size | 8 ¼" x 10 ⅞" |
| Bleed Size | 8 ½" x 11 ⅞" |
| Other Sizes | |
| Half page horizontal | 7 ¼" x 4 ⅞" |
| Half page vertical | 4 ¾" x 9 ⅞" |
| Third page horizontal | 4 ¾" x 4 ⅞" |
| Third page vertical | 2 ¼" x 9 ⅞" |
| Cover tip | 5 ¼" x 10 ⅞" |
| Cover wrap | 5 ¼" x 10 ⅞" |



Binding: Saddle-Stitch

Electronic Ad File Submission

- High resolution PDF (300 dpi or higher, formatted for printing)
- AABB does not accept native file formats (Quark, InDesign, etc.)
- Embed all screen and printer fonts
- Do not subset fonts in export options
- Match print or equivalent proof must be supplied
- Ads should be created according to SWOP guidelines for web coated printing (www.swop.org/certifications.html). Use CMYK web-coated as the color space for all images; do not use compression on any images.
- Keep all live matter (text and logos) at least ½" from trim; allow ⅛" for bleeds on all four sides; include cropmarks.
- Maximum Black Density: 95
- Maximum Ink Density: 290
- Dot Gain: 2%
- Halftone screen 150 to 175

Please send ad materials to Michael Lamattina, *AABB News* Advertising Sales Manager at mlamattina@wiley.com