

# Media Kit Rates

## Sponsored Education

Science and Innovation Forum	\$20,000
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If interested in sponsored education please email [businessdevelopment@aabb.org](mailto:businessdevelopment@aabb.org).

## AABB SmartBrief

Billboard	\$850
Top Story (News 1)	\$850
Featured Content	\$850
Above-the-Fold Takeover Ad Unit	\$1,275
Dedicated eBlast	\$5,000

### Advertising Specifications

- **Creative Size** 970×250 (or 728×90)
- **File Size** 250k max
- **File Type** GIF/JPEG/PNG
- **Animation** 15 seconds maximum

### Rectangle-Text Ad Unit

- **Ad Image** 180×150, 50k max, GIF/JPEG/PNG
- **Headline** 40 characters, excluding spaces
- **Ad Copy** 250 characters, excluding spaces
- **Click Through URL**
- **Sponsor Logo (Optional)** 120×60, 50k max, please provide PNG with transparent background
- **Ad Materials Due** 3 full business days prior to the send date

AABB reviews all ads before posting and has the right to accept, edit or refuse advertising from any client. All rights reserved.

If interested in *SmartBrief* advertising bookings please get in touch directly with Oliver Pflieger at [opflieder@smartbrief.com](mailto:opflieder@smartbrief.com).

## AABB Weekly Report

Ad	4 weeks	8 weeks	12 weeks
Leaderboard (600 by 125 px)	\$4,000	\$7,750 <i>save \$250</i>	\$11,500 <i>save \$500</i>
Banner (600 by 150 px)	\$3,500	\$6,750 <i>save \$250</i>	\$10,000 <i>save \$500</i>
Footer (600 by 150 px)	\$3,000	\$5,750 <i>save \$250</i>	\$8,500 <i>save \$500</i>

\*Purchase of ad space includes space in four issues (where available).

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## CellSource

<b>CellSource Edition Basic Sponsorship</b> Inclusion of sponsor logo and sponsorship message.	<b>\$3,500</b>
<b>CellSource Edition Premium Sponsorship</b> Inclusion of sponsor logo and sponsorship message + partnership on one piece of edition content (subject to availability and AABB content approval). Optional add-on: social media promotion package of partnership content.	<b>\$5,000</b>  <b>+ \$500</b>
<b>CellSource Sponsored 'Highlights and Top Stories' link</b> Inclusion of sponsor embedded link (subject to availability and AABB content approval).	<b>\$4,000</b>
<b>CellSource Banner Ad Placement</b> Inclusion of sponsor banner (600 by 150 px) (subject to availability and AABB content approval).	<b>\$3,500</b>

To discuss upcoming availability and content deadlines for CellSource sponsorship please email [businessdevelopment@aabb.org](mailto:businessdevelopment@aabb.org).

## Transfusion Journal

Ad Size	2025 Price
Full Page Mono (B&W)	<b>\$2,855</b>
Full Page Color	<b>\$4,625</b>
Half Page Mono	<b>\$1,840</b>
Half Page Color	<b>\$3,610</b>
Inserts, Outserts, Cover Tips, Belly Bands, Wrap	<i>Enquire for more details.</i>

All rates are commissionable to bona-fide agencies.

Cover Position	Uplift from Mono (B&W) Rate Plus Color Change
Cover 2	<b>35%</b>
Cover 3	<b>25%</b>
Cover 4	<b>50%</b>
Other Premium Positions	<b>15%</b>

## Transfusion Journal (continued)

Frequency Insertion Rates Mono (B&W)	Full Page Mono	Full Page Color
1x	\$2,855	\$4,625
3x	\$2,770	\$4,490
6x	\$2,685	\$4,350
12x	\$2,600	\$4,210
24x	\$2,515	\$4,075
Color Rates (in addition to earned B&W rate)		
4-color Process	\$1,770	

If interested in *Transfusion Journal* advertising bookings please email Karl Franz at [kfranz@wiley.com](mailto:kfranz@wiley.com).

### Issue Deadlines

Issue Date	Booking Deadline	Ad Materials Due	Inserts Due
65:1 January 2025	12/12/24	12/19/24	1/7/25
65:2 February 2025	1/15/25	1/22/25	2/10/25
65:3 March 2025	2/12/25	2/19/25	3/10/25
65:4 April 2025	3/13/25	3/20/25	4/8/25
65:5 May 2025	4/10/25	4/17/25	5/6/25
65:6 June 2025	5/15/25	5/22/25	6/10/25
65:7 July 2025	6/12/25	6/19/25	7/8/25
65:8 August 2025	7/16/25	7/23/25	8/11/25
65:9 September 2025	8/14/25	8/21/25	9/9/25
65:10 October 2025	9/11/25	9/18/25	10/7/25
65:11 November 2025	10/15/25	10/22/25	11/10/25
65:12 December 2025	11/5/25	11/12/25	12/5/25

## Transfusion Journal *(continued)*

### Print Ad Specifications

Journal Trim Size

210 × 276 mm 8.25" x 10.875"

Keep all text and images at least 0.3"/8mm away from the trim line.

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	178 × 254 mm 7" x 10"	216 × 283 mm 8.5" x 11.125"
Half Page Vertical	89 × 255 mm 3.5" x 10"	119 × 283 mm 4.675" x 11.125"
Half Page Horizontal	177 × 127 mm 7" x 5"	216 × 127 mm 8.5" x 5"
Quarter Page	89 × 127 mm 3.5" x 5"	89 × 127 mm 3.5" x 5"
Double Page Spread	355 × 254 mm 14" x 10"	435 × 282 mm 17.125" x 11.125"

Enquire for more details.

If interested in *Transfusion Journal* advertising bookings please email Karl Franz at [kfranz@wiley.com](mailto:kfranz@wiley.com).

## AABB News Center

Ads are available in the following sizes and will appear on the News Center home page, or in feature articles and top columns every month.



AABB is now offering an introductory ad rate:

One Month	Two Months	Three Months
\$4,000	\$7,750	\$11,500

For more information, please email [businessdevelopment@aabb.org](mailto:businessdevelopment@aabb.org).

# AABB Supplier Guide

## Display Advertising Opportunities

Jumbotron	\$3,000
Catfish	\$7,500
Leaderboard	\$4,299
Featured Company	\$3,999
Product Showcases Ltd	\$1,699

## Searchable Content Opportunities

First Placement	\$1,500
Second Placement	\$1,350
Third Placement	\$1,150
Priority Placement	\$150
Keyword Package	\$200
Completed Web-Enabled Listing	\$499
Video Enhancement	\$350

For further information and to get started with AABB Supplier Guide ads please click [here](#).