



AABB Media Kit Rates

Sponsored Education

Science and Innovation Forum	\$21,000
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If interested in sponsored education please email businessdevelopment@aabb.org.

AABB Weekly Report

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

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

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

To discuss upcoming availability for **Weekly Report** ads please email businessdevelopment@aabb.org.

CellSource

CellSource Edition Basic Sponsorship Inclusion of sponsor logo and sponsorship message.	\$3,500
CellSource Edition Premium Sponsorship 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.	\$5,000 + \$500
CellSource Sponsored 'Highlights and Top Stories' link Inclusion of sponsor embedded link (subject to availability and AABB content approval).	\$4,000
CellSource Banner Ad Placement Inclusion of sponsor banner (600 by 150 px) (subject to availability and AABB content approval).	\$3,500

To discuss upcoming availability and content deadlines for **CellSource** sponsorship please email businessdevelopment@aabb.org.

Transfusion Journal



If interested in *Transfusion Journal* advertising bookings please email
Karl Franz at 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 offers the following ad rates:

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

For more information, please email 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](#).

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** 970x250 (or 728x90)
- **File Size** 250k max
- **File Type** GIF/JPEG/PNG
- **Animation** 15 seconds maximum

Rectangle-Text Ad Unit

- **Ad Image** 180x150, 50k max, GIF/JPEG/PNG
- **Headline** 40 characters, excluding spaces
- **Ad Copy** 250 characters, excluding spaces
- **Click Through URL**
- **Sponsor Logo (Optional)** 120x60, 50k max, please provide PNG with transparent background
- **Ad Materials Due** 3 full business days prior to the send date

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If interested in SmartBrief advertising bookings please get in touch directly with Oliver Pflieger at opflieger@smartbrief.com.

NEW 2026 AABB Advertising Packages

Package 1: General Brand Awareness

Tier 1 \$6,999 save \$501	Tier 2 \$8,499 save \$776	Tier 3 \$12,999 save \$1,276
<ul style="list-style-type: none">• <i>AABB News Center</i> ads for 1 month• <i>Weekly Report</i> banner ad for 4 weeks• OR <i>CellSource</i> banner ad	<ul style="list-style-type: none">• <i>AABB News Center</i> ads for 1 month• <i>Weekly Report</i> leaderboard for 4 weeks• OR <i>CellSource</i> banner ad• <i>AABB SmartBrief</i> above the fold takeover ad unit	<ul style="list-style-type: none">• Everything in Tier 2• <i>SmartBrief</i> dedicated eblast

Package 2: New Product Launch or Product Focus

Tier 1 \$4,999 save \$1,550	Tier 2 \$15,499 save \$2,699	Tier 3 \$32,999 save \$5,199
<ul style="list-style-type: none">• Supplier Guide Second placement• Supplier Guide Product showcase• <i>Weekly Report</i> banner ad for 4 weeks• OR <i>AABB News Center</i> ads for 1 month• OR <i>CellSource</i> banner ad	<ul style="list-style-type: none">• Supplier Guide First placement• Supplier Guide Product showcase• Supplier Guide Jumbotron• Supplier Guide Featured company• <i>Weekly Report</i> leaderboard for 4 weeks• OR <i>CellSource</i> banner ad• AND <i>AABB News Center</i> ads for 1 month	<ul style="list-style-type: none">• Everything in Tier 2• Science & Innovation Forum (S&IF)

NEW 2026 AABB Advertising Packages (cont.)

Package 3: Thought Leadership

Tier 1 \$7,499 save \$851	Tier 2 \$11,499 save \$1,501	Tier 3 \$30,999 save \$2,001
<ul style="list-style-type: none">• <i>SmartBrief</i> Top Story OR Featured Content• <i>Weekly Report</i> banner ad for 4 weeks OR CellSource highlights and top stories link• <i>AABB News Center</i> ads for 1 month	<ul style="list-style-type: none">• <i>AABB News Center</i> ads for 1 month• <i>Weekly Report</i> leaderboard for 4 weeks OR CellSource highlights and top stories link• <i>SmartBrief</i> dedicated eblast OR CellSource Premium Sponsorship	<ul style="list-style-type: none">• Everything in Tier 2• Science & Innovation Forum (S&IF)

Package 4: Annual Meeting

Tier 1 \$6,499 save \$1,001	Tier 2 \$12,499 save \$2,251	Tier 3 \$18,499 save \$3,001	Tier 4 \$22,999 save \$3,501
<ul style="list-style-type: none">• Pre- OR post-conference only• <i>AABB News Center</i> ads for 1 month• <i>Weekly Report</i> banner ad for 4 weeks OR 1x CellSource banner ad	<ul style="list-style-type: none">• Pre-conference only OR spread over pre- and post-conference• <i>AABB News Center</i> ads for 2 months• <i>Weekly Report</i> banner ad for 8 weeks OR 2x CellSource banner ad	<ul style="list-style-type: none">• Pre-conference only OR spread over pre- and post-conference• <i>AABB News Center</i> ads for 3 months• <i>Weekly Report</i> banner ad for 12 weeks OR 3x CellSource banner ad	<ul style="list-style-type: none">• Pre-conference only OR spread over pre- and post-conference• <i>AABB News Center</i> ads for 3 months• <i>Weekly Report</i> banner ad for 12 weeks OR 3x CellSource banner ad• <i>SmartBrief</i> dedicated eblast OR CellSource Premium Sponsorship

For more information, availability and bookings, please email businessdevelopment@aabb.org.