



# 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](mailto:businessdevelopment@aabb.org).

## 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).

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](mailto:businessdevelopment@aabb.org).

## CellSource

<b>CellSource Edition Basic Sponsorship</b> Inclusion of sponsor logo and sponsorship message.	\$3,500
<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.	\$5,000  + \$500
<b>CellSource Sponsored 'Highlights and Top Stories' link</b> Inclusion of sponsor embedded link (subject to availability and AABB content approval).	\$4,000
<b>CellSource Banner Ad Placement</b> 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](mailto:businessdevelopment@aabb.org).

# Transfusion Journal

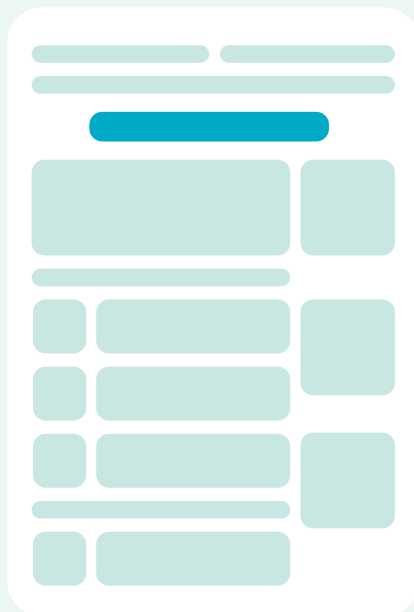


If interested in *Transfusion Journal* advertising bookings please email Karl Franz at [kfranz@wiley.com](mailto:kfranz@wiley.com).

## 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.

728x90



300x50



160x600



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](mailto:businessdevelopment@aabb.org).

# NEW AABB News Sponsored Article

\$4,500

This opportunity provides sponsorship and collaboration on one **AABB News article** (subject to availability and AABB content approval).

- ✓ The sponsor will supply their proposed *AABB News* article copy.
- ✓ An AABB staff writer will review and edit the article to ensure it is in line with *AABB News* style. Sponsor will be able to review and approve the final version.
- ✓ Maximum 750 words and up to 3 external links, along with one article hero image.



## About *AABB News*

*AABB News* is the monthly magazine for the blood and biotherapies community; it provides an insightful look at critical issues affecting the field. Each issue takes a close look at the field through feature articles, in-depth news stories, interviews, expert opinion columns and coverage of critical issues.

*AABB News* is published digitally on the *AABB News Center* platform with 11 issues per year, and **circulated to AABB's 5,000+ members throughout the world.**

For more information or to secure your *AABB News* sponsored article, please email [businessdevelopment@aabb.org](mailto:businessdevelopment@aabb.org).

***Space is limited - reserve your sponsorship opportunity today!***

# 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](mailto:opflieger@smartbrief.com).

# NEW AABB Members Survey Eblast

\$10,000



A quarterly opportunity offered to AABB Corporate Partners and select AABB collaborating organizations, subject to availability and approval by AABB.

This opportunity includes:

- ✓ An initial email send to all AABB members (circa 5,000) featuring:
  - Sponsor company logo
  - Sponsor company description (one sentence)
  - Link to company survey
  - Survey open period
  - Information about survey incentive – if offered by the sponsor
- ✓ A follow up email send to recipients who did not open the email, 48 hours after the initial send, featuring the same content and information.

For more information or to secure your AABB Members Survey Eblast, please email [businessdevelopment@aabb.org](mailto:businessdevelopment@aabb.org).

**Limited availability - inquire now!**

# NEW 2026 AABB Advertising Packages

## Package 1: General Brand Awareness

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

## Package 2: New Product Launch or Product Focus

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

# NEW 2026 AABB Advertising Packages (cont.)

## Package 3: Thought Leadership

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

## Package 4: Annual Meeting

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

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