

South Central Association of Blood Banks
Pulse, Newsletter Rate Card

Thank you for your ongoing support of South Central Association of Blood Banks. **Pulse** distribution is to just over 300 South Central members covering 8 states (CO, MS, AR, LA, AZ, OK, NM, NV, TX). The individual members of the association are healthcare workers such as medical technologists, nurses, physicians, administrators, donor recruiters, phlebotomists, and industry representatives interested in the field of transfusion medicine. The institutional members are hospitals, blood donor centers, and blood testing centers. It is anticipated that the readership of **Pulse** is approximately 1,000 and growing!

The Advertising Rate card is below.

| <u>Ad Size</u> | <u>1 Issue</u> | <u>2 Issues</u> | <u>3 Issues</u> | <u>4 Issues</u> |
|------------------------------------|----------------|-----------------|-----------------|-----------------|
| ½ page (7.5"x4.625") | \$225 | \$200 ea issue | \$175 ea issue | \$150 ea issue |
| ½ Page Back Cover (7.5"x4.625") | \$275 | \$250 ea issue | \$225 ea issue | \$200 ea issue |
| ¼ Page (3.625" x 4.625") | \$150 | \$125 ea issue | \$100 ea issue | \$75 ea issue |

Example: 1 Ad, 2 Issues, ½ page = \$400.00
 Ads must be emailable (to scabb@scabb.org). All artwork must be camera ready in jpg format or eps format. Ad space is limited to one ad per company per issue.

You have the option of supplying a new ad for each issue (no additional cost) or keeping the same one all year.

Note: The Publications Committee for South Central has the right to review and refuse any advertisement if it is not in keeping with the Mission of the association.

Please utilize the attached **Pulse Advertising Agreement** to confirm your ad space in the next issue of Pulse.

Publishing Schedule:

Submission Deadline

May 14, 2009
 Aug 13, 2009
 Nov 5, 2009
 Feb 9, 2010

Distribution Target

mid June
 mid September
 mid November
 mid March

A limited amount of space is dedicated for Advertising in **Pulse**. Advertising Space will be made available on a first-come, first-served basis and is limited to one ad, per issue, per vendor/company.