

South Central Association of Blood Banks

Advertising Rate Card & Schedule

Thank you for your ongoing support of South Central Association of Blood Banks. **Pulse** distribution is to just over 300 South Central members covering 9 states (CO, MS, AR, LA, AZ, OK, NM, NV and 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 Pulse 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 horizontal (8 wide by 5.125 tall)	\$225	\$200 ea issue	\$175 ea issue	\$150 ea issue
½ Page vertical (3.875 wide by 10.5 tall)				
½ Page Back Cover (4 wide by 10.5 tall)	\$275	\$250 ea issue	\$225 ea issue	\$200 ea issue
¼ Page (3.875 wide by 5.125 tall)	\$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.

<i>Publishing Schedule</i>	
Submission Deadline	Distribution Target
Jun 6, 2011	Mid-June
Aug 4, 2011	Mid-September
Nov 7, 2011	Mid-December
Feb 6, 2012	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.

Advertising on our website, www.scabb.org is also available.

Web Page Advertising		
Fees & Placement	Prices	Information
Home Page Advertising	\$500	Limited to two advertisers SOLD
Check box for desired ad		
Interior Page Advertising	\$500 (for all 3 pages)	Limited to four advertisers Membership, Annual Meeting & Education Events Pages Only
Check box for desired ad		
	\$250 (per page)	Limited to four advertisers per page Any page except the Home page
Check box for desired ad		
At this time, advertisements will not include hyperlinks.		

For more information feel free to e-mail us at scabb@scabb.org or call (866) 649-6550