

## **E-blast Advertising Opportunities**

ASB e-blasts are must-read monthly e-news bulletin which are distributed electronically to our members as well as the at-large ASB community. E-blasts offer updates and key information on all ASB initiatives and the ASB Annual Meeting, and reach a wide variety of academics and decision makers in the field including academic & industry researchers, engineers, and physicians. Each e-blast will include a maximum of 3 ads. No advertiser can advertise more than 3 times/year.

- Each e-blast has nearly 2,900 regular recipients
- High open rate (more than 50% on average)

### **Ad specs**

Price: \$300 per e-blast

Ad: color

Accepted file types: jpg, png

Dimensions: 300 x 250 pixels (horizontal)

Hyperlinked

# Details

## Placement Policy

ASB reserves the right to determine the appropriate placement of ads in the e-blast.

## Advertising Policy

ASB will consider advertising that is non-competitive with ASB's events, initiatives, mandates, mission, vision and values. ASB will not accept advertising that is in direct conflict with the ASB Code of Conduct.

ASB does not endorse or recommend any specific companies, products, or procedures. While our intent is that advertisements appearing on our e-blasts may be helpful to our members and community, under no circumstance shall ASB's acceptance of any advertisements be considered an endorsement of the product or service advertised or of the company that manufactures, distributes or promotes the product or service. Clicking on a link within the e-blast advertisement, will be directed to the advertiser's site. ASB is not responsible for the content on the advertiser's site.

Acceptance of any advertisement is at the sole discretion of ASB. All copy and graphics are subject to ASB's approval and the Society reserves the right to decline advertising not in keeping with its standards.

ASB maintains a distinct separation between advertising and editorial content.

## Approval

ASB's Treasurers and Communications Committee Chair will review and approve all ad requests.

For inquiries please contact: [asbtreasurer@asbweb.org](mailto:asbtreasurer@asbweb.org)