



2024-25

PRINT AND DIGITAL ADVERTISING OPPORTUNITIES



The American Society for Clinical Laboratory Science (ASCLS) and its clinical laboratory professional, student, and educator members in state and local constituent societies work to advance the expertise of medical laboratory professionals who, as integral members of interprofessional healthcare teams, deliver quality, consumer-focused, outcomes-oriented clinical laboratory services through all phases of the testing process to prevent, diagnose, monitor, and treat disease. The Society promotes high standards of practice by holding the profession accountable to a Code of Ethics, through dissemination of knowledge at educational programs, and through publications; maintains a supportive community to advocate on behalf of current and future laboratory professionals; and provides laboratory professionals a voice to legislators and regulators through collective, grassroots efforts.



**Reach 51,000+ ASCLS members,
stakeholders, and customers**

ASCLS TODAY

ASCLS Today is the membership newsletter of the American Society for Clinical Laboratory Science. The 16-page publication provides the latest developments in medical laboratory science; showcases and advances the members of ASCLS; and promotes the profession of clinical laboratory science. *ASCLS Today* is published six times a year; print copies are distributed to all members by mail and articles are posted online and distributed by email and social media.



2024-25 Editorial Calendar

Issue	Topic	Deadlines
Oct 2024	Mental Health and Burnout	Space: Aug 1; Art: Sep 1
Dec 2024	Patient Safety/Ethics	Space: Oct 1; Art: Nov 1
Feb 2025	Diversity, Equity, Inclusion, and Belonging	Space: Dec 1; Art: Jan 1
Apr 2025	Professional Impact	Space: Feb 1; Art: Mar 1
Jun 2025	A Look to the Future	Space: Apr 1; Art: May 1
Aug 2025	Professional Advocacy	Space: Jun 1; Art: Aug 1

ASCLS TODAY

Exclusive Single-Issue Sponsorship \$5,000

Includes

1/2 Page Color Ad

- Size: Full Bleed – 9" wide x 5.5" high; No Bleed - 7.6875" wide x 5" high

Color logo and sponsor acknowledgement on back cover with QR Code to URL of sponsors choice

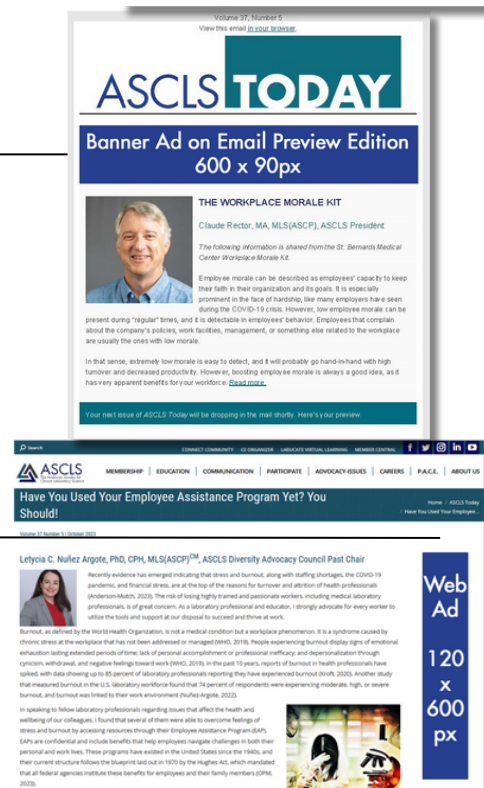
- Size: 2 1/2" wide x 4" high

Banner ad on email preview edition with link to URL of sponsors choice

- Size: 600px wide x 90px high; file format JPG, PNG, or GIF
- File size limit: 200 kilobytes
- Average impressions per issue: 2,000

Digital ad on each article posted individually on website for one year

- Size: 120px wide x 600px tall skyscraper; file format JPG, PNG, or GIF
- File size limit: 200 kilobytes
- Average impressions per issue: 3,000



SOCIETY NEWS NOW



Society News Now e-newsletter presents the most recent news from the American Society for Clinical Laboratory Science (ASCLS), including important updates on state news, current events, and member highlights. It is sent to all members and a portion of our stakeholder audience by email once per month.



Banner ads

- Size: 600px wide x 90px high; file format JPG, PNG, or GIF
- File size limit: 200 kilobytes

Sponsored Content

Submit content as a Word document:

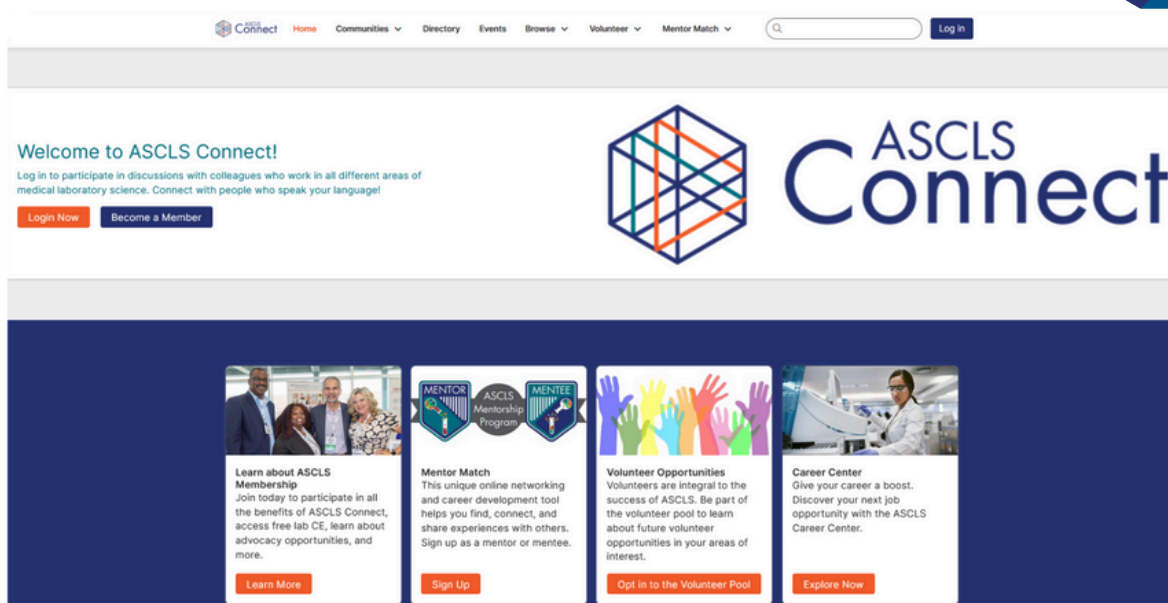
- 20-character headline (including spaces)
- 275-character description (including spaces)
- Target URL
- 150 x 150px image as JPG or PNG

Audience Size/Impressions

- Audience: 13,000
- Average impressions per issue: 2,000

Advertising Rates

<u>Ad Unit</u>	<u>Rate/Issue</u>	<u>Deadlines</u>
Top Banner	\$1,000	Space: 1st of the month of issue Materials: 5th of the month of issue
Sponsored Content	\$2,000	Space: 1st of the month of issue Materials: 5th of the month of issue



ASCLS Connect is a members-only online space for discussion, collaboration, and professional networking for medical laboratory professionals. ASCLS members join online communities, which include special interest groups in scientific disciplines, local constituent societies, volunteer committees and forums, and more. They engage in online discussions, share documents, and connect with other laboratory professionals as mentors or mentees. It is the online home for ASCLS connections.

Reach ASCLS members through ads in discussion post emails or on the website. Advertisement appears for 28 days in emailed discussion post notifications and daily digests, or on the website home page or internal community pages on the website.

Audience

- Discussion post emails for 28 days: 112,000
- Website visits in 28 days: 1,700

Impressions

- Discussion post emails for 28 days: 50,000
- Website impressions for 28 days: 25,000



ASCLS Connect

Advertising Rates

<u>Ad Unit</u>	<u>Rate/Days</u>
Discussion Post	\$6,000/28 days
Email Top Banner	\$4,000/14 days
Size: 728 x 90px	

Homepage	\$\$\$ / 28 days
Skyscraper	\$\$\$ / 14 days
Size: 160 x 100px	

Homepage Top Banner	\$\$\$ / 28 days
	\$\$\$ / 14 days
Size: 964 x 125px	

Interior Page Top Banner	\$4,000/28 days
	\$3,000/14 days
Size: 640 x 125px	

Discussion Post Email Top Banner



Homepage Top Banner

Homepage Skyscraper

Interior Page Top Banner



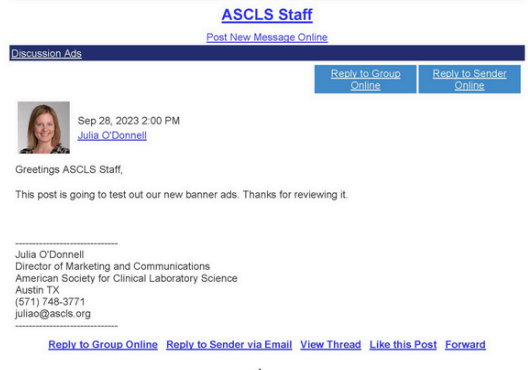


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Banner	\$3,000/14 days
Size: 640 x 125px	

Discussion Post Email Top Banner



Homepage Top Banner

Interior Page Top Banner





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