

# AASLD**NEWS**.org

MEDIA KIT 2016/2017



Your source to reach health care professionals dedicated to preventing and curing liver disease.

# Who We Are



AASLD is the leading organization of scientists and health care professionals committed to preventing and curing liver disease. We foster research that leads to improved treatment options for millions of liver disease patients. We advance the science and practice of hepatology through educational conferences, training programs, professional publications, and partnerships with government agencies and sister societies.

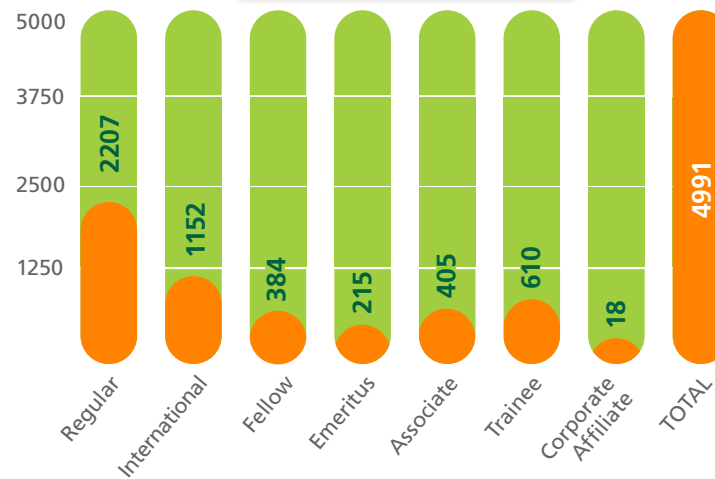
## OUR VISION

to prevent and cure liver disease

## OUR MISSION

to advance and disseminate the science and practice of hepatology, and to promote liver health and quality patient care

Membership Statistics



YOUR GLOBAL AUDIENCE IS A CLICK AWAY!



Established History



An International Society



- 6,779 TWITTER FOLLOWERS
- 5,622 FACEBOOK FOLLOWERS
- 1,021 LINKEDIN FOLLOWERS

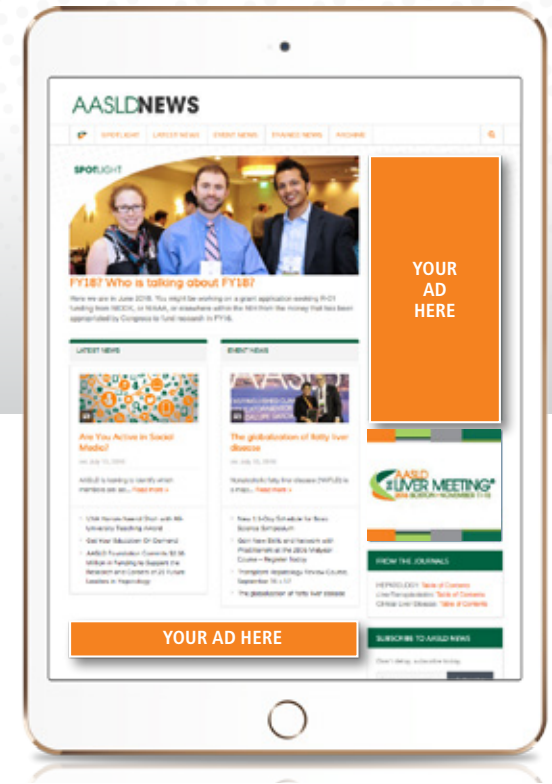
Community Interaction



5,000 Members

# AASLDNEWS.org

Reach members of the American Association for the Study of Liver Diseases by advertising on **AASLDNEWS.org**, a dedicated news site that will deliver news updates every two weeks. **AASLDNEWS.org** engages your target audience year-round with feature articles, in-depth news stories, AASLD departmental columns, association news, and a calendar of upcoming AASLD events.



	HALF-PAGE & BANNER AD PACKAGE* (five packages available/mo)	AD SPACE	CLOSING DATES MATERIAL DUE
September 2016			
October 2016	\$6500	August 12	August 19
November 2016			
December 2016	\$1500	November 4	November 11
January 2017	\$1500	December 2	December 9
February 2017	\$1500	January 6	January 13
March 2017	\$1500	February 3	February 10
April 2017	\$1500	March 10	March 17
May 2017	\$1500	April 7	April 14
June 2017	\$1500	May 5	May 12
July 2017	\$1500	June 9	June 16
August 2017	\$1500	July 7	July 14

Ad duration first to last day of month \*Half-page and banner ads rotate every 8-10 seconds

**FREQUENCY BUY DISCOUNTS**  
 3x = 5% discount    6x = 8% discount    10x = 12% discount

## FEATURED EVERY MONTH

- President's column
- Public policy updates
- Featured news articles
- AASLD events and workshops
- Member education and resources

## SPECIAL ISSUES

- The Liver Meeting® Special Editions (September, October, November)

# Email Advertising

Each biweekly news update on **AASLDNEWS.org** will be promoted through an email announcement, driving AASLD's nearly 5,000 professional members to the site. The emails are another excellent promotional tool and a unique opportunity to reach your audience's inboxes.



	EMAIL SKYSCRAPER	AD SPACE	CLOSING DATES	MATERIAL DUE
September 2016	<b>SOLD</b>	August 2	August 19	
October 2016				
November 2016				
December 2016	\$4000	November 4	November 11	
January 2017	\$4000	December 2	December 9	
February 2017	\$4000	January 6	January 13	
March 2017	\$4000	February 3	February 10	
April 2017	\$4000	March 10	March 17	
May 2017	\$4000	April 7	April 14	
June 2017 (three emails)	\$6000	May 5	May 12	
July 2017	\$4000	June 9	June 16	
August 2017	\$4000	July 7	July 14	



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3x = 5% discount    6x = 8% discount    10x = 12% discount

## EMAIL DISTRIBUTION

Rates include skyscraper visibility on two emails per month, unless otherwise noted

## FOR ADVERTISING RESERVATIONS CONTACT

Nan Blunk, [nblunk@tristarpub.com](mailto:nblunk@tristarpub.com)  
Brennah Tate, [btate@tristarpub.com](mailto:btate@tristarpub.com)

### TRISTAR PUBLISHING, INC.

T: (913) 491-4200  
F: (913) 491-4202

### SEND PAYMENTS TO

Accounts Payable  
TriStar Publishing, Inc.  
7285 W. 132nd Street, Suite 300  
Overland Park, KS 66213

### PAYMENT OPTIONS

Payments may be made via check, wire transfer, or credit card. Payments made via credit card will be charged an additional 3% fee added to the total purchase price. This fee cannot be waived.

### FINANCIAL CONSIDERATIONS

1. All signed agreements are firm. No cancellations accepted.
2. Payment is due upon space commitment. Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. This fee cannot be waived.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. A minimum \$500 late fee will be charged for materials received after the specified due date.
5. Subject to AASLD approval, non-exhibiting companies who wish to advertise will incur a 25 percent premium charge in addition to the advertising fee.

## FILE SUBMISSION SPECIFICATIONS AND SPECIAL NOTES

### HALF-PAGE

300 x 600  
40k maximum; .GIF or .JPEG; no limits on animation  
Click-through URL

### BANNER

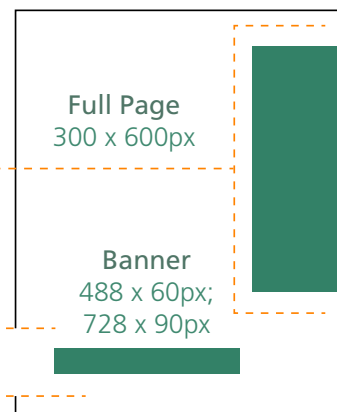
468 x 60 minimum or 728 x 90 maximum  
40k maximum; .GIF or .JPEG; no limits on animation  
Click-through URL

### SKYSCRAPER (EMAIL ADVERTISING)

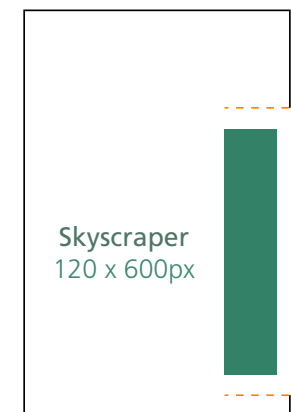
120 x 600  
40k maximum; .GIF or .JPEG  
Click-through URL

**BEST PRACTICE:**  
INCLUDE A CALL TO  
ACTION ON YOUR  
DIGITAL AD TO  
INCREASE CLICK-  
THROUGH RATE.

**Note:** All advertisements are subject to approval by AASLD.



AASLDNEWS.org



Email Advertising