ASBMR®
The American Society for Bone and Mineral Research

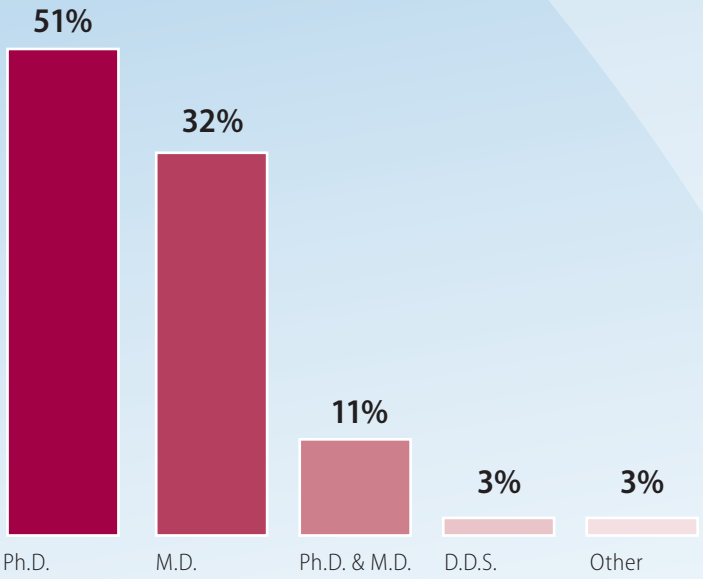
e-News Weekly 2013 Media Kit

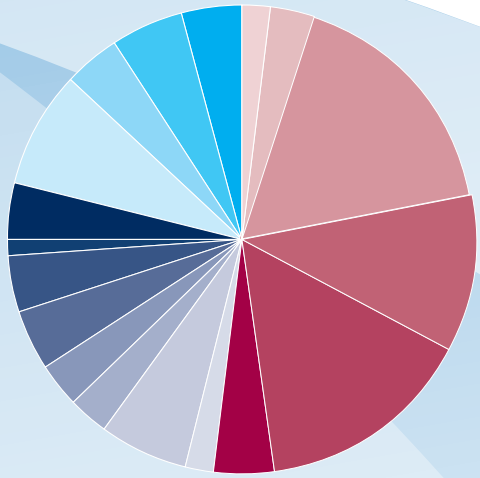
Make an investment for immediate ROI and long-term success

REACH AND FREQUENCY

The American Society for Bone and Mineral Research (ASBMR) makes the discoveries that keep bones healthy for a lifetime. ASBMR promotes research, translates science into clinical care and communicates to and connects a **worldwide audience within and beyond bone research boundaries** through its weekly e-Newsletter to members.

The audience we deliver is incomparable—highly targeted yet broad in specialty. Our 4,000 members worldwide are basic research scientists and clinical investigators in bone and mineral metabolism and related fields, physicians and other healthcare practitioners.

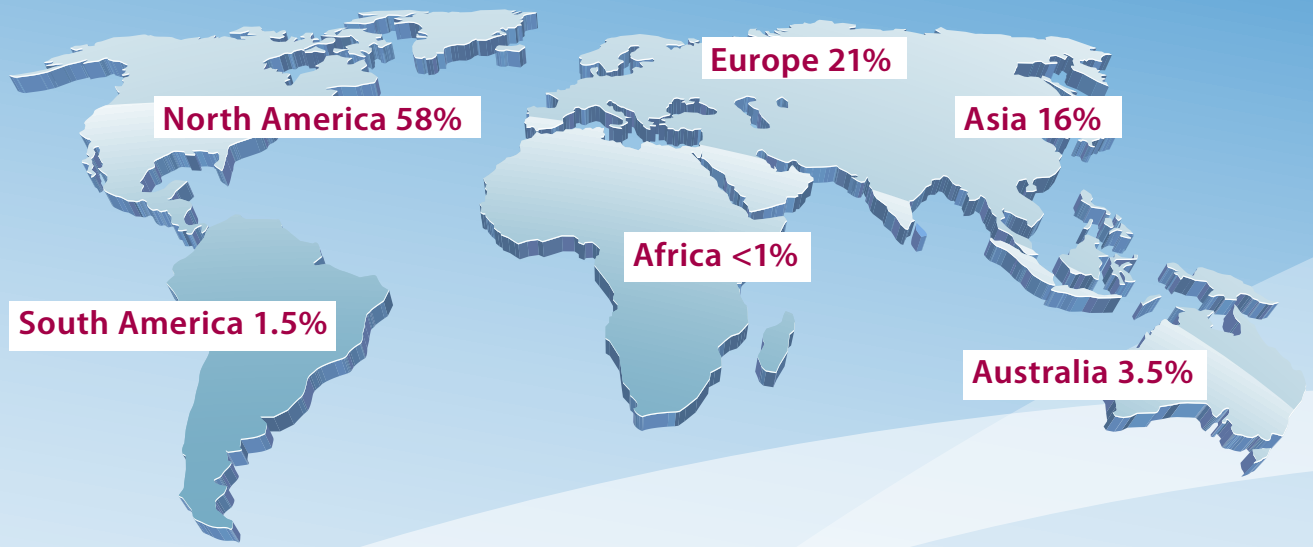




Radiology 2%	Pathology 3%
Physiology 3%	Developmental Biology 4%
Endocrinology 17%	Rheumatology 4%
Molecular Biology 11%	Nephrology 1%
Cell Biology 15%	Internal Medicine 4%
Other 4%	Orthopaedics 8%
Pharmacology 2%	Epidemiology 4%
Biomechanics 6%	Metabolism 5%
Dentistry 3%	Molecular Genetics 4%

Our diverse members have interests in numerous fields, including biomechanics, cell biology, molecular biology, dentistry, developmental biology, endocrinology, epidemiology, internal medicine, metabolism, molecular genetics, nephrology, obstetrics-gynecology, orthopedics, pathology, pharmacology, physiology, rheumatology and other research/clinical areas.

If you have any questions, or if you have an advertising idea you do not see listed here, please contact Jenny Shupe at jshupe@asbmr.org or 312.673.5742 or Anne Wilson at awilson@asbmr.org or 312.673.5795.



VALUE

ASBMR e-News Weekly readers say that its **content is valuable, useful and relevant**. Our members are busy — when they want updates, they want credible, curated content.

Here are the facts:

- 73% read half or more of **each issue** of *e-News Weekly*
- 74% say *e-News Weekly* **provides valuable information** in each issue
- 71% agree *e-News Weekly* consistently provides **relevant** information
- About 90% indicate that the amount of content is just about right
- 40% consistent average open rate

Our **readers take action** when they read *e-News Weekly*:

- 73% are interested in ads for an upcoming scientific meeting or white paper announcement
- 66% would click a link in an ad
- 60% would forward an article to a colleague

CONNECT NOW

Advertise adjacent to the week's most important news in the bone and mineral field. Keeping your message in front of these important customers gives you the edge.

ASBMR e-News Weekly **connects you to a highly targeted circulation** of more than 4,000 readers. This gives you access to the broadest scope of audience in the bone and mineral field, **more than any other organization provides**. Connect today with the leading experts and the up and coming leaders of tomorrow.



Rates				
Ad Size	Width	Height	12 months	6 months
Tile Ad Large	Up to 150px	Up to 200px	$15,000	$8,000
Tile Ad	Up to 150px	Up to 150px	$10,000	$6,500
Small Logo with Link	Up to 100px	Up to 100px	$7,500	$3,500

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