



The American Society for
Bone and Mineral Research

e-News Weekly Advertising Opportunities

*Make an investment for immediate
ROI and long-term success*

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 nearly 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.

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:

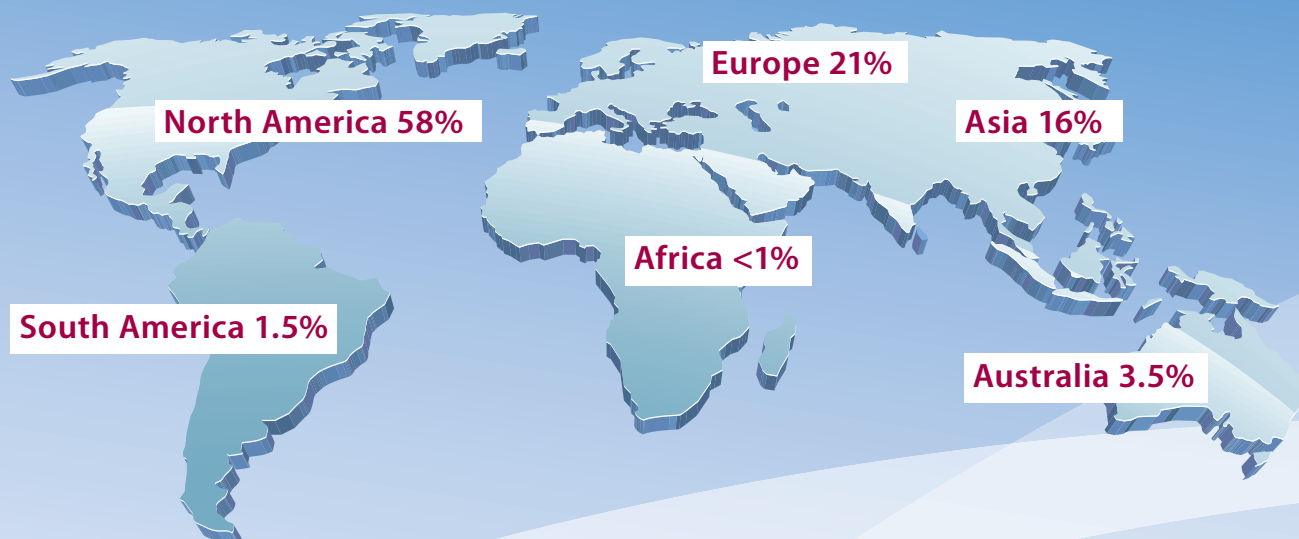
- 73% are interested in ads for an upcoming scientific meeting or white paper announcement
- 66% would click a link in an ad
- 60% would forward an article to a colleague



Rates

Ad Size	Size (pixels)	One Week	One Month	Three Months	Six Months	Twelve Months
Tile Ad	150 x 115	\$500	\$1,500	\$3,500	\$6,000	\$10,000

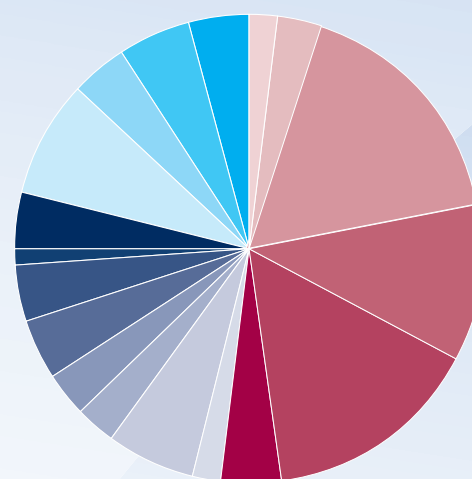
If you have any questions, or if you have an advertising idea you do not see listed here, please contact Jennifer Trotter at asbmr@asbmr.org or (202) 367.1161.



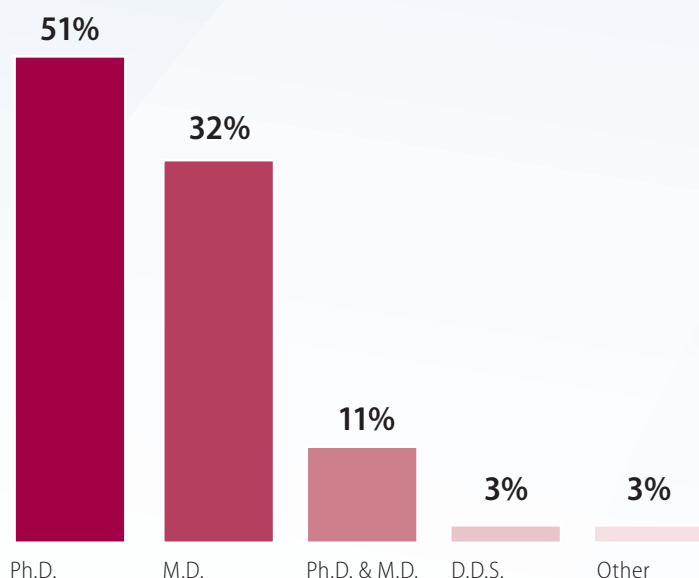
REACH AND FREQUENCY

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 nearly 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.

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e-News Weekly Advertising Contract



Instructions

Complete all sections of this application. Sign and return the application via fax to: (202) 367.2161 or email a PDF to asbmr@asbmr.org.

COMPANY INFORMATION

Company Name

Contact Name

Title

Company Address

City

State/Province

ZIP

Phone Number

Fax Number

Email Address

Website

ASBMR E-NEWS WEEKLY SIDE BANNER ADVERTISEMENTS

Placement will be top to bottom, first-come, first-served

Width: Up to 150px

Height: Up to 115 px

Weekly Ad Reservation Deadline: EOB Friday the week prior to the issue the ad will run

Weekly Ad Materials Deadline: EOB Tuesday of the week the ad will run

PACKAGES AND PRICING

☐ One (1) Week: \$500

Date of Issue: _____

☐ One (1) Month: \$1500

Dates of Issue: _____

☐ Three (3) Months: \$3500

Dates of Issue: _____

☐ Six (6) Months: \$6000

Dates of Issue: _____

☐ Twelve (12) Months: \$10,000

Dates of Issue: _____

METHOD OF PAYMENT

Total Due: _____ ☐ Check/Check Number: _____

Make check payable to ASBMR. (Include copy of invoice or contract.)

Contact for Fulfillment and Payment Inquiries:

Jennifer Trotter, (202) 367-1161

Remit Checks to: ASBMR

2025 M Street, NW

Suite 800

Washington, DC 20036

(p) +1 (202) 367-1161

(f) +1 (202) 237-2161

asbmr@asbmr.org

Advertising Policy

ASBMR Advertising Policies

ASBMR advertising policies apply to all ASBMR publications. All advertising must be approved by the ASBMR publications staff and submitted by material due dates in order to ensure sufficient review time. The JBMR, JBMR Plus, and ASBMR logos or name cannot be used within advertisements in any way that may suggest editorial or association endorsement of a company or product. Publication of any ad is not an endorsement of the advertiser's product or service or the claims made for the product in such advertising. The fact that an advertisement for a product, service, or company has appeared in an ASBMR publication shall not be referred to in collateral advertising. ASBMR publications do not promise stories in exchange for advertising, sponsorship, or other considerations. Editors, publications staff, advertising staff, and the publisher may not share the actual text of articles or their layouts for advertiser review. To prevent the appearance of advertiser review, advertisements should not directly refer to editorial content, including specific articles or page numbers. Advertisements may not be deceptive or misleading. Advertisers must present their product or service information in a professional, accurate manner that enhances their product's image without being derisive of other products. Libelous, inflammatory ads intended to harm another company and/or its products will not be accepted. All advertising is accepted at the discretion of the Society and is subject to approval. ASBMR publications reserve the right to reject any advertisement for any reason, including advertising deemed not in keeping with our publication standards. ASBMR reserves the right to reject or discontinue any advertising at any time for any reason. Advertisers shall indemnify and hold harmless the publisher, editor, and ASBMR, its officers, agents, and employees from and against any loss, expense, claim, or liability resulting from their advertisement. Advertisers must warrant that their advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by the ad space closing date. Among other factors, advertising review includes a review for common sense. ASBMR reserves the right to refuse any ad that is negligent or offensive (including photography and images) and/or crosses the "taste" boundary that ASBMR, in their sole discretion, determines (e.g., a blatant, yet unsubstantiated claim).

U.S. Food and Drug Administration (FDA) regulations provide exacting legal controls over the claims that pharmaceutical advertisers may make for their products. Adherence to legal requirements concerning advertising and promotion by pharmaceutical companies is their responsibility. No Direct Product Comparison: No direct product comparisons can be made in any advertising. Brand-name comparisons should be avoided. Labeling, Layout, and Design: Advertising must be clearly identifiable as advertising. Any deliberate attempt to simulate a publication's format is not permitted, and the Society reserves the right to place the word "advertisement" with copy which, in the Society's opinion, resembles editorial matter. The delineation between editorial content and advertising must be clear, and the layout, design, typeface, and literary style of advertising must be distinctly different from the publication's normal layout, design, typeface, and literary style. "Advertisement," "Advertising," and "Special Advertising Section" are standard labels. "Promotion" and "Advertorial" cannot be used as labels. Labels must appear horizontally at the top of the ad page in readable type at least comparable in size and weight with the publication's body type. Labels cannot be hidden or disguised. Advertisements that could be mistaken for editorial content, even if they do not mimic the graphic design of the publication in which they appear, should be labeled as advertising. Adjacency: Print advertising may not be placed adjacent to related editorial content, nor may it appear between articles. CME: ASBMR and the publisher follow Accreditation Council for Continuing Medical Education (ACCME) requirements for continuing medical education (CME)-related advertising. Ads cannot be placed within a CME-certified article or on any partial page of that article, nor are they permitted in other parts of the official CME activity, such as post-tests, evaluations, and general CME information pages. Editorial Participation in Advertising: Editorial staff (including Editor-in-Chief, Senior Associate Editors, Associate Editors, and Editorial Board) and authors will not appear in, or participate in, the creation of ads. Digital Ads: Banner advertisers with banner-linked websites will not prevent the viewer from returning to the JBMR, JBMR Plus, or ASBMR website or other previously viewed screens, or redirect viewers to a website that they did not intend to visit and/or was unregistered with the ad order. Banner ads may not link to a web page or site that requires registration of personal information before reaching website. Publisher reserves the right to remove links from ad banners that do not conform to publisher standards or this policy.

No responsibility is assumed, and responsibility is hereby disclaimed, by the ASBMR, its publications, and the publisher for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of methods, products, instructions, or ideas presented in any ASBMR publication. Independent verification of diagnosis and drug dosages should be made. Advertisers are responsible for compliance with requirements concerning statements of efficacy, approval, licensure, and availability.

SIGNATURE

Authorized Signature

Date