



# 2023 Annual Meeting Digital Advertising Opportunities

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# Digital Advertising Opportunities

Click the links below to see each type and pricing

- [Annual Meeting Emails](#)
- [ASHG Newsletters and Web Pages](#)
- [Online Planner and Mobile App](#)
- [More ASHG 2023 Advertising Options](#)

All artwork must be approved by ASHG prior to production and adhere to the content guidelines in the [ASHG Media Kit](#).

# Digital Advertising Opportunities

## Annual Meeting Emails

- Banner ads in attendee-exclusive emails, featuring:
  - The Daily Meeting Digest
    - *Sent the morning of each meeting day*
  - Exhibit Hall Preview
  - ~~Industry Events Preview~~ **SOLD OUT!**
  - ~~Know Before You Go~~ **SOLD OUT!**
  - QR Code email – exclusive top-position ad, no other sponsors
    - *Every attendee must open this to pick up their badge onsite!*
  - Post-Show Wrap Up



[Download the ASHG media kit here for ad specs and guidelines](#)

All artwork must be approved by ASHG prior to production and adhere to the content guidelines in the [ASHG Media Kit](#).

# Digital Advertising Opportunities

## Annual Meeting Emails – Price List

Item	Ad Position	Sale Price
<del>Registration Early Bird Reminder</del> <b>SOLD</b>	<del>Top – Exclusive!</del>	<del>\$6,000.00</del>
<del>Exhibit Hall Preview</del> <b>SOLD</b>	<del>Top</del>	<del>\$4,000.00</del>
Exhibit Hall Preview	Middle	\$2,700.00
Career Fair + Prof. Development	Top	\$2,500.00
Career Fair + Prof. Development	Middle	\$1,800.00
<del>Industry Events Preview</del> <b>SOLD</b>	<del>Top</del>	<del>\$4,000.00</del>
<del>Industry Events Preview</del> <b>SOLD</b>	<del>Middle</del>	<del>\$2,700.00</del>
QR Code Email	Top - Exclusive!	\$8,000.00
<del>Know Before You Go</del> <b>SOLD</b>	<del>Top</del>	<del>\$6,000.00</del>
<del>Know Before You Go</del> <b>SOLD</b>	<del>Middle</del>	<del>\$4,000.00</del>
<del>Know Before You Go</del> <b>SOLD</b>	<del>Bottom</del>	<del>\$2,000.00</del>

Item	Ad Position	Sale Price
<del>Daily Digest, Wednesday</del> <b>SOLD</b>	<del>Top</del>	<del>\$3,500.00</del>
Daily Digest, Wednesday	Middle	\$2,500.00
<del>Daily Digest, Thursday</del> <b>SOLD</b>	<del>Top</del>	<del>\$3,700.00</del>
<del>Daily Digest, Thursday</del> <b>SOLD</b>	<del>Middle</del>	<del>\$2,700.00</del>
Daily Digest, Friday	Top	\$3,700.00
Daily Digest, Friday	Middle	\$2,700.00
Daily Digest, Saturday	Top	\$3,000.00
Daily Digest, Saturday	Middle	\$2,200.00
Post-Show Wrap Up	Top	\$2,500.00
Post-Show Wrap Up	Middle	\$1,800.00

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# Digital Advertising Opportunities

## ASHG Newsletters, Web Pages, and Career Center Ads

- Banner ads in our member-exclusive Friday newsletter *The SNP*
  - Sent every Friday morning (around 10 am eastern) excluding major holidays, the week before the meeting, and the week of the meeting
  - Sent to full opted-in member database
    - ~6,000 members and >95% opt-in rate!
- Rotating ads on select ASHG.org and Annual Meeting landing pages
- Job listings and banner ads on the [ASHG Career Center](#)



[Download the ASHG media kit here for full SNP and web ad specs and guidelines](#)

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# Digital Advertising Opportunities

## ASHG Newsletters – Price List

Newsletter Ads: Position & Size	Shoulder Rates: Aug. 1 – Sept. 15	Peak Rates: Sept. 16 – Annual Meeting	Standard Rates <i>(all other times)</i>
Top Position, 660w x 88h	\$2,250	\$3,000	\$1,500
Middle Position, 660w x 175h	\$1,500	\$2,000	\$1,000
Bottom Position, 660w x 175h	\$750	\$1,000	\$500

*Reach out to [swhitney@ashg.org](mailto:swhitney@ashg.org) for current availability by week and by position*

All artwork must be approved by ASHG prior to production and adhere to the content guidelines in the [ASHG Media Kit](#).

# Digital Advertising Opportunities

## ASHG Web Pages – Price List

Web Ads: Position & Size	1 Month	3 Months	6 Months
Run of Site, Top Leaderboard, 728w x 90h**	\$2,500	\$6,000	\$12,500
Journal Landing Pages: Sidebar, Skyscraper, 120w x 600h*	\$2,000	\$5,000	\$9,500
Journal Landing Pages: Sidebar or Inline, Boombox, 336w x 280h*	\$1,200	\$3,000	\$5,500
Journal Landing Pages: Sidebar or Inline, Square, 250w x 250h*	\$1,200	\$3,000	\$5,500
Non-Journal Landing Pages: Sidebar, Skyscraper, 120w x 600h*	\$1,000	\$2,700	\$5,000
Non-Journal Landing Pages: Sidebar or Inline, Boombox, 336w x 280h*	\$700	\$1,800	\$3,500
Non-Journal Landing Pages: Sidebar or Inline, Square, 250w x 250h*	\$700	\$1,800	\$3,500
<p>* Peak schedule premiums for sidebar and inline ads:</p> <ul style="list-style-type: none"> <li>• Aug. 1 – Sept. 15: \$300 per ad</li> <li>• Sept. 16 to Annual Meeting: \$500 per ad</li> <li>• Aug. 1 to Annual Meeting: \$700 per ad</li> </ul>	<p>** Peak schedule premiums for run of site leaderboard ads:</p> <ul style="list-style-type: none"> <li>• Aug. 1 – Sept. 15: \$700 per ad</li> <li>• Sept. 16 to Annual Meeting: \$1,000 per ad</li> <li>• Aug. 1 to Annual Meeting: \$1,500 per ad</li> </ul>		

Reach out to [swhitney@ashg.org](mailto:swhitney@ashg.org) for current availability  
by month and position

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# Digital Advertising Opportunities

## ASHG Career Center Ads – Job Posting Price List

Standard Packages	ASHG Member Rate	Non-Member Rate
30-Day Internship Posting	Free	Free
30-Day Job Posting	\$295	\$495
60-Day Job Posting	\$419	\$675

Job Posting Enhancements	ASHG Member Rate	Non-Member Rate
Featured Job	Free	Free
Digi-Me Video	\$295	\$495
Social Recruiting	\$419	\$675
ASHG Annual Meeting Exhibitor Highlight	Varies	Varies

Visit <https://careers.ashg.org/employers/>  
for full rates and packages and to order

# Digital Advertising Opportunities

## ASHG Career Center Ads – Banner Ad Price List

Career Center Banner Ad: Position & Size	1 Month	3 Months	6 Months
Top Banner, 468w x 60h	\$750	\$2,100	\$4,000
<i>* Peak schedule premiums for Career Center banner ads:</i> <ul style="list-style-type: none"><li>• Aug. 1 – Sept. 15: \$250 per ad</li><li>• Sept. 16 to Annual Meeting: \$350 per ad</li><li>• Aug. 1 to Annual Meeting: \$500 per ad</li></ul>			

Reach out to [swhitney@ashg.org](mailto:swhitney@ashg.org) for current availability by month

# Digital Advertising Opportunities

## Online Planner and Mobile App



- Offering enhanced exhibitor listings, push notifications, and in-app ads
- Robust ad retargeting also available – reach attendees everywhere they go online!

*[Download the TriStar rate card here for details and pricing](#) or contact Steve Smyth at [ssmyth@tristarpub.com](mailto:ssmyth@tristarpub.com) to get started!*

**Mobile App & Online Planner**  
The **PRIMARY** attendee tool to navigate this year's meeting!

The 2022 in-person meeting reported outstanding attendee participation, including:

 <b>5,496</b> APP DOWNLOADS	 <b>18,642</b> ONLINE PLANNER USERS
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The graphic features a blue header with the title 'Mobile App & Online Planner' and a subtitle 'The PRIMARY attendee tool to navigate this year's meeting!'. Below this, it states 'The 2022 in-person meeting reported outstanding attendee participation, including:' followed by two statistics: '5,496 APP DOWNLOADS' (with a green download icon) and '18,642 ONLINE PLANNER USERS' (with a green people icon). To the right, a smartphone displays the ASHG Annual Meeting 2023 app interface, showing the ASHG logo, 'ANNUAL MEETING 2023', and 'WASHINGTON, DC • NOVEMBER 1-5'.



DEADLINES	
September 1	Ad space/payment
September 6	Ad materials due



# More ASHG 2023 Advertising Opportunities

Download our [Full Onsite Branding & Advertising Opportunities](#) packet to see specs and pricing for lots of great options to compliment your digital ads and boost your brand:

- Printed ad options like floor decals, meeting bag inserts, and meterboards
- High-impact escalator branding
- Onsite digital advertising
- *And so much more!*



**Floor Decals in Lobby**  
*See full opportunities packet for pricing!*

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# Thank You!

Ready to Book Your Ads or Have Questions?  
Contact Sara Whitney at [swhitney@ashg.org](mailto:swhitney@ashg.org) or 301-634-7318