ASHG DIGITAL ADVERTISING: WEBSITE AND NEWSLETTER AD OPPORTUNITIES

As the world’s largest community of human genetics professionals, the American Society of Human Genetics (ASHG) is excited to offer new web advertising opportunities alongside existing improved newsletter options to connect with genetics researchers and professionals, and to showcase your programs, products, and services more effectively with key stakeholders.

Audience

Increase your brand awareness and build critical relationships with ASHG members and genetics industry leaders with year-round advertising exposure. ASHG members come from all over the United States and more than 100 countries worldwide, with more than half of all members employed in genetic research and patient care, and nearly three-quarters of all members in academic and nonprofit organizations.

ASHG Web Pages and Stats

Our new opportunities allow your organization to advertise on the following ASHG.org landing pages*.

- **Meetings Landing Page** – 1,661 average visits per month
- **Careers & Learning** – 308 average visits per month
- **Publications & News** – 298 average visits per month
- **American Journal of Human Genetics** – 373 average visits per month
- **New in Nov 2020 – Human Genetics & Genomics Advances Journal** – 215 average visits per month

Average Number of Monthly Landing Page Views Sitewide: **6,970**
Average Number of Monthly Unique Landing Page Views Sitewide: **5,819**
Average Time on Landing Page, Journals: **110 minutes**
Average Time on Landing Page, Non-Journals: **34 minutes**

*To preserve the integrity of scientific content featured on our website, advertisements will not be placed on any search results pages, abstract content pages or the main ashg.org homepage.

Weekly ASHG Newsletter: THE SNP

Our members spoke, and we listened! Our semi-monthly member newsletter grew to weekly distribution in 2020, which means you can directly reach our opted-in members with targeted advertising every week.

Contact Us at [EXHIBITS@ASHG.ORG](mailto:EXHIBITS@ASHG.ORG) to Reserve Your Opportunity Today!
ASHG Website Advertising
Policies & Guidelines

Policies
Advertising and related links placed on the American Society of Human Genetics (ASHG) website must be ethical, educational, and professional. ASHG reserves the right to reject advertising copy and materials and the right to remove any advertisement placed on its website at any time. Acceptance of any advertisement does not indicate an endorsement by ASHG of the products or services promoted, the company, or the claims made. ASHG assumes no responsibility for third-party tracking discrepancies. We encourage our advertisers to create custom marketing links to accompany your advertisements to tie into your Google Analytics or other data collection tools.

Run of Site Leaderboard Rates
Leaderboard-size advertisements are run of site on ASHG.org internal landing pages (see Placement Guidelines below). Advertisers are encouraged to submit both standard and mobile friendly leaderboard sizes; see Artwork Requirements below.

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$1,500.00</td>
<td>$4,000.00</td>
<td>$7,500.00</td>
</tr>
</tbody>
</table>

Journal Landing Page Rates
Rates listed below are per page per month for individual advertisements on the landing pages for the American Journal of Human Genetics (AJHG) and Human Genetics and Genomics Advances (HGG Advances).

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tall Sidebar ads:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper, Wide Skyscraper, Skyrise</td>
<td>$2,000.00</td>
<td>$5,500.00</td>
<td>$9,500.00</td>
</tr>
<tr>
<td>Short Sidebar and Inline ads:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boombox, Square*</td>
<td>$1,500.00</td>
<td>$4,000.00</td>
<td>$9,500.00</td>
</tr>
</tbody>
</table>

*Boomboxes and squares placed in sidebars will run double stacked. See sample below.

Non-Journal Landing Page Rates
Rates listed below are per page per month for individual advertisements on specified non-journal ASHG.org internal landing pages (see Placement guidelines below).

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tall Sidebar ads:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper, Wide Skyscraper, Skyrise</td>
<td>$1,000.00</td>
<td>$2,700.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Short Sidebar and Inline ads:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boombox, Square*</td>
<td>$750.00</td>
<td>$2,000.00</td>
<td>$3,700.00</td>
</tr>
</tbody>
</table>

*Boomboxes and squares placed in sidebars will run double stacked. See sample below.
Artwork Requirements

- All advertisement artwork and associated URLs must be approved and tested prior to placement on the ASHG website.
- Advertisement sizes are as follows:
  - Leaderboard: 728w x 90h
    - Leaderboard for mobile: 468w x 60h
  - Skyscraper: 120w x 600h
  - Wide Skyscraper: 160w x 600h
  - Skyrise: 267w x 534h
  - Boombox: 336w x 280h
  - Square: 250w x 250h
- Artwork must be in .jpg., .png or .gif file format.
- File size should be less than 75k.
- Animations should run either three rotations or 30 seconds, whichever is shorter.
- If the artwork contains a logo, the logo should not exceed 1/3 of the total ad size.
- Advertisement URLs must be submitted with artwork.

Placement Guidelines

- Advertisements are eligible for placement exclusively on the following ASHG landing pages.
  - Meetings
  - Careers & Learning
  - Publications & News
  - AJHG
  - HGG Advances
- Each advertisement location (top leaderboards, sidebars, inline) may have up to 4 advertisers rotating with every page view.
- Advertisements will not be placed on any search results pages, abstract content pages or the main ashg.org homepage

Submissions, Payments, and Deadlines

- Please send all web advertisements and URL links to exhibits@ashg.org.
- Full payment for web advertisements is required no later than 15 business days (3 weeks) before the startdate of the run schedule. One invoice will be generated and will be due either upon receipt or net 30, whichever is shorter.
- Cancellations made to web advertising schedules must be made in writing at least 10 business days (2 weeks) prior to the scheduled start date. We will prorate the schedule as applicable.
- Advertisements must be received at least 5 business days (1 week) before the start date of the run schedule. No extensions will be offered for advertisements received after this deadline.
- Prices increase around the ASHG Annual Meeting (September-November) and are reflected in the exhibitor prospectus.

See next page for web ad placements >
Sample Leaderboard and Placement

Ashg Annual Meeting

The ASHG Annual Meeting is the largest human genetics and genomics meeting and exposition in the world. Held in October, it provides a forum for the presentation and discussion of cutting-edge science in all areas of human genetics. Highlights include invited symposia, abstract-driven plenary, platform, and poster sessions, education/training workshops, and career opportunities and networking events.
Sample Sidebars and Placements – Skyscraper, Wide Skyscraper, and Skyrise

Skyscraper
120w x 600h

Wide Skyscraper
160w x 600h

Skyrise
267w x 600h
ASHG's careers resources connect you with opportunities for scientific discovery, professional advancement, and personal achievement. No matter your career stage, ASHG is your connection to the latest knowledge and skill-building to enable your professional success.

**Careers & Learning**

- Career Center
- Digital Programming
- Trainee Paper Spotlight

**Publications & News**

Through the Society's journals, ASHG members share the latest scientific breakthroughs and perspectives on important issues with the research community. In addition to member-exclusive newsletters the Messenger and the Nascient Transcript, online content and press-facing materials enable people everywhere to realize the benefits of human genetics and genomics research.

- AJHG
- Press Releases
- ASHG News
Sample Boombox + Square and Placement

Boombox, 336w x 280h

Square, 250w x 250h
Human Genetics and Genomics Advances
(HGG Advances)

The American Society of Human Genetics (ASHG) announced in May 2020 the launch of Human Genetics and Genomics Advances, a new journal that provides a high-quality, scientific, weekly-led, fully open access option for the human genetics and genomics research community. Membership in ASHG is not a prerequisite for publication in HGG Advances, but corresponding authors who are members at the time the manuscript is sent to press receive a 20% discount on article publication charges ($2,400 for members; $3,000 for nonmembers).

HGG Advances publishes across the complete spectrum of human genetics and genomics research. Its mission will be to build the human genetics and genomics knowledge base, and it will be a home for a wide range of research that meets ASHG’s enduring standards for scientific rigor, validity, and reproducibility. This journal offers rapid review and considers direct submissions as well as offers prompt, easy cascade from AJHG for authors interested in that option. Read more about the establishment of HGG Advances.

Aims and Scope

HGG Advances is an important addition to the ASHG family of journals. It offers researchers a home for a wide variety of research findings and formats and is committed to prompt dissemination of results through timely peer review, continuous online publication, and innovation in responding to the human genetics and genomics community’s needs as the field evolves.

- Meet the editorial board
- Sign up for alerts to get notified about the latest science being published
- Read more about the information for authors
- Submit your science

Editorial Process
ASHG SNP Weekly Newsletter
Advertising Policies & Guidelines

Click Here to View Position and Date Availability

Rates
- Top Position, 660x88 $1,500 per issue
- Middle Position, 660x175 $1,000 per issue
- Bottom Position, 660x175 $500 per issue
- Middle Position, Text-Only Ad, 660x88 $800 per issue
- Bottom Position, Text-Only Ad, 660x88 $400 per issue

Policies
Advertising and related links placed on the American Society of Human Genetics (ASHG) weekly newsletter must be ethical, educational, and professional. ASHG reserves the right to reject advertising copy and materials and the right to remove any advertisement placed on its website at any time. Only one approved advertisement per company may run per newsletter. We encourage our advertisers to create custom marketing links to accompany your advertisements to tie into your Google Analytics or other data collection tools.

Acceptance of any advertisement does not indicate an endorsement by ASHG of the products or services promoted, the company, or the claims made. Prices may increase around the ASHG Annual Meeting (September-November) and are reflected in the exhibitor prospectus.

Banner Artwork
- Top position banner size is 660w x 88h.
- Middle and bottom position banner sizes are 660w x175h.
- Text-only ads may only be placed in middle or bottom positions and must fit into 660w x 88h.
- Artwork must be in .jpg or .png format. The .gif file format is not accepted for newsletter ads.
- File size should be less than 75k.
- No animations.
- Text-only ads and ads with a white background must include a border or one will be added.
- If the artwork contains a logo, the logo should not exceed 1/3 of the total ad size.

Approval
- All artwork must be approved and tested before it will be placed in ASHG emails.

All advertisements should be sent to exhibits@ashg.org

See next page for web ad placements >
NIH Announces Funding for Data Science Innovation in Africa

The National Institutes of Health (NIH) recently issued notices of intent to publish Funding Opportunity Announcements (FOA) for its new program, Data4Africa, which will work to expand data science capacity in Africa. Learn more on their website.

Abstracts and HGSI Applications Due June 11

Applications for abstracts and the Human Genetics Society Initiative (HGSI) are due June 11. If you are eligible and plan to submit an abstract, consider applying for HGSI. This two-year intensive program helps to enhance diversity and leadership in the field. You can find more information about submitting an abstract or applying for HGSI on our website.

Applications Open for Epstein Trainee Awards

Applications are being accepted for the The Charles J. Epstein Trainee Award for Excellence in Human Genetics Research. All predoctoral and postdoctoral trainees who submit an abstract and are nominated by a mentor are eligible. The application is built into the abstract submission process, so submit your abstract now to be considered.

Vote in the Chromosome Clash

ASHG’s Chromosome Clash is coming to a close! Go to our Twitter and vote for your favorite chromosome. The Chromosome Champion will be announced on May 15.

AJHG Online Journal Club: Allele-Specific QTL Fine Mapping with PLASMA

Join us on May 27 at 12 PM Eastern for our latest webinar, “Allele-Specific QTL Fine Mapping with PLASMA,” which is part of the AJHG Online Journal Club. Author Austin Vitney will present the paper and will be joined by paper co-author, Alexander (Alex) Quey, PhD for a live Q&A session with the audience.