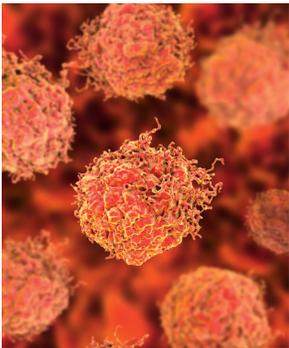


# 2022 MEDIA KIT



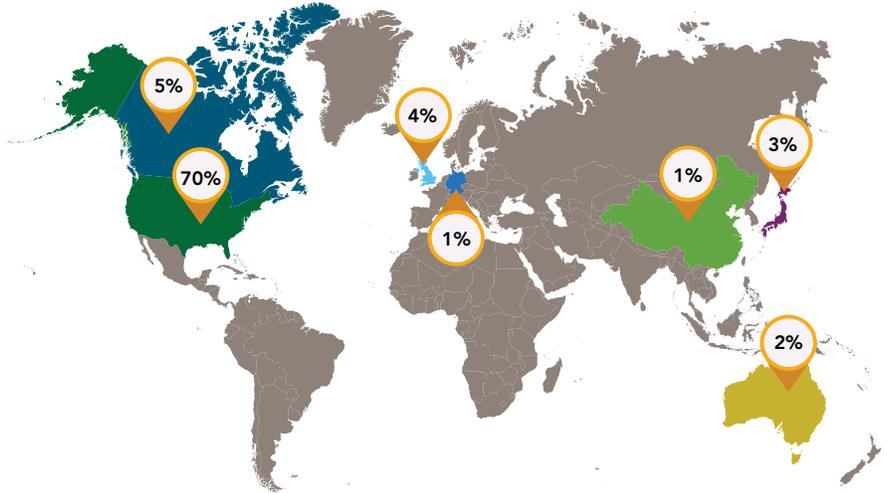
 **ASHG**  
American Society of Human Genetics



# Contents

Membership .....	3
Annual Meeting .....	4
Weekly & Quarterly Newsletter Advertising.....	5
Website Advertising .....	7
Career Center Opportunities .....	12
Content Hosting: Industry Resources & Webinars Web Page .....	13
Policies, Guidelines, & Deadlines .....	14

## 5,915 ASHG MEMBERS



31%

Trainees



64%

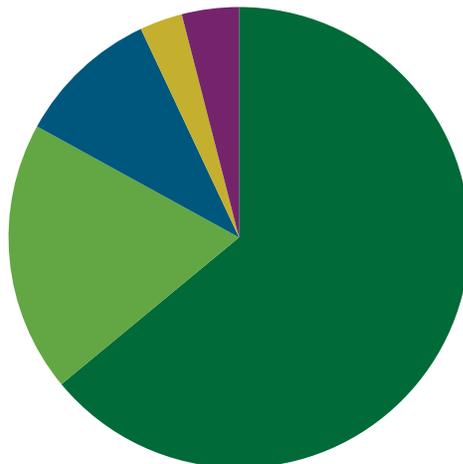
Regular Members



5%

Emeritus Members

### MAJOR TYPE OF WORK



# ASHG VIRTUAL MEETING 2021

OCTOBER 18-22

## BY THE NUMBERS ATTENDANCE

**5,165**  
TOTAL



**82**  
EXHIBITING  
COMPANIES



**43+**  
HOURS OF  
LIVE INDUSTRY  
EDUCATION  
EVENTS



**5**  
PLATINUM  
TIER INDUSTRY  
EDUCATION  
SESSIONS



**37**  
CoLabs



**36**  
LIGHTNING  
TALKS



INDUSTRY TECH  
FORUM  
PRE-MEETING  
VIRTUAL EVENT



CONTINUING THE  
CONVERSATION  
POST-MEETING  
WEBINARS

# Weekly & Quarterly Newsletter Advertising

Our weekly member newsletter *The SNP* provides three different ad positions within each newsletter for you to directly reach our opted-in members every week. We now also offer our targeted monthly newsletters *The Messenger* and *The Nascent Transcript* for additional advertising and visibility!

Discount pricing is available for multiple ad runs,  
contact us at [exhibits@ashg.org](mailto:exhibits@ashg.org) to build a custom ad package!

## Newsletter Schedules

The *SNP* member newsletter is distributed every Friday to all opted-in ASHG members, excluding ASHG office closures, major holidays, and the week of the ASHG Annual Meeting. *The Messenger* and *The Nascent Transcript* segmented member newsletters run on semi-regular quarterly schedules; reach out to [exhibits@ashg.org](mailto:exhibits@ashg.org) for current scheduled release dates and availability.

## Ad Positions and Rates

Each newsletter offers top, middle, and bottom ad positions. Only one approved advertisement per company may run per newsletter. Pricing below is per ad per newsletter, and advertisements for newsletters issued in the weeks leading up to the ASHG Annual Meeting are offered at peak advertising rates.



Position & Size	August 1 – September 15	September 16 – Annual Meeting (see current year's dates)	Standard Rate (all other times)
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

## Banner Artwork

All artwork and associated URLs must be submitted to [exhibits@ashg.org](mailto:exhibits@ashg.org) and must be approved and tested prior to placement in ASHG newsletters.

- Artwork files must be in .jpg or .png format.
- Animated ads, .gif files, and text-only ads are not permitted.
- File size should be no larger than 75k.
- 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.
- Associated URLs must be for the product, service, item, or event being advertised and must be submitted with the artwork

# Sample Newsletter and Position Placements

Paid Advertisement

**660x88**



**The SNP**



Latest news from ASHG and the field May 15, 2020

*Welcome to the SNP, a weekly newsletter with quick takes on the latest ASHG and field news!*

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 **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 (FOAs) for its new program, [DS-I Africa](#), which will work to expand data science capacity in Africa. Learn more on their [website](#).

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 **Abstracts and HGSI Applications Due June 11**

[Applications](#) for abstracts and [the Human Genetics Scholars 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 advance diversity and inclusion 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 [Charles J. Epstein Trainee Awards 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 in to the abstract submission process, so [submit your abstract](#) now to be considered!

---

Paid Advertisement

**660x175**

 **Vote in the Chromosome Clash**

ASHG's Chromosome Clash is coming to a close! Go to our [Twitter](#) and vote for your favorite chromosome. You have until May 17 to vote. The Chromosome Champion will be announced on May 18.

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**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 Wang will present the paper and will be joined by paper co-author, Alexander (Sasha) Gusev, PhD for a live Q&A session with the audience.



**AJHG Online Journal Club**  
ASHG-AJHG Webinar, Wednesday, May 27, 12-12:30 PM Eastern

---

Paid Advertisement

**660x175**

American Society of Human Genetics  
6120 Executive Blvd., Suite 500  
Rockville, MD 20852

[Privacy Policy](#) | [Unsubscribe](#) | [Manage Email Subscriptions](#)

# Website Advertising

## Web Pages and Stats

Our web opportunities allow your organization to advertise on the following ASHG.org landing pages:

- [Meetings Landing Page](#) – 1,350 average visits per month
  - [Careers & Learning](#) – 347 average visits per month
  - [Publications & News](#) – 277 average visits per month
  - [American Journal of Human Genetics](#) – 527 average visits per month
  - [Human Genetics & Genomics Advances Journal](#) – 330 average visits per month
  - [Industry Resources & Webinars](#) – new for 2022!
- 
- Average Number of Monthly Landing Page Views Sitewide: **6,792**
  - Average Number of Monthly Unique Landing Page Views Sitewide: **5,488**
  - Average Time on Landing Page, Journals: **104 minutes**
  - Average Time on Landing Page, Non-Journals: **37 minutes**



Each advertisement location may have up to 4 advertisements per position, which rotate with every page view. 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 homepage. Advertisements for journals or publications in competition with AJHG and HGG Advances are not permitted, subject to ASHG review and approval.

## Top Leaderboard – Run of Site Rates

Leaderboard-size advertisements are run of site on the above noted landing pages, placed above the page content and below the master navigation.

Run of Site Size	1 Month	3 Months	6 Months
Top Leaderboard, 728w x 90h	\$2,500	\$6,000	\$12,500

Run-of-site leaderboard advertisements running in the weeks leading up to the ASHG Annual Meeting are subject to additional prime schedule premiums:

- August 1 – September 15: \$700 per ad
- September 16 to the week of the Annual Meeting: \$1,000 per ad
- August 1 to the week of the Annual Meeting: \$1,500 per ad

## Sidebar and Inline Rates

### Journal Landing Pages

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). Boomboxes and squares placed in sidebars will run double stacked.

Sidebar/Inline Size	1 Month	3 Months	6 Months
Skyscraper, 120w x 600h (sidebar only)	\$2,000	\$5,500	\$9,500
Boombox, 336w x 280h	\$1,200	\$3,000	\$5,500
Square, 250w x 250h	\$1,200	\$3,000	\$5,500

### Non-Journal Landing Pages

Rates listed below are per page per month for individual advertisements on specified non-journal ASHG.org internal landing pages. Boomboxes and squares placed in sidebars will run double stacked.

Sidebar/Inline Size	1 Month	3 Months	6 Months
Skyscraper, 120w x 600h (sidebar only)	\$1,000	\$2,700	\$5,000
Boombox, 336w x 280h	\$700	\$1,800	\$3,500
Boombox, 336w x 280h	\$700	\$1,800	\$3,500

All sidebar and inline advertisements running in the weeks leading up to the ASHG Annual Meeting are subject to additional prime schedule premiums:

- August 1 – September 15: \$300 per ad
- September 16 to the week of the Annual Meeting: \$500 per ad
- August 1 to the week of the Annual Meeting: \$700 per ad

## Artwork Requirements

All artwork and associated URLs must be submitted to [exhibits@ashg.org](mailto:exhibits@ashg.org) and must be approved and tested prior to placement on the ASHG website.

- Artwork must be in .jpg, .png, or .gif file format.
- Animations should run either three rotations or 30 seconds, whichever is shorter.
- File size should be no larger than 75k.
- Text-only ads are not permitted.
- 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.
- Associated URLs must be for the product, service, item, or event being advertised and must be submitted with the artwork.

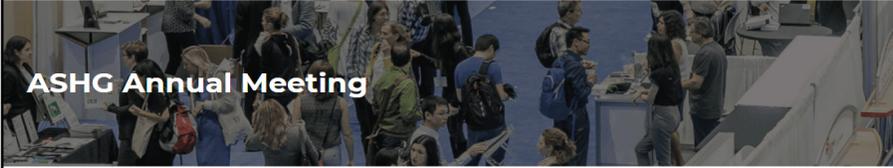


# Sample Leaderboard and Placement



Leaderboard, 728w x 90h

Meetings   Membership   Careers & Learning   Advocacy   Publications & News   About   Discover Genetics



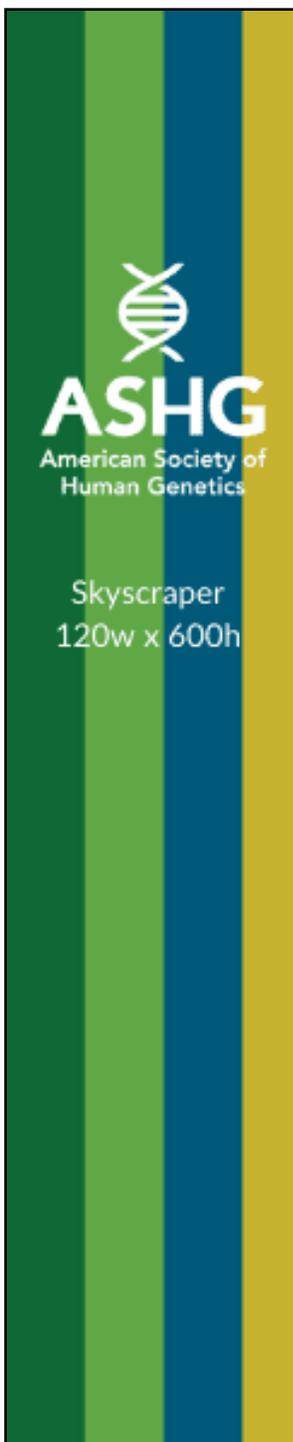
## ASHG Annual Meeting



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/trainee workshops; and career opportunities and networking events.



## Sample Sidebar Ads and Placement



Skyscraper  
120w x 600h



Boombox, 336w x 280h



Square, 250w x 250h

Meetings Membership Careers & Learning Advocacy Publications & News About Discover Genetics



## 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 Nascent 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**

Meetings Membership Careers & Learning Advocacy Publications & News About Discover Genetics

## The American Journal of Human Genetics (AJHG)

*The American Journal of Human Genetics (AJHG)* is a premier scientific journal publishing many of the most important findings in human genetics. Topics range from Mendelian disorders and complex traits to epidemiological studies and population genetics, novel tools and technologies for genetic analysis, and advances in medical applications of genetics and genomics. The Journal also publishes commentaries and discussion pieces intended to generate conversation about issues important to the human genetics community.



Established in 1949, *AJHG* is the official journal of the American Society of Human Genetics (ASHG) and is a key part of its mission to advance discovery in human genetics. It is edited by a prominent member of the Society supported by an editorial board and staff appointed by the Editor. **ASHG members receive a free subscription to *AJHG* and do not pay page charges or color figure charges publishing in the Journal as corresponding author.**



Produced by Cell Press, *AJHG* is published online on a rolling basis, as well as monthly in print. Subscribers are granted immediate access to all materials, and six months after publication, *AJHG* content is available without a subscription to the general public.

- Meet *AJHG* Editor Bruce R. Korf, MD, PhD
- Inside *AJHG*: A monthly, behind-the-scenes Q&A with the authors of key papers

### ASHG News

Inside *AJHG*: A Chat with Thomas Wingo and Nicholas Seyfried

A Conversation on Polygenic Risk Scores: Uses and Misuses in Health, Research, and Society

Answering Your Questions About Genetics Careers

### Press Releases

ASHG Applauds President Biden's Selection of Eric Lander to Head OSTP

ASHG Launches its Human Genetics and Genomics Workforce Diversity Initiative

ASHG Partners with CSK to Foster Workforce Diversity and Inclusion in Genetics and Genomics

Meetings Membership Careers & Learning Advocacy Publications & News About Discover Genetics

## 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 society-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% 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. The 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



# Career Center Opportunities

## Job Postings – Order and Post at careers.ashg.org

Attract talented human geneticists to join your team. Post your jobs directly through the ASHG Career Center.

Standard Packages	ASHG Member Rate	Non-Member Rate	Job Posting Enhancements	ASHG Member Rate	Non-Member Rate
30-Day Internship Posting	Free	Free	Featured Job	Free	Free
30-Day Job Posting	\$295	\$495	Digi-Me Video	\$295	\$495
60-Day Job Posting	\$419	\$675	Social Recruiting	\$419	\$675
			ASHG Annual Meeting Exhibitor highlight	Varies	Varies

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

## Banner Advertisements – Order through ASHG Exhibits

Top-position banner ads are available to highlight your company and make your job posting stand out. Advertisements on the Career Center are also a great way to let applicants know if you will be participating in the Career Fair at the ASHG Annual Meeting!

Career Center advertisements run at the top of all pages on careers.ashg.org and are added in a rotation of up to four total ads which update with every page view.

Position & Size	1 Month	3 Months	6 Months
Top Banner, 468w x 60h	\$750	\$2,100	\$4,000

Advertisements running in the weeks leading up to the ASHG Annual Meeting are subject to additional prime schedule premiums:

- August 1 – September 15: \$250 per ad
- September 16 to the week of the Annual Meeting: \$350 per ad
- August 1 to the week of the Annual Meeting: \$500 per ad

### Banner Artwork

All artwork and associated URLs must be submitted to [exhibits@ashg.org](mailto:exhibits@ashg.org).

- Artwork must be in .jpg, .png, or .gif file format.
- Animations should run either three rotations or 30 seconds, whichever is shorter.
- File size should be no larger than 100k.
- Text-only ads are not permitted.
- 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.
- Associated URLs must be for the product, service, item, or event being advertised and must be submitted with the artwork.

# Content Hosting: Industry Webinars & Resources Web Page

The opportunity for our industry partners to share your incredible science and technology is crucial to the progress in this field, and we heard plenty of feedback that our members wanted a dedicated home for industry content so they can stay up-to-date with the latest science and innovations in the field.

To meet that need, we are excited to launch our [Industry Webinars & Resources](#) web page, a new platform to showcase your cutting-edge tools and resources to our robust human genetics and genomics community. This new offering allows members and other genetics professionals to increase their knowledge and understanding of research and technology through tools and resources that are integral to their work.

## Several Content Options, One Flat Rate

Choose from a selection of content types and pay a simple, flat hosting rate per item – either \$500 hosted for 3 months, or \$1,500 per item for a full year of hosting. Our Industry Resources web page is also regularly shared in targeted emails to members who have opted in to hear more about industry content.

- On-demand recorded webinars or other approved video content
- Links to upcoming webinars and event registration pages
- Whitepapers
- eBooks
- Links to robust virtual exhibits or interactive product demos
- Industry interviews from genetics-related events such as the ASHG Annual Meeting

### Flat-Rate Pricing:

- \$500 per item for 3 months, or
- \$1,500 per item for a full year!

Don't see the item you're interested in having us host on this list? Reach out to [exhibits@ashg.org](mailto:exhibits@ashg.org) and let's discuss how to best get your content in front of our genetics community!

# Policies, Guidelines, & Deadlines

## Advertising Content Policies

Advertising, related URLs, and hosted content placed in all newsletters and web pages issued by the American Society of Human Genetics (ASHG) must be related to the field of human genetics and genomics and must be ethical, educational, and professional. All advertisements and content are subject to ASHG review and approval, and ASHG reserves the right to reject advertising copy and materials that do not align with these policies. Acceptance of any advertisement or hosted content does not indicate an endorsement by ASHG of the products or services promoted, the company, or the claims made.

Advertisements and content for journals or publications in competition with the ASHG journals *American Journal of Human Genetics (AJHG)* and *Human Genetics and Genomics Advances (HGG Advances)* are not permitted.

We strongly encourage our advertisers to create custom marketing links to accompany your advertising content to tie into your Google Analytics or other data collection tools, as ASHG cannot provide any metrics other than number of clicks received.

## Content Submissions, Payments, and Deadlines

- **All advertising content, including art files, hosted content, and associated URLs, must be submitted to [exhibits@ashg.org](mailto:exhibits@ashg.org) no later than 5 business days (1 week) before the agreed run date/deadline.**
  - For web advertisements and hosted content, no extensions or discounts will be offered for content received after deadline and posted late.
- Payment in full is required no later than 10 business days (2 weeks) before the agreed run date/deadline. One invoice will be generated and will be due upon receipt. Advertising content will not run without payment being made in advance.
  - **Cancellations:** Cancellation requests must be submitted to [exhibits@ashg.org](mailto:exhibits@ashg.org) no later than 10 business days (2 weeks) before the agreed run date/deadline and are subject to a 25% cancellation fee.
  - For web advertisements and hosted content, we will prorate the schedule as applicable for cancellation requests received after the content is posted.
- **Reschedules:** Advertising content may be rescheduled one time at no charge up to 10 business days (2 weeks) before the agreed run date/deadline, subject to current availability for the previously booked item and position. If the content is rescheduled with 10 business days of the agreed run date/deadline, the ad may be rescheduled for a 10% rebooking fee. The 10% rebooking fee applies each time an ad is rescheduled.
  - Advertisements for *The Messenger* and *The Nascent Transcript* quarterly newsletters may only be rescheduled once, after which they will be considered a cancellation and subject to the 25% cancellation fee.



## Contact

Sara Whitney, CAPM  
Manager, Industry Sales and Operations

Carrie Morin, CEM  
Director, Membership & Industry Engagement

301-634-7318 | [exhibits@ashg.org](mailto:exhibits@ashg.org)

## ABOUT ASHG

ASHG is the primary professional scientific membership organization for human genetics specialists worldwide. The Society's 8,000 members include researchers, clinicians, laboratory practice professionals, genetic counselors, nurses and others who have a special interest in the field of human genetics. Our members work in a wide range of settings, including universities, hospitals, biotech, and medical and research laboratories. The ASHG Annual Meeting is the largest human genetics meeting in the world with a community of more than 9,000 people and 250+ exhibiting companies annually.



American Society of Human Genetics