



ADVERTISEMENT POLICY

PURPOSE

The purpose of this Policy is to provide guidance on the solicitation and acceptance of advertising and to ensure that all advertising is consistent with Society for the Advancement of Blood Management's® (SABM®) mission, values, strategic directions and image.

POLICY

To further our mission for the improvement of health outcomes by advancing comprehensive patient blood management practices, promoting innovative research, and providing quality professional and public education, we will accept advertising under strict guidelines. SABM® reserves the right to refuse any advertisement that is considered incompatible with our mission, values, strategic directions and image.

The presence of an ad on our website, www.sabm.org, in a newsletter or in an email sent by SABM does not imply endorsement of the advertised company or product. Advertisers must not make unsubstantiated claims or suggest that SABM® has endorsed a product. Our advertisers have agreed that they will not collect any personally identifiable information from our site visitors while they are on the SABM® website.

At this time, SABM® offers advertising on www.sabm.org website, the newsletter, and as part of emails sent by SABM, either banner ads or stand-alone broadcast e-mails. These opportunities may be customized to meet a particular corporation's or product's branding strategy and budget. Advertisers may choose to co-advertise if complementary.

Advertising revenue is used to support SABM® and its research and education programs. SABM® may change this policy at any time, at its discretion. The Communication and Marketing Committee will be responsible to establish procedures to review and approve all proposals to advertise.

PROHIBITED ADVERTISEMENTS AND TYPES

The following advertisements are prohibited: alcohol, tobacco, weapons, firearms, ammunition, fireworks, gambling and lottery, pornography or related themes, political advertisements, religious advertisements, advertisements that claim to have a "miracle" cure or method, advertisements directed at children.

The following advertisement types are prohibited: pop-ups and floating ads or surveys, and/or ads that have forms within them to collect personally identifiable information while a visitor is on www.sabm.org website. SABM reserves the right to determine whether an ad is appropriate for posting.

ADVERTISING CRITERIA

The following criteria must be met to allow a company to advertise: companies must not make a claim for a product that is not clearly substantiated; advertisers may be required to submit supporting documentation to substantiate claims; no implication of endorsement by the SABM® or www.sabm.org may be made; the advertisement,

advertising icons and company logos must be displayed in such a way as to be clearly separate from and not part of the www.sabm.org website, newsletter or email content. Advertisers and agencies may not collect email addresses without the users' expressed permission. Advertisers and agencies may not collect any personally identifiable information from www.sabm.org visitors or place any cookies, applets or other such files (if those files transmit any personally identifiable information to the advertisers or agencies) on electronic devices of individuals who do not visit advertisers' sites by clicking on their ad banners.

The current advertising rates and specifications are below. The advertising options below may also be included or bundled with other sponsorship options at the discretion of the Manager, Corporate and Educational Support, Matt Van Wie. The rates and specifications are subject to change by the Communication and Marketing Committee.

SABM® Advertising Rates and Specifications

	<u>Size</u>	<u>1 Month</u>
Website	Leaderboard (728x90)	\$1,500
	Wide Skyscraper (120x600)	\$1,200
	Rectangle (180x150)	\$1,200
	<u>Size</u>	<u>1 Issue</u>
Newsletter	Full-page	\$800
	Half-page	\$400
		<u>Per Email</u>
E-blast	Single email sent by SABM	\$1,800
	Full Banner (728x60)	\$500

For further information, please contact Matt Van Wie at matt@esvw.com, (804) 550-2312.