

APHON WEEK IN REVIEW

REACH

2,800

HEMATOLOGY AND ONCOLOGY NURSES

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

- A LEADERBOARD**  
This premier position provides your company with top exposure and quality traffic.
- B SKYSCRAPER**  
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C1 TOP/BOTTOM BANNER**  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**  
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**  
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**  
Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the APHON website homepage with several advertising spots:

- A (Leaderboard):** An advertisement for IntraPump Family, featuring a medical device and contact information.
- B (Skyscraper):** A vertical advertisement for APHON Week in Review, including a photo of a child.
- C (Banner):** A horizontal banner for The National Children's Cancer Society.
- C1 (Banner):** A horizontal banner for the University of Minnesota Amplatz Children's Hospital.
- D (Product Showcase):** A section titled 'Higher Education Books' featuring 'Veinlite' and 'Pediatric Specialists' with images and descriptions.
- E (Callout Text Ad):** A small text ad for the National Children's Cancer Society, integrated into the main content area.
- F (Traditional Text Ad):** A small text ad for PhaSeal, located in the right-hand sidebar.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 2,800 hematology and oncology nurses (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**150k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$2500**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Traditional Text Ad  
**\$1500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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APHON WEEK IN REVIEW, POWERED BY  
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND  
INFORMATION TO PEDIATRIC HEMATOLOGY AND  
ONCOLOGY NURSES NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of hematology and oncology nurses - the top-tier people in the industry.

APHON WEEK IN REVIEW  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN APHON WEEK IN REVIEW:



## CREDIBLE SOURCE

For over 36 years, our members have turned to the association as the informational authority of the industry. Advertising in APHON Week in Review solidifies your place among weekly information provided to APHON members.



## TARGETED DISTRIBUTION

Advertising in APHON Week in Review allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to APHON Week in Review have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, APHON Week in Review ensures your ad will be every week by our 2,800 subscribers.



## AFFORDABLE

Advertising in APHON Week in Review is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of APHON Week in Review has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in APHON Week in Review.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.