

aphon COUNTS



Dedicated to the care of children, adolescents, and young adults with cancer and blood disorders, and their families

Advertising opportunities to reach nurses in pediatric hematology and oncology

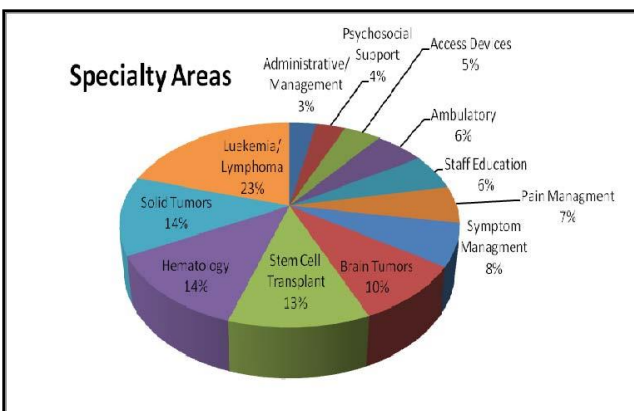
Advertising in the **Association of Pediatric Hematology/Oncology Nurses'** official publication, *APHON Counts*, offers you exposure to more than 3,700 registered nurses who care for children adolescents and young adults with cancer and blood disease, including:

- nurse practitioners/clinical nurse specialists
- director/supervisor/manager
- staff nurses
- educators

APHON Counts is a quarterly publication devoted to dissemination of clinical news, basic science, and articles that pertain to the practice of pediatric hematology and oncology. The publication is distributed via print and digital channels.

2018 Themes:

- Spring:** Integrative Therapies and Addressing the Psychosocial Domain
- Summer:** Targeted Therapies and Personalized Medicine
- Fall:** Social Media/Technology
- Winter:** Hematology



2018 Display Rates

Space - includes 4/c	1x	4x
Full page7"x10"	\$1,090	\$940
1/2 page (h)7"x4 3/4"	\$840	\$645
1/2 page (v)3 3/8"x9 5/8"	\$840	\$645
1/3 page2 1/4"x9 5/8"	\$630	\$520
1/4 page3 3/8"x4 3/4"	\$500	\$415

Agency Commission 15% for accounts paid in 30 days

2018 Schedule

Issue	Insertion Close	Material Close	Issue Date
Spring	2/13	2/28	4/5/18
Summer	5/14	5/25	7/6/18
Fall	8/13	8/29	10/5/18
Winter	11/6	11/21	1/7/19

*No cancellations will be accepted after the space closing date.

Terms: APHON publishes only those advertisements consistent with the association's goals and purpose.

Materials accepted:

Preferred Ad Materials: Digital composite ads accepted in EPS or PDF formats, all images and fonts embedded; TIFF or JPG formats at 1,200 ppi.

Banner/Button Advertising Opportunities

APHON offers opportunities for banner advertising on its Career Center, Member Community and monthly eNEWS. Contact APHON for more information on how these tools can be used for expanded visibility in promoting products, services or recruitment opportunities.

30-day Career Banner exclusively (250x250 px)	\$ 750
Career Banner/Job Posting Package	\$1,200
30-day Member Community Banner (541x361 px-rotating)	\$750
30-day eNEWS Button (180x125 px)	\$1,500

Display Advertising Contracts sent to:

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