



## Smart Ads & APHON Counts

Your advertising in *APHON Counts* will now be available for a remarketing upgrade. In addition to publishing your ad in APHON Counts - one of the leading resources of pediatric hematology/oncology nursing - your advertisement will include additional remarketing banners which enables APHON to show your ad to customers who have already visited the APHON website. This ad will also follow them beyond our website, and will appear on many other web sites and searches.

### Benefits of adding the Smart ad feature to your ad in *APHON Counts*

- ✓ Estimated 100,000 impressions per month.
- ✓ Visibility beyond the newsletter and APHON website
- ✓ Ability to extend the Smart ad timing beyond the initial publication of *APHON Counts*

### How will the Smart Ads be deployed?

A Smart Ad will be deployed with your digital APHON Counts advertisement and will remain active either for a month, or 100,000 views, whichever comes first. Advertisers have the option to add on additional views beyond the first 100,000. Once their advertisement reaches the agreed upon threshold then the ad will expire and be removed from circulation.

### Smart Ads Rates:

- 1/4 page in *APHON Counts* with a Smart Ad enhancement \$1335
- 1/3 page ad in *APHON Counts* with a Smart Ad enhancement \$1445
- 1/2 page ad in *APHON Counts* with a Smart Ad enhancement \$1575
- Full Page ad in *APHON Counts* with a Smart Ad enhancement \$1890
  
- Following the initial publication of your ad in *APHON Counts* and smart ad upgrade, you have the option to extend the posting of your banner ad to your customers for an additional 100,000 views. The cost of this 100,000 views extension is \$900, with an option to extend even more.

### Smart Ad material specification

- Smart Ads require banner artwork in each of the following banner sizes in a high def jpeg :
  - 728x90 pixels
  - 300x600 pixels
  - 320x50 pixels
  - 970x250 pixels

(specifications continue next page)



- 300x250 pixels
- 160x600 pixels
- Smart Ads also require you to specify a specific web site link that people will be directed to after clicking on your Smart Ad

**COMPANY INFO**

Organization: \_\_\_\_\_ Contact: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Size of Smart Banner:**

\_\_ 1/4 Page \$1,335 \_\_ 1/3 Page \$1,445 \_\_ 1/2 Page \$1575 \_\_ Full Page \$1,890

\_\_ # of Additional View Impressions of 100,000. \$900

Total: \_\_\_\_\_

**PAYMENT METHOD**

Check # (made payable to APHON): \_\_\_\_\_

MasterCard \_\_\_\_ Visa \_\_\_\_ Discover \_\_\_\_ American Express \_\_\_\_  
Account number: \_\_\_\_\_ Expiration date: \_\_\_\_\_  
Name (as it appears on credit card): \_\_\_\_\_  
Authorized signature: \_\_\_\_\_

Cancellation Policy: In the event that the advertiser notifies the Association in writing of the intent to cancel the agreement after acceptance but prior to the agreed upon placement date, a full refund of monies received, minus a \$250 administrative fee will be made. If notification is sent after the advertisement has been posted the advertisers will not receive a refund. If full payment is not received prior to the agreed upon placement date, the ad will not be posted.