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AABB SMARTBRIEF

AABB's e-mail communication vehicle reaches both members and nonmembers daily...

Launched in late 2006, *AABB SmartBrief* has quickly grown to become the most frequently read AABB news vehicle. Surpassing 17,000 subscribers in May 2009, the daily e-newsletter has more than 260,000 impressions during an average month. Of those readers, approximately 30 percent open *AABB SmartBrief* every day, and 8.5 percent click through on a story.

Advertisements with text boxes receive a response that's higher than the industry average. The frequency and reach of this news vehicle can keep your brand top-of-mind for a large and influential audience.

Advertisers receive detailed reports on the response rates and effectiveness of the campaign on a monthly basis. Companies may secure ad space in each issue –

maximizing the face time you have with subscribers and providing the opportunity to closely associate your company with industry news in a specific area through ongoing sponsorship of "Top Story," "Science and Health," "Emerging Trends," and other sections. Contact us for a customized campaign.

2009 Open rate: 30%

2009 Click-through rates: (on content) 8.5%

Circulation: Over 17,000 opt-in subscribers

Frequency: Daily (Monday - Friday)

Format: HTML e-mail

Cancellations:

Cancellation made prior to two weeks before ad posting will forfeit 15% ad rate. Cancellations within two weeks of ad post date will be billed at full ad rate.



BANNERS AND SECTIONS	10-19 ISSUES	20-39 ISSUES	40 TO 79 ISSUES	80 + ISSUES
Leaderboard	\$600 / issue	\$550 / issue	\$500 / issue	\$440 / issue
Top Story	\$550 / issue	\$500 / issue	\$440 / issue	\$390 / issue
Science & Health	\$500 / issue	\$440 / issue	\$390 / issue	\$330 / issue
Hot Topics (Mondays only)	\$440 / issue	\$390 / issue	\$330 / issue	\$275 / issue
Emerging Trends	\$440 / issue	\$390 / issue	\$330 / issue	\$275 / issue
Industry News & Practice	\$390 / issue	\$330 / issue	\$275 / issue	\$220 / issue
"The Buzz" Text Ads	\$330 / issue	\$280 / issue	\$220 / issue	\$170 / issue

Corporate Affiliates receive 15% discount on SmartBrief advertising



News for the transfusion medicine and cellular therapy community

AABB SmartBrief



Advancing Transfusion and Cellular Therapies Worldwide

Sign up for this newsletter

Read more at SmartBrief.com

Search past news

Top Story

Sponsored by: PALL Medical

North Carolina medical center starts cord-blood collection

The Womack Army Medical Center at Fort Bragg, N.C., has started a cord-blood collection program in partnership with the Carolinas Cord Blood Bank based at Duke University Medical Center in Durham. The initiative from Womack, which caters to a diverse racial and ethnic population, is expected to improve the state's cord-blood collection program, an expert said.

The army medical center delivers about 270 babies every month. [American City Business Journals/Raleigh/Durham, N.C.](#) (8/31) [Share:](#)



Bring Synergy into Your Platelet Safety Program

The Pall eBDS is a complete turnkey system for the detection of bacteria in leukoreduced (LR) and non-LR WB-derived, single donor and AcrodoseSM Platelets with high sensitivity/specificity. The single use, closed system processing minimizes false positives and the resulting product loss and Pall Data software monitors all process steps.

[Learn more.](#)

ADVERTISEMENT

Science and Health

Stem cell technique keeps patients from undergoing hip replacements

U.K. surgeons have been able to repair damaged bones of patients using bone marrow stem cells derived from the patients' pelvises and combining the cells with "cleaned, ground-up" bone from other patients who underwent hip replacement surgery. They found that the treatment enabled patients to walk again without undergoing a hip replacement procedure. [Telegraph \(London\)](#) (9/1)

[Share:](#)



Reprogrammed iP5 cells could be used to create Type 1 diabetes models

U.S. researchers said they were able to turn ordinary adult cells extracted from patients with Type 1 diabetes into induced pluripotent stem cells, which can be turned into tissues that resemble pancreatic beta cells. They think the resulting iP5 cells could be used to create disease models that would allow scientists to study the development of Type 1 diabetes and possibly discover new treatments for the disease. [MIT Technology Review](#) (9/1) [Share:](#)



Industry News & Practice

Ohio cord blood center to get \$2.4M contract, join donor program

The Health Resources Services Administration has named the Cleveland Cord Blood Center in Ohio as a National Cord Blood Inventory bank, a designation that will allow the blood center to gain a three-year, \$2.4 million contract. The center also is set to record collected cord-blood units in a domestic and international registry as part of the National Marrow Donor Program. Meanwhile, the Ohio General Assembly has a pending bill that would require state health officials to provide mothers with more information on public cord-blood banking.

[MedCity News \(Cleveland\)](#) (8/31) [Share:](#)



New York to invest \$20.4M in stem cell research

New York Gov. David Paterson said the state government will invest \$20.4 million in stem cell research in an effort to make the state "a global leader in the new economy." Part of the funding will allow research institutes in the state to employ stem cell researchers while the rest will be used to construct "multi-institutional research facilities." [American City Business Journals/Buffalo, N.Y.](#) (8/31)

[Share:](#)



The Buzz

(CORPORATE ANNOUNCEMENTS)

Transfusion Safety in Your Hands

The Typenex Next Generation Barcode Blood Band simply enables your transfusion safety processes by providing unique, bar-coded identifiers that are independent of the admissions band, so that you can deliver the right blood to the right recipient with confidence. [Transfusion safety](#) starts with you, your facility and Typenex.

Government & Regulatory

White House to conduct special H1N1 flu briefing

Top government officials involved in the national preparedness campaign against H1N1 flu are scheduled today to

LEADERBOARD

- Establish prominent branding in front of your target audience.
- Positions your company at the very top of SmartBrief.

Specs:

- Banner size: 728 x 90 pixels.
- File: 120k maximum; .gif or .jpeg; no limits on animation.
- As a best practice for Outlook 2007, please include descriptive information in your first banner frame as Outlook 2007 does not render animated files.

NEWS SECTION SPONSORSHIP

- Top Story, Science & Health, Hot Topics, Emerging Trends and Industry News & Practice sections.
- Integrate your message and brand into the day's top news.
- Includes your logo at the top of the news section and messaging below the stories.

Sponsorship Logo Specs:

- Image size: 160 x 45 pixels.
- File: 30k maximum; .gif or .jpeg; no limits on animation.
- Image is "clickable" and links to the same page as your text ad.

Outline Text Specs:

- Headline: 50 characters, excluding spaces.
- Text copy: 300 characters maximum, excluding spaces.
- Text includes a link to any page on your Web site.
- Sponsorship logo (above) is required.

"THE BUZZ" TEXT ADS

- A text-based ad opportunity – great for press releases, corporate announcements, educational and event listings.

Specs:

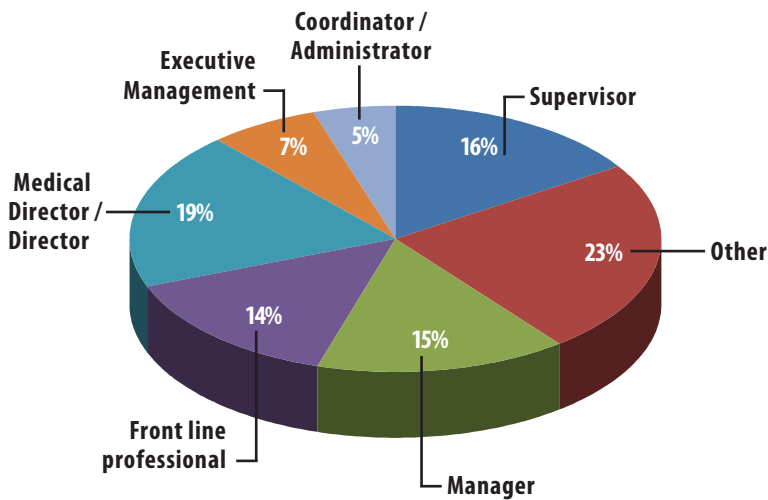
- Text copy: 300 characters maximum, excluding spaces.
- Text includes a link to any page on your Web site.

SUBSCRIBER PROFILE

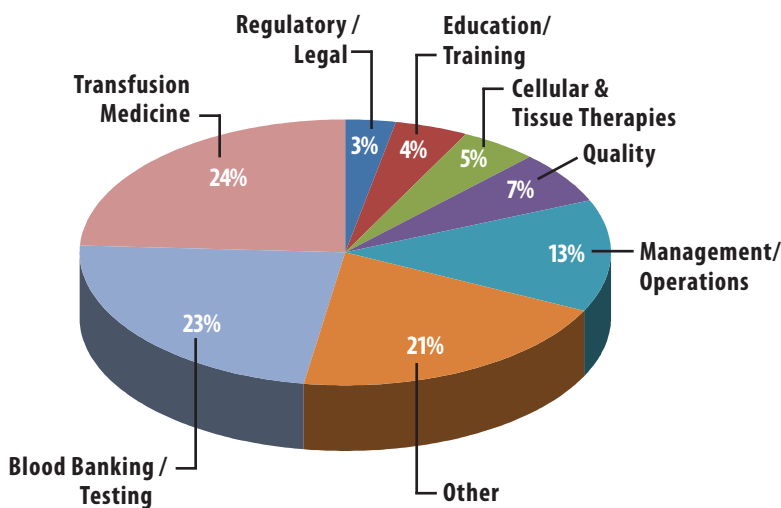
- Over 17,000 subscribers
- Published 5 times per week

SmartBrief Reaches Decision-Makers in the Transfusion Medicine and Cellular Therapy Community

Subscribers by Postion Level



Subscribers by Field



AABB publications reach key contacts at the following institutions:

- American Red Cross
- Blood Centers of the Pacific
- Blood Systems/United Blood Services
- BloodSource
- Carter Blood Care
- Children's Hospital
- CryoBanks International
- Hema-Quebec
- Hospital Israelita Albert Einstein (Brazil)
- Indiana Blood Center
- Institute for Transfusion Medicine
- Johns Hopkins Hospital
- Kaiser Permanente
- LifeSouth
- Massachusetts General Hospital
- Mayo Clinic
- MD Anderson Cancer Center
- Memorial Blood Centers
- Mississippi Valley Regional Blood Center
- National Institutes of Health
- New York Blood Center
- Northside Hospital
- Oklahoma Blood Institute
- Puget Sound Blood Center
- Rhode Island Blood Center
- StemCyte, Inc.
- Yale-New Haven Hospital
- and more ...

Contact: Tamara Zein
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2010 AABB SMARTBRIEF INSERTION ORDER FORM

Please see page 5 for more information about SmartBrief advertising opportunities.

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Country _____

Phone _____

Fax _____

E-mail _____

Leaderboard

Frequency

10-19 issues 20-39 issues 40-79 issues 80+ issues

Dates-Please specify the day(s): _____

News Section

Top Story Science and Health Hot Topics (Mondays only)

Emerging Trends Industry News and Practice "The Buzz"

Frequency

10-19 issues 20-39 issues 40-79 issues 80+ issues

Dates-Please specify the day(s): _____

Cancellations:

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Please return form to:

AABB, Attn: Tamara Zein
8101 Glenbrook Road
Bethesda, MD 20814
Fax: +1.301.215.5722
(Please do not duplicate by mailing.)

Questions?

Tamara Zein, +1.240.333.6604
tzein@aabb.org

Rate calculation:

Base Rate: \$ _____

Frequency: (#) _____

Total due: \$ _____

Payment must be received before ad is placed.

Advertiser Signature _____

Date _____

Artwork is due two weeks before the date your ad is posted.

