

2023 MEDIA KIT



America's Blood Centers®
It's About *Life.*



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About America's Blood Centers

Founded in 1962, America's Blood Centers (ABC) is North America's largest alliance of community-based, independent blood programs.



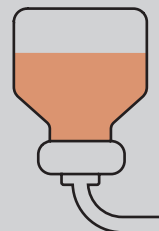
America's Blood Centers®
It's About *Life*.

600+
blood donor
centers

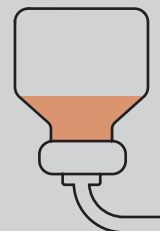


150M+

people served. ABC members
provide blood products and
services to more than 3500
hospitals and healthcare facilities



60%
US
blood
supply



25%
Canada
blood
supply



ABC Newsletter

Rate Card

Published 46-48 times a year, the ABC Newsletter is a weekly chronicle of current events and issues affecting the blood community. Editorial coverage includes regulation, legislation, litigation, science, technology, and new developments in blood services. Special sections highlight ABC member news and updates from ABC headquarters. Also included, is a comprehensive calendar events and a classified advertising section for employment opportunities, equipment and other notices.

Promotional Advertising Rates



Full Page:
\$2,000



Half-Page:
\$1,200

Key Facts

- Discounts available for multi-run ads.
- Ads can include a promotion for a company, service, product or event, or to make announcements.
- Advertisers are limited to running 16 ads per calendar year in the ABC Newsletter.

Classified Ad Rates

- Newsletter Paid Subscribers: \$139/placement
- Non-Subscribers: \$279/placement
- ABC Members: Free

Requirements, Deadlines and Limitations

Ads must be received and paid in full 10 business days prior to the desired publication issue. Cancellations must be made five business days prior to the publication issue. If a cancellation is received afterward, the publisher will offer an alternative publication date, but no refunds will be offered.

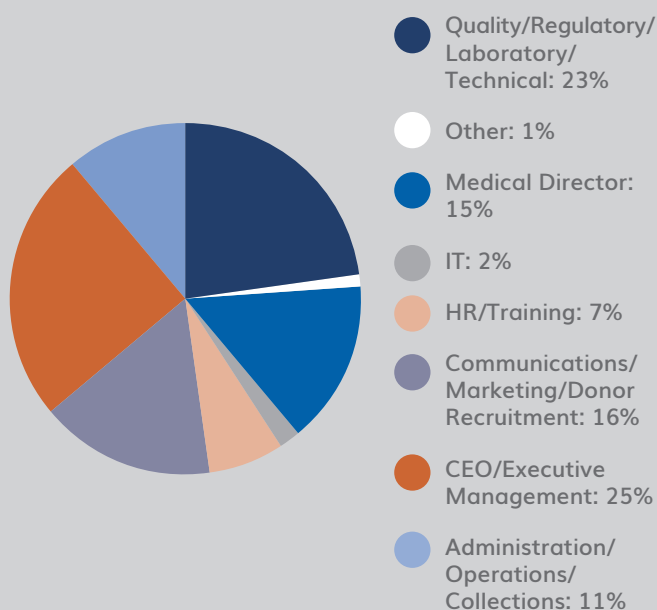
Advertiser must provide "camera ready" art as specified in ad specs. The publisher does not offer nor is obligated to assist with copy, artwork, or design services.

Ads must be tasteful, non-critical of other products or services, and must contain graphic elements besides the copy. Ads must contain factual information with no inaccuracies, typos, or grammatical/spelling errors. The publisher reserves the right to reject any ads that, in its opinion, do not comply with this requirement.

Advertisers are limited to running 16 ads per calendar year (with the exception of ABC classified ads). Ads for the same product or service are limited to running in up to two consecutive issues, with a four-issue break before they can be published again.

Ad space per issue is limited and assigned on a first-come, first-served basis. Reserve early to ensure placement in the issue of your choice.

Newsletter Profile



Circulation:
approximately
5,000

email only
< 0.5% bounce
back rate
(subscription
based)

Length and format:
Up to 22 pages; portable
document format (PDF),
portrait layout,
8½" by 11"

Frequency:
Weekly, **46 to 48
issues per year**
on Fridays

ABC National Meeting Opportunities



America's Blood Centers®
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ABC Annual Meeting

March 6-8, Arlington, VA

The ABC Annual Meeting is attended by senior blood center leadership as an opportunity to learn about industry trends in science, medicine and technology as well as engage in blood center leadership. Networking opportunities continue at the Awards of Excellence.

ABC Summer Summit

Summer 2023

Similar to the ABC Annual Meeting, this event convenes thought leaders, senior leadership and medical directors from blood centers across the U.S.



60%

of attendees are the CEO or part of the senior leadership teams at a blood center

ABC MEETINGS & EVENTS SPONSORSHIP/REGISTRATION

	Gold \$12,500	Silver \$9,500	Bronze \$6,500	Vendor \$3,500
Number of Attendees for Meeting and Associated Networking Event(s)	4	3	2	1
Downloadable Materials on Event App	✓	✓	N/A	N/A
Recognition on ABC website and event signage	✓	✓	✓	N/A
Distribution of Company Materials at Registration Table	✓	✓	✓	N/A
Advertisement in ABC Newsletter	1 full-page	1 half-page	N/A	N/A

Additional Individual Registrations (per attendee, for sponsored packages only) \$1,500

**Limit two vendor registrants (one attendee each) per organization.*

A LA CARTE SPONSORSHIPS OPPORTUNITIES

Display Company Pop-Up Banner (Vendor Supplied Artwork) - \$1,500 (Two Available per Event)

Mobile App Welcome/Splash Screen - \$2,000 (One Sponsor per ABC Event)

Questions? Contact Jeanette Brown at jbrown@americasblood.org.

Why ADRP

ADRP, an International Division of America's Blood Centers, provides an array of benefits for over 1,000 blood donor center professionals representing those who work in donor recruitment, donor collections and marketing/communications. ADRP provides resources with the goal of enhancing the donor experience. From online resources, digital education, and an annual conference, we provide many ways for individuals to connect and learn from those around the world!



Membership

1,000+
subscribers



15%
International



30%
Collections



38%
Donor
Recruitment



32%
Marketing/
Communication



ADRP Newsletter

ADRP's monthly newsletter, *The Drop*, is sent to over 2,200 donor collections, recruitment, marketing and public relations professionals around the world. This key communication vehicle provides readers with the latest association news and happenings in the industry. Consistently having an open rate of over 28%, this is the newsletter to include your content in to get noticed.

Sponsored Newsletter Content

\$1,500/issue

Show your expert knowledge by providing an educational piece, exclusive to one per month, which will help advance the knowledge of the readers. Newsletter will include up to a 150 word "teaser" then will link out to the full article or video of your choice. This is a perfect value-add to the newsletter that is important to the industry. *Content must be approved by ADRP.*

Newsletter Advertising

\$1,500/issue or \$12,000 for 12 months

Exclusive to one advertiser per month, showcase your product or service to readers of *The Drop*, in a vibrant and bold way. Your ad will be prominently located after the President's message, ensuring all readers will view it.



An International Division of ABC



In this issue:

- [Message from the President](#)
- [2022 ADRP International Showcase](#)
- [Resources Released for 2023 National Blood Donor Month](#)
- [Overnight Blood Drives, Donor Queue, and More from CollABRate](#)
- [Upcoming Events](#)
- [Industry News](#)
- [Job Announcements](#)

Message from the President

Mission Possible: You all are doing some pretty amazing things. I see you. And I know it's not easy.

If it's not trying to get more donors or staff, it's trying to get more blood bags and automation kits. Who would have thought? But look at you all making it work! We've had many opportunities over the last few years to refine and reimagine what we do, primarily out of necessity. Your creativity and teamwork really shows up when it comes to ensuring you meet your mission. Some days it feels impossible, but before you know it, you all will have stories to share and best practices to present.

Please share with us how you've made your challenges mission possible at the 2023 ADRP Conference. [Abstract submissions](#) are open now!



2022 ADRP International Showcase

November 9

Join the ADRP International Outreach Committee and countries from around the world for new perspectives on topics impacting all blood centers.

Program Overview

- [Impact of temporary deferrals](#)
- [Digitizing the donor experience](#)
- [International mentoring program](#)
- [How to keep employee's engagement through staffing issues](#)
- [Donor advertising](#)
- [Personalisation through direct communication channels](#)

This event is complimentary to attend. [View program and register today.](#)



2023 National Blood Donor Month

ADRP is gearing up for [January 2023 National Blood Donor Month](#). We have launched the updated logo, template letters, and design assets. We encourage you to incorporate these resources into your communications plan.

Additional plans will be released soon and we encourage you to share with us what you have planned, and ways you would like ADRP to help support your efforts.

COLLABORATE

Join the Conversation

ADRP has launched [CollABRate](#), a subscriber-only community where you are able to share ideas, discuss challenges, post questions, search other ADRP subscribers, and more.

Latest Topics:

- [Donor Queue](#)
- [Webinar Archives](#)
- [Overnight Blood Drives](#)
- [Mobile vs Fixed Sites](#)

Logging in for the first time.

1. Login - Visit the [main page](#), click on the "sign in" button in the top right corner, and choose



Blood Center & Industry Happenings

- [HHS Announces Innovation Challenge for Blood Centers](#)
- [Carter BloodCare and Versiti Welcomed Delegates from Ukraine](#)
- [San Diego Blood Bank Receives \\$50,000 Donation from the Cushman Foundation](#)

ADRP National Meeting Opportunities

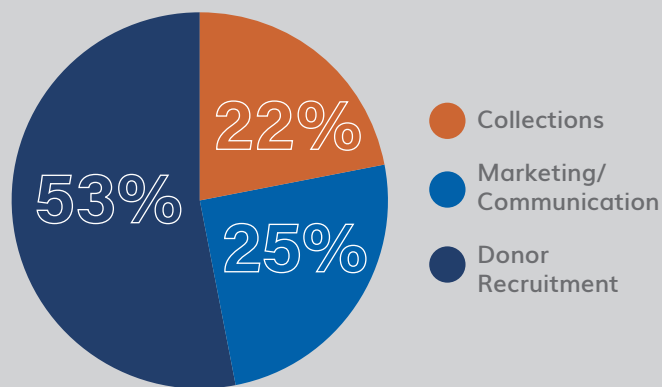


Annual Conference & Expo

May 9-11, Charlotte, NC

ADRP's annual conference draws over 400 attendees from across the globe to share best practices in the areas of collections, communications, marketing, and recruitment. You will interact with senior leaders of member organizations and front-line donor recruitment and collections staff, who interact with donors and the community daily.

Attendee Demographics



60% of attendees have been in the industry more than 5 years.

SPONSORSHIP PACKAGES

PLATINUM - \$15,000

(All Platinum packages include premium exhibit package as well as items listed below)

Sponsor recognition through walk-in slides, signage and booth signage

Select one from the following:

- Workshops (only two available)
- Email sent to attendees pre or post conference
- ADRP Expo opening and reception (exclusive)
- ADRP Expo reception (exclusive)
- Logo item in conference attendee bags

GOLD - \$10,000

(All Gold packages include premium exhibit package as well as items listed below)

Sponsor recognition through walk-in slides, signage and booth signage

Select one from the following:

- Key cards (exclusive)
- Email sent to attendees pre or post conference
- Logo item in conference attendee bags
- Awards breakfast (exclusive)
- Mobile app welcome/splash screen (exclusive)

SILVER - \$5,000

(All Silver packages include standard exhibit package as well as items listed below)

Sponsor recognition through walk-in slides, signage and booth signage

Select one from the following:

- Refreshment break (three available including one specialty themed break)
- Bag insert (limited to flyer or brochure)

ADRP National Meeting Opportunities



EXHIBIT PACKAGES

Premium Exhibit Package – \$4,000

- 10' by 20' booth, pipe and drape, skirted table, sign and carpet (electricity extra charge through hotel vendor)
- Four attendee badges/registration for your employees (additional badges \$300)
- Four tickets to Networking Reception for your employees
- One piece of literature at registration area
- Banner ad on ADRP onsite conference app throughout conference

Standard Exhibit Package – \$2,500

- 10' by 10' booth, pipe and drape, skirted table, sign and carpet (electricity extra charge through hotel vendor)
- Two attendee badges/registration for your employees (additional badges \$300)
- Two tickets to Networking Reception for your employees

Non-Exhibiting Vendor Registration* – \$2,000

- One attendee badge/registration to attend ADRP conference sessions and events
- One ticket to Networking Reception

*Limit two vendor registrants (one attendee each) per organization.

A LA CARTE SPONSORSHIPS

Solution Session – Limited availability.

Take advantage of this opportunity to present a 30-minute presentation placed in the general program on Wednesday morning, prior to the Exhibit Hall Lunch. This is a great way to share your story and connect at your booth afterwards.

Escalator cling (exclusive)

President's reception (exclusive)

Stacking logo blocks (exclusive)

Mobile app welcome/splash screen

Bag insert (five available)

Push notification (six available)

**Don't see something?
We can customize an
offering to meet your
goals. Just ask!**

ADRP National Meeting Opportunities



ADRP Master Class Workshop

Fall 2023, Virtual

This event will focus on a specific topic of interest in the blood centers. This Workshop is designed to help advance mid- to senior management in areas of collections, recruitment, marketing, and communication.

SPONSORSHIP PACKAGES

VIP - \$4,000

- Premier advertising video spot, played during the conference on one of three days and posted to conference website
- \$10 gift card sent to all attendees for a "lunch break" delivery
- Email message sent to all ADRP subscribers
- Four registrations to the full conference with access to on-demand recordings
- Benefits of the Premier and Featured sponsorships

Premier - \$2,500

- Featured page on the conference website and access to upload documents, videos and engage in conversations with attendees.
- Two registrations to the full conference with access to on-demand recordings
- Benefits of the Featured sponsorship

Featured - \$1,000

- Virtual Attendee Bags -Prior to the start of the Virtual Conference, each attendee will receive a virtual attendee bag that provides them with everything they will need for a successful event. You will have the opportunity to include one PDF in the Virtual Attendee Bag that will be emailed to all participants.
- Logo recognition on appropriate materials, signage and website, as well as acknowledgment from the course directors during the course
- One registration to the full conference with access to on-demand recordings

ABC and ADRP Additional Opportunities

Webinars

Get in front of your key audience and decision makers, while also showing support to the blood industry. There are two options to expand your brand through our webinar program.

Webinar Partner (\$1,500)

Promotion of your logo and direct link to your website in all promotions leading up to the webinar (email, website and social media)

- Acknowledgement during the webinar (verbal and on a slide)
- Inclusion in the follow-up email to all contacts with the on-demand recording.
- On-demand recording posted on the website for 12 months after webinar

Webinar Presenter (\$4,000)

Develop the content and choose your speaker (with approval)

- Two email promotions and one inclusion in the ADRP monthly newsletter, *The Drop* and the weekly *ABC Newsletter*
- Acknowledgement during the webinar (verbal and on a slide)
- Follow-up email to all contacts with the on-demand recording.
- On-demand recording posted on the website for 12 months after webinar

Environmental Scans

Work with a national association to reach the insight of the audience you need. We will collaborate on the ideal approach to deliver your survey to the full membership or a subset of it and provide detailed reports of results. Working with ABC or ADRP, a trusted source in the industry, offers access to the data you need to make the right strategic decisions.

Blood Advocacy Week April 24-28, 2023

Blood Advocacy Week is a new, one-of-a-kind event that brings together blood centers, industry partners, patient groups, policymakers, and other stakeholders to push for action on priorities that will grow our nation's donor pool and promote the stability of America's blood supply. America's Blood Centers provides unique training for leaders at community blood centers so they can speak with one voice to leaders at the state and federal level. By leveraging the voices of industry allies and patient groups, Blood Advocacy Week will focus attention on the unique value of blood to patients, communities, and the healthcare system. During this week, thought leaders will convene in one place to discuss key policy issues, providing your organization the opportunity to stand out as a leader to turn to.

CollABORate Advertising

Take advantage of this exclusive opportunity to be noticed daily through the member-only community, CollABORate. A banner ad is strategically placed alongside discussion posts, both online and in member's inboxes, each time a post or a reply is made.



COLLABORATE

SHARE STRATEGIC ADVICE | SOLVE CHALLENGES | DEVELOP NEW APPROACHES

Key Facts:

- \$3,500 for exclusive ad placement for 30 days
- On average each month, there is less than eight days with no new post.
- Advertising available for both ABC and ADRP CollABORate communities.

To become a sponsor for
one or more of these events,
publications, or other
opportunities, please
contact Jeanette Brown at
jbrown@americasblood.org



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