

Owned and Published
by the Ferrata Storti Foundation, Pavia, Italy

Frequency: *Monthly*
Established: 1920

Aim: *Haematologica publishes peer-reviewed papers across all areas of experimental and clinical hematology.*

Issue date (in print): *First week of month*
Issue date (online): *First day of month*

SUBSCRIPTION RATES FOR 2010

Personal Subscription: 150 Euro — Institutional Subscriptions: 400 Euro

STANDARD ADVERTISING RATES

All advertising must be approved by the Publisher. All rates are intended per page. Currency is Euro.

| | <i>Black&White</i> | <i>Full color</i> |
|------------|------------------------|-------------------|
| 1x | | |
| Full page | 1800,00 | 3600,00 |
| Half page | 1000,00 | 2000,00 |
| 2x | | |
| Full page | 1700,00 | 3500,00 |
| Half page | 950,00 | 1900,00 |
| 4x | | |
| Full page | 1600,00 | 3400,00 |
| Half page | 900,00 | 1800,00 |
| 6x | | |
| Full page | 1500,00 | 3300,00 |
| Half page | 850,00 | 1700,00 |
| 8x | | |
| Full page | 1400,00 | 3100,00 |
| Half page | 800,00 | 1600,00 |
| 10x | | |
| Full page | 1300,00 | 3000,00 |
| Half page | 750,00 | 1500,00 |
| 12x | | |
| Full page | 1200,00 | 2900,00 |
| Half page | 700,00 | 1400,00 |

Double spread page: full rate (two pages) earned less 10%.

Cover and preferred positions

| | |
|--------------------|-------------------------|
| Inside Front Cover | +20% over standard rate |
| Inside Back Cover | +20% over standard rate |
| Outside Back Cover | +35% over standard rate |
| Page Facing Index | +20% over standard rate |

Agency Commission: 15% discount upon final gross billing.

ONLINE ADVERTISING

Haematologica website is free to all; our site serves 3000 pages (as HTML) and 4000 full articles (as PDF) per day. Logs are available upon request.

GLOBAL SITE SPONSORSHIP. *Logo/image of the pharma company on the home page (no direct product allowed); link to the institutional site (no direct product allowed); writing as "This site is supported by an unrestricted grant from [name of the company]."*

BANNER AD RATES *(banner is displayed on EVERY internal page shown; banner should be 468x60px, 50 KB or less in size, GIF or JPG image; graphic may click-through to customer's website).*

1 month display = EURO 2000,00

2 months display = EURO 3000,00

3 months display = EURO 3500,00

Ask for discount on more multiple months.

eTOC ADVERTISING *(text or banner ad)*

Automatically sent two times per month with Table of Contents of current available/next issue.

More than 9000 subscribers receive alerts

EURO 900,00 per each eTOC/fTOC ad sent.

Deadlines will be based on availability. Banner advertising is sold on a space-available basis.

INSERTS

Inserts (loose, not bound) must be two- or four-page and should measure no more than 20x25 cm (trim size). All inserts must be submitted to the Publisher for preliminary approval of stock and design. Split-run are available with a minimum of 20% of total circulation. Rates are available upon request: ask to info@haematologica.org

Combined print-online advertisements are available. Ask to info@haematologica.org

Owned and Published
by the Ferrata Storti Foundation, Pavia, Italy

Aim: *Haematologica* publishes peer-reviewed papers
across all areas of experimental and clinical hematology.
Frequency: *Monthly*

Established: 1920

Issue date (in print): *First week of month*
Issue date (online): *First day of month*

GEOGRAPHICAL BREAKDOWN

| | |
|-------------------|-------------|
| Print run | 4000 copies |
| Europe | 65% |
| USA/Canada | 10% |
| Asia | 13% |
| Rest of the World | 12% |

EUROPEAN HEMATOLOGY ASSOCIATION SPONSORSHIP

Companies that already sponsor the European Hematology Association are entitled to discounts on advertising on *Haematologica* at favorable rates.
Ask to info@haematologica.org for details.

RESERVATIONS AND CLOSING DATES FOR 2010

| <i>Issue</i> | <i>Reservation</i> | <i>Material due</i> |
|--------------|--------------------|---------------------|
| January | November 1st | December 1st |
| February | December 1st | January 1st |
| March | January 1st | February 1st |
| April | February 1st | March 1st |
| May | March 1st | April 1st |
| June | April 1st | May 1st |
| July | May 1st | June 1st |
| August | June 1st | July 1st |
| September | July 1st | August 1st |
| October | August 1st | September 1st |
| November | September 1st | October 1st |
| December | October 1st | November 1st |

Material not called back will be destroyed after 1 year.
Cancellation policy: Within 1 week of closing date.

TECHNICAL DATA (PRINT)

| | |
|------------|--------------|
| Trim size | 210 x 280 mm |
| Bleed size | 216 x 286 mm |

For reproduction PDF certified files are preferred (high-quality, at least 300 dpi, all-fonts-embedded, CMYK colors). Files prepared with QuarkXpress or InDesign, with all graphical images and fonts included, are also acceptable.

A color match/proof is required even when files are sent by email.

Material not called back will be destroyed after 1 year.

OTHER SERVICES

Reprints Service
Sponsorship Opportunities

CONTACTS

Our headquarters are located in via Giuseppe Belli, 27100 Pavia, Italy. Tel. +39.0382.27129. Fax. +39.0382.394705.
Mail: office@haematologica.org