

ADVERTISE WITH US

We help your company to connect with a targeted audience of healthcare professionals involved in transfusion medicine and associated therapies.

The logo for LSBT, consisting of the letters L, S, B, and T in a stylized, outlined font. The letters are white and set against the red background of the advertisement.

A STRONG SENSE OF COMMUNITY

The **International Society of Blood Transfusion** is a scientific society that was **founded in 1935**. Since that time the ISBT has grown in to an international society where transfusion medicine professionals from across the globe come together and do the one thing they do best: **share knowledge to improve the safety of blood transfusion worldwide**.

We believe that with the power of knowledge we can improve the safety of blood transfusion worldwide. Professionals from over 106 countries already share their knowledge with this international transfusion medicine community by being a member of ISBT.

OUR MISSION:

We are an international community of professionals sharing knowledge to enhance transfusion practice.

We achieve this by:

- Provide opportunities for advancing knowledge and education
- Advocacy for the welfare of blood donors and transfusion recipients

ACTIVITIES:

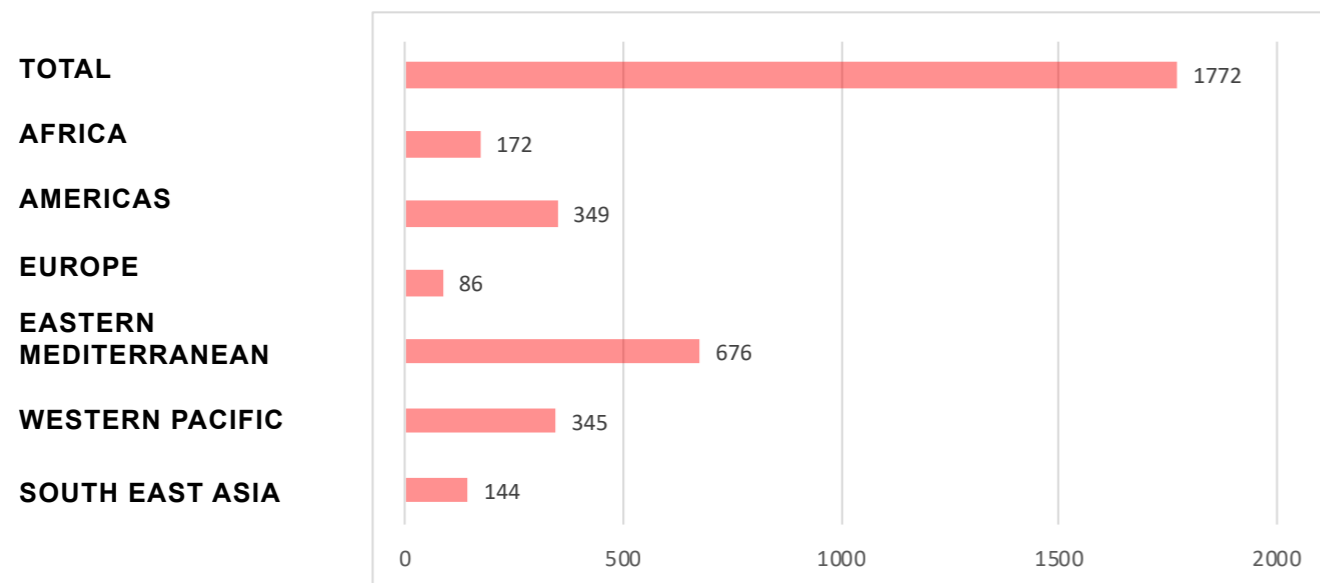
Our most important activity is to promote science and education related to blood transfusion and transplantation. We have created an educational platform: **ISBT Education**. This eLearning facility includes webcasts of ISBT congress presentations, recordings of Webinars and Live Journal Clubs, and a library of transfusion guidelines. In addition we:

- Encourage and support the ISBT Working Parties that focus on the study of specific topics
- Publish the scientific journals Vox Sanguinis and the Science Series and provide other high quality educational print and electronic material
- Organise International and Regional congresses
- Support and participate in regional workshops, seminars and congresses
- Provide financial support to professionals from low and medium development index countries

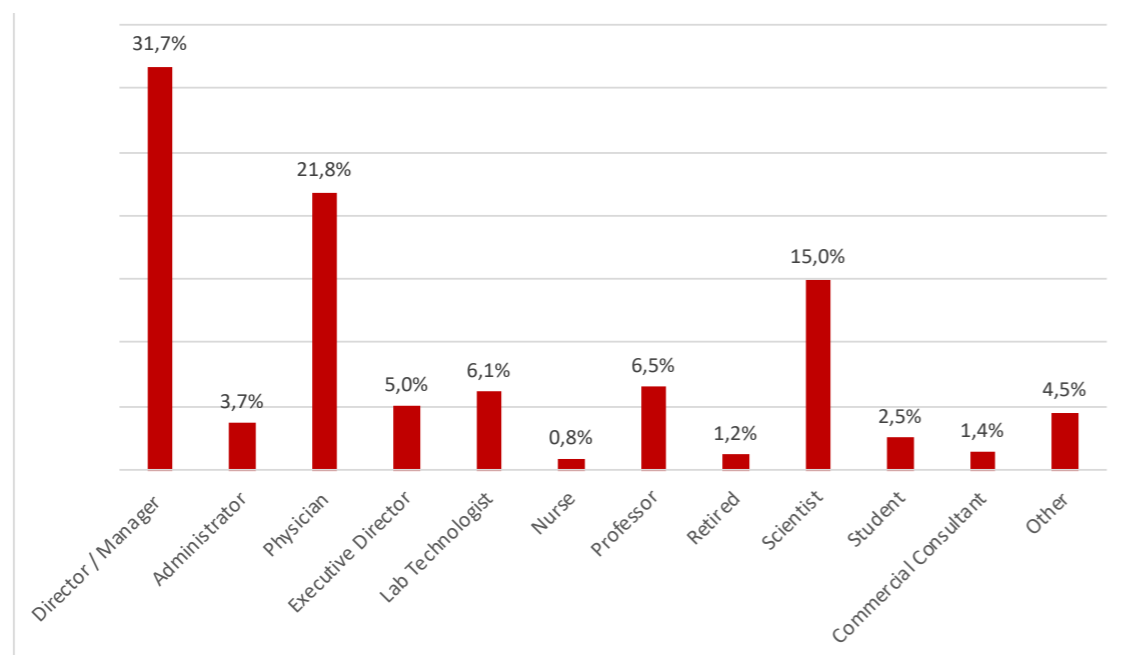
ESTABLISH CREDIBILITY WITH TRANSFUSION MEDICINE FUTURE LEADERS

ISBT members work in areas covering the whole of the transfusion medicine supply chain from donors to the patient. A wide range of positions are represented amongst the ISBT members.

AUDIENCE PROFILE



JOB FUNCTIONS



ISBT IMPRESSIONS

ISBT channels are updated constantly by our experienced editorial team with pertinent transfusion news, more often than any other transfusion medicine site.

TRANSFUSION TODAY IMPRESSIONS



4,500 IMPRESSIONS
(PRINT + DIGITAL + CONGRESS)

WEB TRAFFIC

15,000+ MONTHLY SESSIONS
2M 36S AVERAGE STAY



SOCIAL MEDIA



11,111 FACEBOOK FOLLOWERS
5,950 LINKEDIN FOLLOWERS
2,500 TWITTER FOLLOWERS
2,050 INSTAGRAM FOLLOWERS

EMAIL BLAST

2,500+ EMAIL ADDRESSES
45.3% OPEN RATE
WE SEND OUT EMAILS EVERY WEEK/MONTH
REGARDING CONGRESSES, WEBINARS AND ISBT PUBLICATIONS

Transfusion Today

Transfusion Today provides our audience of influential scientists, researchers, doctors, transfusion practitioners and young professionals with critical science insight and unparalleled access to global Blood Transfusion information. Transfusion Today is produced by Transfusion Medicine professionals who have a desire to show transfusion medicine activities in their countries.

TO ADVERTISE, CONTACT:

Leonne ter Woord
Communication Coordinator
communication@isbtweb.org



TRANSFUSION TODAY IMPACT

Transfusion Today “both paper and digital” issues reach key transfusion medicine contacts at the following institutions:

- AABB
- Abbott
- ANZSBT
- ABHH
- B Medical Systems
- BBTS
- Biomerieux
- Bio-Rad
- Cerus
- CSTM
- DGTI
- Diasorin
- DSKI
- Dubai Blood Donation Centre
- Grifols
- Nigeria Haematology and Blood Transfusion Society
- Hellenic Society of Blood Transfusion Centre
- Immucor
- Indonesian Association of Transfusion Medicine
- Macao Blood Transfusion Service
- Macopharma
- Malaysia Blood Transfusion Society
- Mexican Society of Blood Transfusion Centre
- Moroccan Blood Transfusion Society
- Nederlandse Vereniging voor Bloedtransfusie
- Norwegian Society for Immunology and transfusion medicine
- Ortho Clinical Diagnostics
- Pakistan Society for Blood Transfusion
- Quotient
- Roche
- SETS
- Sociedad Chilena de Hematologia
- Stichting Bloedbank Aruba
- Swedish Society of Clinical Immunology and Transfusion Medicine
- Taiwan Blood Services Foundation
- Taiwan Society of Blood Transfusion
- Terumo BCT
- Welsh Blood Service
- AND MORE...



INSIDE TRANSFUSION TODAY

We give our readers access to **global blood transfusion information**, while offering premium advertisers a multi-platform stage for their brands with an affluent audience.

Transfusion Today is published in **March, June, September and December** and it is received **by all the society members**. Each issue includes topical articles related to transfusion medicine and information from the regions that the membership represents.

CIRCULATION:
APROX. 2,000

FREQUENCY
4 ISSUES PER YEAR

2021 PRINT EDITORIAL CALENDAR

The deadlines for submitting artwork are as follows

n° 126 (March 2021), artwork to be delivered before Monday January 11, 2021

TRANSFUSION EDUCATION

n° 127 (June 2021), artwork to be delivered before Monday April 5, 2021

COMMUNICATING WITH BLOOD DONORS

n° 128 (September 2021), artwork to be delivered before Monday July 12, 2021

NOVEL BLOOD GROUP ANTIGENS

n° 129 (December 2021), artwork to be delivered before Monday October 11, 2021

MULTIDISCIPLINARY TEAMWORK AT TRANSFUSION SERVICES

FOR DEADLINES, CUSTOM PACKAGES AND TO SECURE ADVERTISING SPACE, PLEASE CONTACT:

Leonne ter Woord
Communication Coordinator
communication@isbtweb.org

ADVERTISING SPECIFICATIONS & RATES

AD SIZE	SIZE (width x height)	1X	2X	4X
SINGLE PAGE	200 x 280 mm	€ 2,050	€ 1,975	€ 1,925
SPREAD	400 x 280 mm	€ 3,590	€ 3,450	€ 3,370
HALF PAGE	200 x 140 mm	€ 1,540	€ 1,475	€ 1,445
INSIDE FRONT PAGE	200 x 280 mm	€ 2,560	€ 2,460	€ 2,410
INSIDE BACK PAGE	200 x 280 mm	€ 2,560	€ 2,460	€ 2,410
BACK COVER PAGE	200 x 280 mm	€ 3,075	€ 2,950	€ 2,890



ADVERTISING FILE SUBMISSION

The live area margins are **3 mm** for the outside, top and bottom. And **6 mm** for the inside. Please send the artwork as a **PDF, including bleed and with crop marks.**

ISBT ENEWS - TOP STORIES DELIVERED TO OVER 3,000 TRANSFUSION MEDICINE PROFESSIONALS MONTHLY



GET BONUS EXPOSURE WITH A DIGITAL ENHANCED BANNER

All ISBT members receive the monthly ISBT electronic newsletter. This newsletter is sent online and includes the latest ISBT news, e.g. congress news, ISBT Education updates, information about awards and prizes.

In addition, a separate adapted eNewsletter is sent to **subscribers of our newsletter** who are not ISBT members but are nevertheless interested in our news, reaching well over **780 people**. Please note that these are people that consented to receiving updates from ISBT after the European GDPR came into effect.

2020 OPEN RATE

45,3%

FREQUENCY

MONTHLY

FORMAT

**HTML
email**

CIRCULATION

2,500+
(opt-in subscribers)

ADVERTISING SPECIFICATIONS & RATES

AD SIZE	SIZE (width x height)	1x	3X	6X	12X
TOP BANNER	590 x 98 px	€ 400	€ 1,000	€ 2,000	€ 3,000
BOTTOM BANNER	590 x 98 px	€ 300	€ 800	€ 1,600	€ 2,800

Please send the artwork as a **JPG or PNG**.

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Communication Coordinator
communication@isbtweb.org



Register for ISBT2020 on-demand

>>> Thank you to everyone who joined us at ISBT's first ever virtual congress <<<

ISBT2020 took place successfully between 12-16 December, featuring live and on-demand sessions, a virtual exhibition, workshops and opportunities to network.

If you missed the live event, it is still available to view on-demand.

Register now for access to:

60+ scientific sessions

600+ e-posters

7 sponsored sessions and information from exhibitors

.. available to view at anytime and as often as you like until 31 March 2021.

Register now



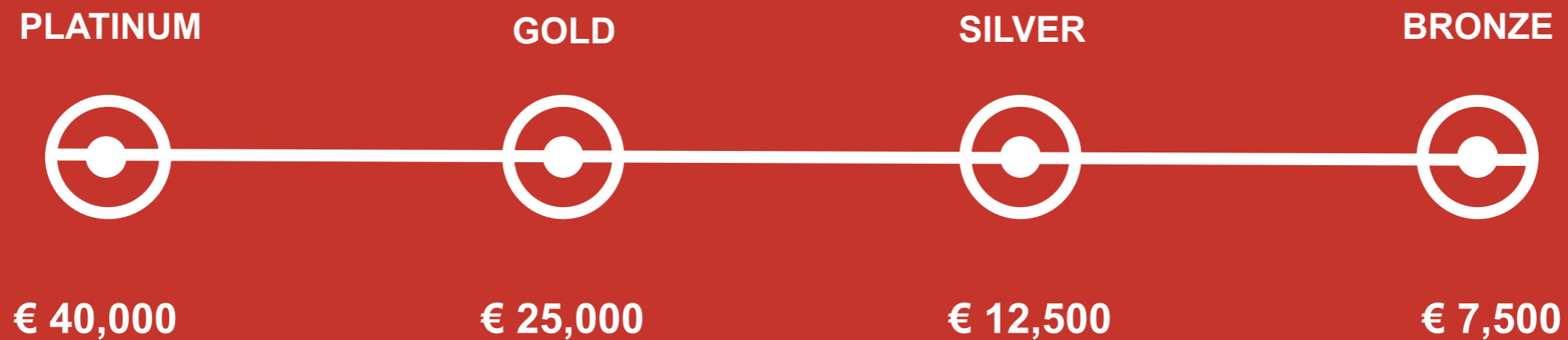
ISBT Book Launch

Introduction to Blood Transfusion: From Donor to Recipient -

BOOST YOUR EXPOSURE

BECOME AN ISBT CORPORATE PARTNER

FOUR DIFFERENT LEVELS OF PARTNERSHIP



WHY BECOME A CORPORATE PARTNER?

In a word, **IMPACT**. Our mission is to share knowledge across our professional network to enhance transfusion practice.

ISBT is unique among transfusion medicine organizations. We are a trusted global brand and we are also entrepreneurial – improving, adapting and expanding our congresses and education to achieve the most impact in the most efficient way possible.

- A stable membership around **1,800 members from all WHO regions**
- A full spectrum of **high-quality online education** materials that reach multiple students and professionals
- A proven ability to manage **large-scale, complex congresses**. Our regional and international congresses are organized in different countries, providing a global reach. Each congress the scientific programme is accompanied by a large industry exhibition
- We reach thousands through our social media channels, newsletters and publications (Vox Sanguinis, the ISBTScience Series and Transfusion Today)

WHAT ARE THE BENEFITS?

There are many **benefits** of companies partnering with ISBT, these include:

- **BRAND IMPACT**
- **PROFILE AND RECOGNITION**
- **UNRIVALED EXPERTISE**
- **GLOBAL INFLUENCE WITHIN TRANSFUSION MEDICINE**
- **OPPORTUNITY FOR NETWORKING AND SHARING KNOWLEDGE**
- **DEVELOPING GLOBALLY – RECOGNIZED INITIATIVES**

IF YOU WANT TO KNOW MORE ABOUT HOW BECOMING A CORPORATE PARTNER CAN BENEFIT YOU, PLEASE CONTACT:

Beatriz Galindo
Marketing & Stakeholder Coordinator
marketing@isbtweb.org

BENEFITS WITH RESPECT TO THE LEVEL OF CORPORATE PARTNERSHIP

	PLATINUM (€ 40,000)	GOLD (€ 25,000)	SILVER (€ 12,500)	BRONZE (€ 7,500)
ONE WEEK EARLY BIRD EXHIBITION AND SPONSORSHIP AT ISBT CONGRESSES	YES	-	-	-
PRIORITY ASSIGNMENT AT ISBT CONGRESS EXHIBITIONS AND FOR SATELLITE SYMPOSIA	YES	YES	YES	YES
COMPLIMENTARY REGISTRATIONS TO ISBT CONGRESSES	5	2	1	-
DISCOUNT ADVERTISEMENT ON TRANSFUSION TODAY	15%	5%	-	-
FREE ADVERTORIAL IN TRANSFUSION TODAY	YES	-	-	-
ACKNOWLEDGMENT IN ISBT PUBLICATIONS	YES	YES	YES	YES
RECOGNITION ON THE ISBT WEBSITE, E-LEARNING PORTAL AND CONGRESS COMMUNICATIONS AND LINK TO THE COMPANY WEBSITE	YES	YES	YES	YES
OPPORTUNITY FOR PARTICIPATION IN AN ANNUAL MEETING WITH MEMBERS OF THE BOARD OF DIRECTORS	YES	YES	-	-
PARTICIPATION IN RELEVANT ISBT WORKING PARTY BUSINESS MEETINGS (MAXIMUM OF TWO REPRESENTATIVES)	YES	YES	Only 4 WP meetings	Only 2 WP meetings
OPPORTUNITY TO WORK WITH ISBT WHEN APPROPRIATE ON RELEVANT EDUCATIONAL ACTIVITIES	YES	YES	-	-
HOST JOINT WEBINARS	UP TO 3 Open Access	1* For ISBT Members	-	-
POSTS IN OUR SOCIAL MEDIA ABOUT YOUR COMPANY AND PRODUCTS	QUARTERLY POSTS	1 POST EACH 6 MONTHS	-	-

*In case Gold Partners want to host an extra webinar, there is a possibility to purchase an extra one for € 2,500 (this webinar will be available only for members unless COVID-19 related)

INTERESTED IN ADVERTISING WITH US?

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