



Bleeding Disorders Association of South Carolina

The News Infusion

The Official Newsletter Publication of Bleeding Disorders Association of South Carolina

January 1, 2024

To: The Bleeding Disorders Support Community

From: Bleeding Disorders Association of South Carolina (BDASC)

Ref: Advertising, The News Infusion Newsletter

Dear Colleagues:

Bleeding Disorders of South Carolina, (BDASC) is a 501 (C) 3 not-for-profit organization. Our tax ID number is #23-7400632. On behalf of BDASC, I would like to take this opportunity to inform you that we are now accepting advertisements ads for our Newsletter, The News Infusion. It will be published quarterly. Your sponsorship dollars will help to support the continued publication and distribution of the Newsletter to our mailing list, membership, HTC'S, local, and national support agencies. Our distribution listing currently reaches over 1,200 members of our community and extended support community. We display the print Newsletter at all our public awareness campaigns, events, and we provide copies to our HTC's. Our digital newsletter reaches over 2,500 household e-mail addresses and is provided on all social media platforms; including Facebook and Instagram.

The Newsletter will depict the fundamental elements of the Mission Statement of the Chapter; ***To raise awareness for and advocate on behalf of persons with bleeding disorders and their families; provide education and supportive services; and promote ongoing research to improve the quality of life for those affected.***

The News Infusion Mission:

The News Infusion is published quarterly by the Bleeding Disorders Association of South Carolina as an informational service for its members, friends, and affiliations of South Carolina's bleeding disorder community. It will provide communication connections, education, and advocacy awareness. The News Infusion does not endorse any provider, company or product and further recommends that its readers always consult with their physicians and health care providers. The News Infusion is for educational and communicational purposes only and makes no claim to its accuracy.

Statement of Purpose:

The News Infusion editorial staff and volunteers recognize that it must meet the needs of its readership; specifically, these needs should include:

- Timely knowledge regarding the activities of Bleeding Disorders of South Carolina and its governing board;
- Information from the Hemophilia Treatment Centers which also involves the Chapter's goals and its members;
- Facts and information from the National Bleeding Disorders Foundation, Hemophilia Federation of America and other national organizations and their activities that directly affect the South Carolina Chapter and its membership readers;
- Data regarding the research, market and application of treatment developments for bleeding disorders;
- Forum for the exchange of information, ideas, and opinions among the chapter, its members and supporters.

Protocols:

As a quarterly publication, The News Infusion will be timed to be published in the winter (February), spring (May), summer (August), and fall (November). Articles for publication and advertising ads should be submitted to the Editor-in-Chief in such a manner to provide for layout, copy, editing, and proofreading. **(Approximately 6 weeks prior to publication).**

Advertising:

All accepted ads will be formatted to fit within the printed margins of the News Infusion Newsletter which is subject to change in page layout. The contents of the advertisements shall be in accordance with acceptable Industry standards and will not be subject to BDASC governance. However, BDASC does reserve the right to reject any advertisement that may be deemed inappropriate and is not consistent with BADSC's mission statement.

The various advertising options and costs per publication are as follows:

1/8 page- ½ side page banner may also be used- \$ 350.00

¼ page- \$ 500.00

½ page- \$ 750.00 (may have up to (2) at full ½ page price per issue (\$1,400.00) One-year advertising of (4) ads, ((1) per quarter/issue) receives a discounted cost at \$2,800.00 per year.

Full page ads (\$1,450.00) will be accepted upon special requests, and if there is space availability.

All ads will need to be submitted as JPG, GIF, TIFF, or BMP.
Please feel free to discuss further details by contacting me at the below contacts.

Kind Regards,



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