Bleeding Disorders Association of South Carolina

The News Infusion

The Official Newsletter Publication of

Bleeding Disorders Association of South Carolina

January 1, 2027

To: The Bleeding Disorders Support Community
From: Bleeding Disorders Association of South Carolina (BDASC)
Re: Advertising Opportunities in *The News Infusion* Newsletter

Dear Colleagues,

The Bleeding Disorders Association of South Carolina (BDASC) is a 501(c)(3) not-for-profit organization (Tax ID #23-7400632). On behalf of BDASC, we are pleased to announce that we are now accepting advertising submissions for our quarterly newsletter, *The News Infusion.*

Your sponsorship and advertising support play a vital role in helping us continue the publication and distribution of this important community resource. *The News Infusion* reaches over 1,700 individuals across our membership, Hemophilia Treatment Centers (HTCs), and local and national support organizations. In addition, our digital version reaches more than 3,500 households via email and is shared across our social media platforms, including Facebook and Instagram.

About *The News Infusion*

The News Infusion reflects the mission of BDASC:

To raise awareness for and advocate on behalf of individuals with bleeding disorders and their families; to provide education and supportive services; and to promote ongoing research to improve the quality of life for those affected.

The newsletter serves as an informational and educational service for our members, friends, and affiliates within South Carolina's bleeding disorders community. It provides communication, education, and advocacy updates.

Please note that *The News Infusion* does not endorse any provider, company, or product. We encourage all readers to consult their physicians or healthcare providers for professional advice. The publication is intended for educational purposes only.

Statement of Purpose

The editorial staff and volunteers of *The News Infusion* are committed to meeting the needs of our readership by providing:

- Timely updates on the activities of BDASC and its Board of Directors;
- Information from Hemophilia Treatment Centers and related Chapter goals;
- News and initiatives from the National Bleeding Disorders Foundation, Hemophilia Federation of America, and other national partners;
- Updates on research, treatment developments, and market trends;
- A forum for sharing information, ideas, and community perspectives.

Publication Schedule and Submission Guidelines

The News Infusion is published quarterly:

- **Winter (February)**
- **Spring (May)**
- **Summer (August)**
- **Fall (November)**

Articles and advertising materials should be submitted approximately **six weeks prior to publication** to allow for layout, editing, and proofreading.

Advertising Opportunities

All advertisements will be formatted to fit within the newsletter's layout. While BDASC adheres to accepted industry standards, we reserve the right to reject any advertisement deemed inconsistent with our mission or values.

Rates per issue:

- **1/8 Page (or ½-page banner):** $400
- **¼ Page:** $550
- **½ Page:** $800
    - Two half-page ads may be purchased per issue ($1,600 total)
    - Annual package (four issues): $3,000 (includes $200 annual discount)
- **Full Page:** $1,550
    - Annual package (four issues): $6,000 (includes $200 annual discount)

All ads should be submitted in **JPG, GIF, TIFF, or BMP** format.

We invite you to take advantage of this opportunity to connect with and support South Carolina's bleeding disorders community. For more information or to reserve advertising space, please contact me directly.

Kind regards,

Sue Martin



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