



# 68th ASH® Annual Meeting and Exposition

DEC. 12-15 (MEETING DATES) • DEC. 12-14 (EXHIBITION DATES)  
NEW ORLEANS, LOUISIANA

#ASH26



## Ad Retargeting

### Deliver High-Impact Exposure Across the Web

Leverage digital ad retargeting to stay connected with ASH annual meeting participants across thousands of major websites, increasing exposure, strengthening brand recognition, and driving measurable results from your investment.

#### HOW IT WORKS



##### Choose Your Package

Select your package based on number of impressions, budget, and goals.



##### Submit Your Creative

Provide your ad graphics to our digital marketing team.



##### Launch Your Campaign

Once the site is live, visitors to the exhibits, registration, and housing pages will be tracked with cookies and served your ads across thousands of commercial websites.



##### Track Your Results

Receive detailed analytics to measure and evaluate campaign performance.

#### WHY IT WORKS

- **Engage Attendees at Every Touchpoint:** Use ads to drive traffic to your booth, showcase featured products, and highlight any events you're supporting at the meeting.
- **Maximize Visibility:** Reach 95% of internet users and stay in front of your target audience even after they leave ASH websites, with more than 100,000 unique visitors expected.
- **Measure Success:** Get detailed analytics to track engagement, impressions, and campaign ROI.
- **Earn Priority Points:** Earn one point for every \$2,500 spent to help boost exhibitor ranking. To receive priority points, all contracts and payments must be received by October 1, 2026.



#### CAMPAIGN PACKAGES

Ad packages are available in 50,000 or 100,000 impression increments during July-September or October-December until purchase quantity is met.

#### CREATIVE SPECIFICATIONS

- **Required Ad Sizes (pixels):** 300×250, 160×600, 728×90, 180×150
- **Optional Ad Sizes (pixels):** 970×250, 300×600, 300×1050, 970×90, 320×100, 320×50
- **File Types:** .png, .jpeg, .gif
- **File Size:** Recommended <30KB; Max 200KB

**Secure your ad retargeting package today or reach out with questions!**

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