2027 ADVERTISING OPPORTUNITIES

REACH CALIFORNIA'S BLEEDING DISORDERS AND RARE DISEASE COMMUNITY

Why Advertise with the Bleeding Disorders Council of California?

- Reach patients, caregivers, health care professionals, advocates, and community organizations.
- Promote educational programs, conferences, services, products, and awareness campaigns.
- Increase your visibility within California's bleeding disorders and rare disease communities.
- Connect with an engaged audience that values trusted health information.

NEWSLETTER

Advertise in the **Bleeding Disorders Council of California (BDCC) Monthly Newsletter** to reach approximately **1,600 subscribers**, including health care professionals, patients, caregivers, advocates, and community leaders.

Delivered monthly, the newsletter is a trusted source of news, educational resources, and community updates for BDCC members and stakeholders throughout California and beyond.

STAND-ALONE E-BLASTS

Need to make an announcement that stands out? A dedicated e-blast delivers your message directly to approximately **1,600 subscribers** without competing with other content.

Whether you're promoting an event, educational program, advocacy initiative, product, service, or organizational announcement, stand-alone e-blasts help increase visibility, drive engagement and connect your organization with BDCC's trusted audience.

SOCIAL MEDIA

Reach an engaged online community through sponsored posts on **Facebook, Instagram, X and LinkedIn**.

Promote your organization, event, educational resource or service to more than **3,000 followers** across BDCC's social media channels. Sponsored posts help increase awareness, drive website traffic, encourage event participation, and connect your message with a trusted audience throughout California.

RESERVE YOUR ADVERTISING SPACE

Advertising opportunities are available on a first-come, first-served basis, and availability may be limited. Reserve your space today to connect with California's bleeding disorders and rare disease community. For current rates, placement options and availability, contact:

Lynne Kinst
Email: lynne@bdcouncilca.org

ADVERTISING RATES

Advertising Guidelines

- Advertisers provide all content, subject to BDCC approval.
- A minimum 14-day notice is required.
- A 50% rush fee applies to placements requested with fewer than 14 days' notice.
- Advertising opportunities are limited and available on a first-come, first-served basis.

NEWSLETTER (sent on the second Tuesday of each month)

- Unbranded: $1,500
- Branded: $2,000

STAND-ALONE E-BLAST

- Unbranded: $2,000
- Branded: $2,500

SPANISH ADD-ON

Available as an add-on to either the stand-alone or regular newsletter email update. Sent to our Spanish language recipients. Must provide content in Spanish.

- Unbranded: $500
- Branded: $750

SOCIAL MEDIA POSTS (Facebook, X, Instagram or LinkedIn)

A package of five posts is available for the price of four.

- Unbranded: $500
- Branded: $750

ADVERTISEMENT SPECIFICATIONS

Please submit all advertisements as high-resolution static image files in PNG (.png) or JPEG (.jpg) format. Animated images and videos are not accepted.

Newsletter / E-Blasts

- **Dimensions:** 600 px wide × 175–300 px tall
- **Recommended submission size:** 1,200 px wide (2× scale)

Social Media

- **Facebook and LinkedIn:** 1,200 × 628 px
- **Instagram:** 1,080 × 1,080 px (1:1 square)
- **X:** 1,600 × 900 px

A single 1,080 × 1,080 px (square) graphic is also acceptable for use across all social media platforms.

ADVERTISING POLICIES & DISCLAIMER: E-blasts and posts will be marked as paid advertisements and include the following disclaimer.
BDCC reserves the right to review all ad content prior to publication and to limit the number and type of ads accepted.

The Bleeding Disorders Council of California (BDCC) is not providing medical advice through this advertisement. BDCC does not endorse or evaluate the advertised products, services or company, nor any claims made in this advertisement. Advertisers making claims are expected to have research data that substantiates those claims. This advertisement should not replace medical advice from qualified medical personnel. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit MedWatch or call -800-FDA-1088.

Advertising does not influence BDCC content in other programming or communications. BDCC is not responsible for the content of this advertisement or the quality, reliability or promises made by the advertiser.