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# The News Infusion

The Official Newsletter Publication of Hemophilia of South Carolina

January 1, 2021

**To:** Hemophilia Support Community  
**From:** Hemophilia of South Carolina  
**Ref:** Hemophilia of South Carolina Advertising  
The News Infusion Newsletter

**Dear Colleagues:**

Hemophilia of South Carolina (HSC) is a 501 (C) 3 not-for-profit organization. Our tax ID number is #23-7400632. On behalf of HSC, I would like to take this opportunity to inform you that we are now accepting advertisements 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 500 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 approximately 925 e-mail address and is provided on all social media platforms; to also include Facebook, Twitter and Instagram.

The Newsletter will depict the fundamental elements of the Mission Statement of the Chapter; ***the purpose of this organization shall be to promote awareness of bleeding disorders to the general public; provide education and support to persons with bleeding disorders, as well as their friends and families; and support research of The National Hemophilia Foundation.***

***The News Infusion Mission:***

The News Infusion is published quarterly by Hemophilia 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/volunteers recognize that it must meet the needs of its readership; specifically, these needs should include:

- Timely knowledge regarding the activities of Hemophilia 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 Hemophilia 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 HSC governance. However, HSC does reserve the right to reject any advertisement that may be deemed inappropriate and is not consistent with HSC's mission statement.

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

1/8 page- 1/2 side page banner may also be used- \$ 250.00

1/4 page- \$ 375.00

1/2 page- \$ 650.00 (may have up to (2) at full 1/2 page price per issue (\$1,300.00) One-year advertising of (4) ads, ((1) per quarter/issue) receives a discounted cost at \$2,400.00 per year.

Full page ads will be accepted upon special requests, and if there is space availability. (Please ask for information regarding FPA)

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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