



2015 ADVERTISING KIT
ascassociation.org



Ambulatory Surgery Center Association

OUR MEMBERS AND INDUSTRY



Take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities the Ambulatory Surgery Center Association (ASCA) has to offer to stay connected with the ambulatory surgery industry, in front of ASCA's members and ahead of your competition.

BY PARTNERING WITH ASCA YOUR COMPANY CAN

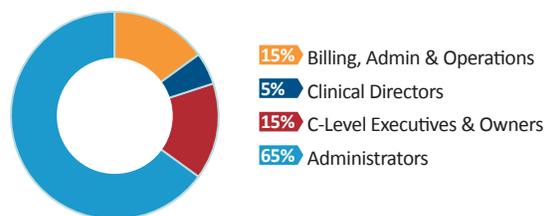
- Showcase your products and services, strategically, to the ASC market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff at ASCs of all types and sizes
- Reach key decision makers at ASCs across the country
- Stay in front of your current and future customers year-round

The ASC industry continues to grow with more than 6,600 centers performing more than 25 million surgeries a year.

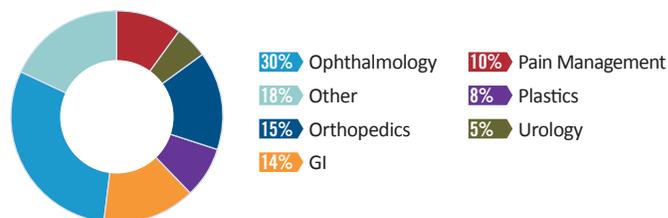
The Ambulatory Surgery Center Association (ASCA) is the national membership association that represents ambulatory surgery centers (ASCs) and provides advocacy and resources to assist ASCs in delivering high quality, cost-effective ambulatory surgery to all of the patients they serve.

OUR MEMBERS ARE DECISION MAKERS

Demographic Breakdown of Attendees



Specialties Served in ASCs



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Christopher Schriever, 202.337.1892 chris@bluehouse.us / **Alex Yewdell**, 202.337.1897 alex@bluehouse.us
www.ascassociation.org

OPPORTUNITIES

Select an opportunity from each category to maximize your investment with greater access and interaction with our members.

MEMBERSHIP pg 4

- ASCA Vendor Membership
- Marketing and Advertising Partnership

ASC FOCUS pg 5

- Official print and digital publication of ASCA

ASCA NEWS DIGEST pg 6

- Weekly e-Newsletter delivered to over 16,000 subscribers

WEBSITE ADVERTISING pg 7

- ascassociation.org
- ASCA Connect
- ASCA 2015

WEBINARS..... pg 8

- Sponsorships
- Presentations

MEETINGS AND ENGAGEMENTS..... pg 9

- ASCA 2015
- 2015 Winter Coding Seminar
- 2015 Medical Directors Seminar
- 2015 Fall Seminar

DIRECT MAIL AND SPECIAL OPPORTUNITES pg 10

- ASCA Facility Member List
- ASCA 2015 Attendee List
- ASC Employee Salary & Benefits Survey Sponsorship

ADVERTISING SPECIFICATIONS pg 11

- Detailed specifications for all ad sizes, terms and capabilities



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MEMBERSHIP

Did you know that ASCA's membership includes more than 2,956 ASCs? ASCA Supporter Members have access to superb opportunities to market their company's products and services to ASCs.

MEET With Our Members

- Interact through the online *ASCA Connect* community
- Attend ASCA conferences and seminars at discounted rates
- Receive discounts on exhibit and sponsorship opportunities (Members receive priority preferences)

LEARN About the ASC Industry

- Gain access to member tools and resources
- Keep up with the latest news, trends and issues
- Know your market

BUILD Visibility

- Advertise online on ASCA's web site
- Advertise in ASCA's publications
- Be recognized in our Online Business and Member Directories

SAVE

- Members have advance opportunities to participate in ASCA events and receive substantial discounts.

ASCA Membership	
Annual	\$1,000

BUILD A MARKETING PARTNERSHIP PROGRAM*

ASCA members whose total investment fits into one of the categories below earn additional discounts!

When you partner with ASCA, your company can network with the ASC industry in many ways. Whether you choose a sponsorship opportunity or an advertising opportunity, online or in print, we can work with your company to connect your products and services with the key decision makers in the ASC industry in more than 6,600 ASCs performing more than 25 million surgeries a year.

- **GOLD**—\$65,000 and above: 12% discount
- **SILVER**— \$40,000 to \$64,999: 8% discount
- **BRONZE**— \$35,000 to \$39,999: 5% discount

* Available only to ASCA Supporter Vendor Members who select from two or more of ASCA's marketing opportunities.

JOIN TODAY! www.ascassociation.org/join

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ASC FOCUS

ASC FOCUS FREQUENCY AND READERSHIP

Published 10 times a year, *ASC Focus* provides ongoing coverage of critical ASC topics. Our print advertising opportunities expand your customer base by offering your company more ways to reach our readership of 18,000 decision makers inside their ASCs. Ads in the print version also appear in the digital issue. The digital sponsor's ad is the first thing viewers see. View a sample digital issue [here](#).

WHAT'S INSIDE?

Separated into distinct editorial categories, *ASC Focus* offers comprehensive coverage of the entire ASC industry like no other publication. Departments include:

- **As I See It**—Comments from ASC experts and thought leaders on hot-button issues, trends and resources.
- **Doing Business**—Insights and advice on all aspects of running an ASC, including human resources, finance, investment, clinical care, facility management and quality improvement.
- **Regulatory Review**—News about regulatory requirements, standards and guidelines, including those adopted by Medicare, the Occupational Safety and Health Administration, the accrediting bodies and the National Fire Protection Association.
- **Advocacy Spotlight**—Reports on the people and events on Capitol Hill and across the country that influence policy making that affects ASCs.
- **ASCA News**—Information about ASCA's activities, services, events and members.
- **Web Crawl**—News about important Web updates and URLs, primarily on ASCA's web site, where ASC professionals can get the information and resources they need.
- **Back page**—A one-page brief on a topical issue or event.

ASC FOCUS EDITORIAL CALENDAR 2015

Issue	Primary Feature	Secondary Feature
January	Industry Trends	Human Resources
February	Advocacy	Health Reform
March	Insurance	Expense Management
April	Coding	Quality Improvement
May	ASCA 2015 Preview	Staff Development
June/July	Culture of Safety	Business Office Improvement
August	Financial Planning	Patient Care
September	Clinical Care	Building and Renovations
October	Marketing	Legal Issues
November/December	Regulatory Compliance	Social Media

Specific titles may change or be eliminated without prior notice.

ASC Focus	1x	4x	8x
1/3 Page	\$1,375	\$1,200	\$925
1/2 Page	\$2,000	\$1,750	\$1,500
Full Page	\$2,500	\$2,250	\$2,000
Page 3	\$2,750	\$2,500	\$2,250
Page 4	\$2,750	\$2,500	\$2,250
Inside Front Cover	\$3,000	\$2,750	\$2,500
Inside Back Cover	\$3,000	\$2,750	\$2,500
Back Cover	N/A	\$3,000	\$2,750
Belly Band	Please call 202.337.1897 for specific information and availability.		
Digital Sponsorship	Sponsor the digital edition of <i>ASC Focus</i> and place your company in front of our members. This exclusive sponsorship includes your company name and logo before the cover and a full page digital ad.		
	\$1,500	\$1,300	\$1,150

CONTRIBUTE TO ASC FOCUS: Contributing an article to *ASC Focus* is a great way to get your name and ideas in front of leaders in the ASC community. If you are interested in writing for the magazine, please read its editorial guidelines at ASCA's web site, www.ascassociation.org.

ASC FOCUS BONUS DISTRIBUTION

- **June/July:** ASCA 2015
- **October:** Nonmember Medicare-certified ASCs; 2015 Fall Seminar

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ASCA NEWS DIGEST

ASCA NEWS DIGEST: Our weekly newsletter tackles today's most relevant issues, gathered from leading industry publications and sources. Delivered directly to the inboxes of ambulatory surgery center professionals, the *ASCA News Digest* keeps professionals informed on topics that impact their facilities and programs. Our subscribers are the decision-makers with purchasing power.

Members turn to ASCA as the informational authority in the industry. Advertising in *ASCA News Digest* allows your company to connect with our members on a regular basis, putting your message in front of pre-qualified buyers who are specifically looking for your products.

Our mailing list is made up of more than 16,000 active ASC professionals who have signed up to receive this information. Enhanced technology ensures that your ad will make it through spam filters and into the inboxes of every subscriber.

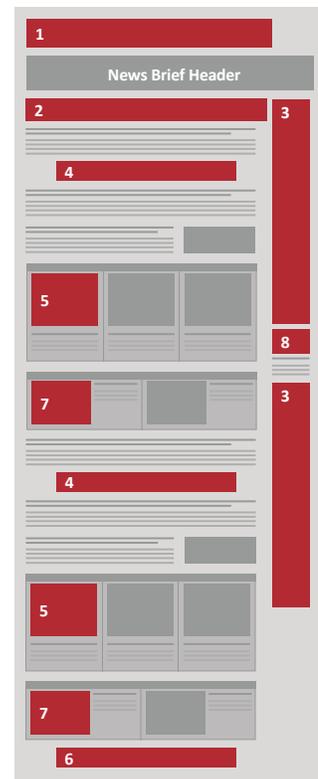
ADVERTISING MATERIAL SPECIFICATIONS

Ad Dimensions		3 Months	6 Months	12 Months
Leaderboard	728x90	\$3,500	\$6,650	\$11,970
Lower Leaderboard	580x70	\$3,250	\$6,175	\$11,115
Skyscraper	120x600	\$3,000	\$5,700	\$10,260
Banner	468x60	\$3,000	\$5,700	\$10,260
Product Showcase	125x125	\$2,950	\$5,605	\$10,089
Bottom Banner	468x60	\$2,750	\$5,225	\$9,405
Featured Company	125x100	\$2,500	\$4,750	\$8,550
Traditional Text Ad	120x50	\$1,500	\$2,850	\$5,130

File Format: GIF, JPG **File Size:** 40k

ASCA NEWS DIGEST AD POSITIONING

- 1) Leaderboard** This prominent position provides your company with premier exposure at the top of the newsletter.
- 2) Lower Leaderboard** The lower leaderboard gives your company a prominent position right under the association's masthead.
- 3) Skyscraper** This premier position provides your company with quality traffic and constant visibility alongside the text.
- 4) Banner** Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- 5) Product Showcase** Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
- 6) Bottom Banner** Banner ads allows your company to combine text, colors, and graphics into a unique sales message for committed buyers..
- 7) Featured Company** Integrated into the feel of the brief, a featured company ad targets your buying audience with an image, 5-word headline and 25-word description.
- 8) Traditional Text Ad** Leverage the power of words with a 5-word headline and 15-word text ad to drive traffic to your website.



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WEBSITE ADVERTISING

Advertise on our association web site, on our ASCA 2015 annual meeting site and within our online community *ASCA Connect* to gain exposure throughout the industry. With these options, ASCA can better acquaint you with a more targeted audience.

ASCASSOCIATION.ORG: Place your company in front of our members and the entire industry as ASC professionals in the US and internationally visit our web site for further information on our advocacy efforts, membership, meetings, seminars and more.

Average monthly pageviews: 116,941

ASCA CONNECT: Our online networking community is an e-meeting place exclusively for our members. Not only can your company take part in discussions, see current industry news and connect with key decision makers, you can also showcase your products and services by advertising on strategic pages throughout the site.

Average monthly pageviews: 30,893

Total community members: 16,047

ASCA 2015: Catch attendees' attention on the official web site for our annual meeting ASCA 2015. Attendees will use this web site to register for the conference, view current information, plan their schedule and review a list of exhibitors.

Annual pageviews: 72,197

ascassociation.org	3 months	6 months	12 months
Interior Pages — 160 x 600 (vertical)	\$1,000	\$2,000	\$3,000
Interior Pages — 575 x 90 (horizontal)	\$675	\$1,350	\$2,025
Annual Meeting — 160 x 600 (vertical)	N/A	N/A	\$1,200
ASC Focus Digital Edition	\$1,500	\$1,300	\$1,150
ASCA Connect	3 months	6 months	12 months
Homepage — 300 x 250 (horizontal)	\$1,000	\$2,000	\$3,000
Interior Pages — 160 x 600 (vertical)	\$1,000	\$2,000	\$3,000
ASCA Connect Mobile	3 months	6 months	12 months
Sponsorship	N/A	\$2,500	\$4,250
ASCA Connect Discussion Threads	3 months	6 months	12 months
Sponsorship — 125 x 125	N/A	\$2,500	\$4,250

No advertising agency commissions or fees can be deducted from the listed rates. All rates are NET. Non-ASCA members add 20%.

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WEBINARS

ASCA's Webinar Series covers a variety of topics including quality management, delivery of patient care, beneficial business practices, regulatory and legal issues, human resources and more. Each webinar lasts one hour and, unless otherwise indicated, offers one continuing education credit for nurses (CEU) and administrators (AEU). These unique and exclusive opportunities are an affordable way to reach targeted decision-makers within the growing ambulatory center industry.

WEBINAR PRESENTATION: \$2,500*

Provide an approved presentation to ASCA members. Your educational presentation, one of four free per year to ASCA members, includes:

- *Speaker/presenter of your choice*
- *Topic and messaging of your choice (approved by ASCA)*
- *Presenter/company name/logo on select webinar slides*
- *Presenter/company name/logo on registration confirmation sent to each attendee*
- *Recognition in an ALL MEMBER email blast promoting the webinar*
- *Webinar listing on ASCA's web site*
- *An electronic, post-webinar attendee list for one-time, pre-approved mailing*

*Only three opportunities available: March 11, July 10, and October 7. Presentation and presenter must be approved and meet ASCA guidelines.

WEBINAR SPONSORSHIPS: \$1,250

Be the exclusive sponsor of one of our webinar's (or sponsor the entire 2015 program for \$60,000). Sponsor benefits include:

- *Company name/logo on first and last webinar slides*
- *Company name/logo on registration confirmation sent to each attendee*
- *3 registrations*
- *Recognition in an ALL MEMBER email blast promoting the webinar*
- *Verbal announcement thanking the sponsor at beginning and end of the webinar*
- *Sponsorship acknowledgement on ASCA's web site*
- *An electronic, post-webinar attendee list for one-time, pre-approved mailing*
- *Option to present 60-second company elevator pitch (approved by ASCA)*

2015 WEBINARS SCHEDULE					
Date	Topic	Speaker	Date	Topic	Speaker
January 13	Completing the Financial Measures in the ASCA Benchmarking Survey	John Goehle	July 9	ICD-10 updates: Current Documentation Practices and Contingency Plans that Impede Progress	Cristina Bentin
January 27	Reserved for Webinar Sponsorship		July 21	Compliance; from the QA meeting to the Board meeting	Angie Blankenship
February 10	The New DEA Disposal Regulations: What You Need to Know	Charlotte A. Smith	August 4	Understanding Medicare's Proposed Rates for 2016	Kara Newbury
February 24	Supplier Contracting Best Practices	Chris Klassen	August 18	CMS Quality Reporting for ASCs	Gina Throneberry, Donna Slosburg
March 10	Zero- Stress CMS/Life Safety Code Surveys	William E. Lindeman	September 1	Fundamentals of Steam Sterilization Process Monitoring	Dorothy M. Larson
March 24	Your Policy and Procedure Manual, One Chapter at a Time	Marcy Sasso	September 15	Staff Roles and Responsibilities in the ASC	Debra Stinchcomb, AORN rep
April 7	Flexible Endoscope Reprocessing: Re-thinking the Risk for Endoscopy-Associated Infections	Grace Thornhill	September 29	Improving Quality Studies and QAPI in Your ASC	Jo Vinson
April 21	ASC Survey Trends and How to Achieve Compliance	Jan Allison	October 13	Reserved for Webinar Sponsorship	
June 2	Moderate Sedation in the GI Suite	Sekar Bhavani, MD	October 27	Guidance on Surgical Fire Prevention	Mark E. Bruley, CCE
June 16	20 Things to Do Now to Ensure Safe Medication Management	Sheldon Sones	December 1	Medicare's Final Rates for 2016	Kara Newbury
June 30	5 Tips for Handling Social Media In the Workplace	Ed Boniske	December 8	CPT Changes 2016: What's New, Revised and Deleted, and What That All Means to ASCs	Cristina Bentin

For more information, visit www.ascassociation.org/webinars.

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MEETINGS AND ENGAGEMENTS



ASCA 2015

Orlando, May 13–16, 2015

Orlando World Center Marriott Resort & Convention Center

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2015, will bring together more than 2,300 ambulatory surgery center attendees. The meeting features more than 70 highly-regarded educational sessions and opportunities to earn continuing education credits for attendees, as well as targeted sponsorship and exhibit opportunities to help make your product or service stand apart from the competition.

ASCA WINTER CODING SEMINAR

San Diego, January 22–24, 2015

Hyatt Regency Mission Bay Spa & Marina

This two-and-a-half day conference is a “must” when it comes to learning best coding practices that assure you receive the reimbursements you deserve. The comprehensive program will cover: Medicare’s reimbursement updates for ASCs, CPT changes that will take effect in 2015, Coding tips for commonly performed ASC procedures and Assessing coding accuracy and productivity

2015 MEDICAL DIRECTORS SEMINAR

Orlando, May 16–17, 2015

Ritz-Carlton Orlando, Grande Lakes

In 2015, ASCA will offer a new meeting targeted exclusively to the unique interests and needs of medical directors and other physician leaders in the ASC setting. The program will address key decision-making strategies related to current and emerging practices and technology and explore best practices in long-term business planning and management. It will also provide extensive networking opportunities.

2015 FALL SEMINAR

Las Vegas, October 2015

Over the course of three days, ASCA will offer educational sessions on key topics that drive development and daily operations at ambulatory surgery centers, outstanding networking opportunities, continuing education contact hours and the Certified Administrator Surgery Center (CASC) Review Course and Exam.

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DIRECT MAIL & SPECIAL OPPORTUNITIES

HANDBOOKS: Be the exclusive sponsor of one of our specialty handbooks containing key industry surveys and analytics available exclusively from ASCA. Your company gains prime exposure in the resources our ASCA facility members value most. Priced from \$5,000 to \$10,000 and limited to one sponsor per handbook, this is a great way of connecting directly with a subset of the industry. While the *ASC Employee Salary & Benefits Survey* sponsorship is detailed below, other programs are also available.

Here is a sample program for a handbook sponsorship

ASC Employee Salary & Benefits Survey Sponsorship: \$5,000

Be the exclusive sponsor of ASCA's **most requested** publication. Each member receives up to five complimentary copies of the annual *ASC Employee Salary & Benefits Survey* and, based on member survey results, refers to the survey when making annual hiring and compensation decisions. Reach the ASC market in an incredible way with the *ASC Employee Salary & Benefits Survey*! Sponsor benefits include:

- *Company name/logo on survey marketing, which may include: advertisements, email blasts, and direct mail promotions*
- *Company name/logo on the ASC Employee Salary & Benefits Survey cover*
- *Recognition in an ALL MEMBER email blast promoting the survey and your sponsorship participation*
- *Full Page advertisement within the 2015 ASC Employee Salary & Benefits Survey*
- *Sponsorship acknowledgement on ASCA's web site*

DIRECT MAIL: Market your products and services by direct mail and reach your potential clients at their ASCs! Available electronically for a one-time, pre-approved mailing.

- *ASCA Facility Member list, \$600*
- *ASCA 2014 Attendee list, \$750*



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ADVERTISING SPECIFICATIONS

ADVERTISING MATERIAL SPECIFICATIONS

	Width	Height
ASC Focus	8.375"	10.875"
Full Page*	8.375"	10.875"
2-Page Spread*	16.75"	10.875"
1/2 Page	7.5"	5"
1/3 Page	4.75"	4.5"

*A uniform bleed of 0.125" should be used on all ads that bleed. All cropmarks should be offset to 0.125".

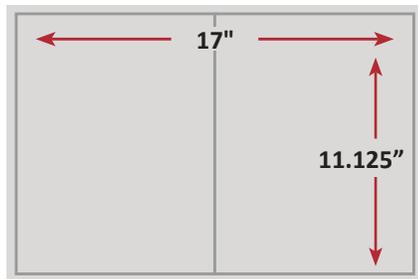
*Program Syllabus is spiral bound. Please keep type and important imagery 0.5" away from left/right edges to avoid interference with spiral binding.

MATERIAL SUBMISSION

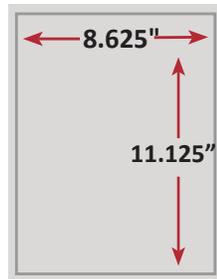
- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to elizabeth@bluehouse.us
- For files over 8MB, call for ftp information.

ASC FOCUS AD DIAGRAMS

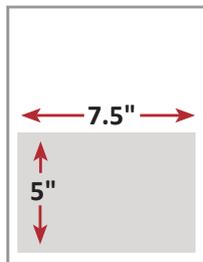
2-Page Spread (with bleed)



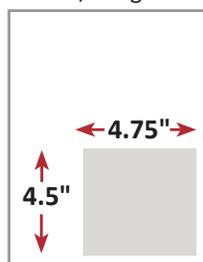
Full Page (with bleed)



1/2 Page



1/3 Page



ONLINE AD DIAGRAMS

- 1 575 x 90 (horizontal)
- 2 160 x 600 (vertical)
- 3 300 x 250 (horizontal)
- 4 125 x 125



WEB AD DEADLINES

Ad materials are due the last Thursday of the month prior to the campaign start.

TERMS

- ASCA reserves the right to reject any advertising.
- Agency discounts are not allowed.
- Liability for contents of ads is assumed by the advertiser and/or advertising agency.
- No ad changes will be accepted after the materials closing date unless the substituted ad is of like size and color.
- Advance payment is required from advertisers and agencies who have no established credit record with ASCA.
- Invoices not paid within 30 days are subject to an interest charge of 2.0% per month on the outstanding balance.
- Cancellations between space closing and material close will be billed at 50% of full rate. Cancellations after material close will be billed at full rate.
- Pre-paid insertions may be rescheduled but are non-refundable
- All payments are to be made in US funds.
- Ads that appear in the publication with errors that are our fault may receive space credit in the next available issue.
- We are not responsible for damages.

ASC FOCUS DEADLINES

Issue	Space	Materials	Issue	Space	Materials
Jan	Oct 31	Nov 25	Jun/July*	Mar 24	Apr 15
Feb	Nov 20	Dec 17	Aug	Jun 5	Jun 29
Mar	Jan 6	Jan 29	Sept	Jul 8	Jul 30
Apr	Feb 3	Feb 26	Oct*	Aug 6	Aug 28
May	Mar 9	Mar 31	Nov/Dec	Sept 8	Sept 30

*Bonus distribution

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2015 ADVERTISING OVERVIEW

ASC FOCUS

Price per issue.

4-Color	1x	4x	8x
1/3 Page	\$1,375	\$1,200	\$925
1/2 Page	\$2,000	\$1,750	\$1,500
Full Page	\$2,500	\$2,250	\$2,000
Page 3	\$2,750	\$2,500	\$2,250
Page 4	\$2,750	\$2,500	\$2,250
Inside Front Cover	\$3,000	\$2,750	\$2,500
Inside Back Cover	\$3,000	\$2,750	\$2,500
Back Cover	N/A	\$3,000	\$2,750
Digital Sponsor	\$1,500	\$1,300	\$1,150

No advertising agency commissions or fees can be deducted from the listed rates. All rates are NET. Non-ASCA members add 20%.



ONLINE ADVERTISING

Price per period.

ASCA Connect	3 months	6 months	12 months
Homepage	\$1,000	\$2,000	\$3,000
Interior Pages	\$1,000	\$2,000	\$3,000

ASCA Connect Mobile	3 months	6 months	12 months
Sponsorship	N/A	\$2,500	\$4,250

ASCA Connect Discussion Threads	3 months	6 months	12 months
Sponsorship	N/A	\$2,500	\$4,250

ascassociation.org	3 months	6 months	12 months
Interior Pages	\$1,000	\$2,000	\$3,000
Annual Meeting	N/A	N/A	\$1,200

DEADLINES All online advertising materials are due the Thursday before the ad contract start date.

ASCA NEWS DIGEST

Price per period.

Ad Dimensions	3 Months	6 Months	12 Months
Leaderboard	\$3,500	\$6,650	\$11,970
Lower Leaderboard	\$3,250	\$6,175	\$11,115
Skyscraper	\$3,000	\$5,700	\$10,260
Banner	\$3,000	\$5,700	\$10,260
Bottom Banner	\$2,750	\$5,225	\$9,405
Product Showcase	\$2,950	\$5,605	\$10,089
Featured Company	\$2,500	\$4,750	\$8,550
Traditional Text Ad	\$1,500	\$2,850	\$5,130

DEADLINES Ad materials are due the last Thursday of the month prior to the campaign start.

WEBINARS

Presentation	\$2,500
Sponsorship	\$1,250

Phone 202.337.1897

Fax 202.337.1200

Rates are valid for 2015. No advertising agency commissions or fees can be deducted from the listed rates. All rates are NET. Non-ASCA members add 20%.

ASCA Ads, 2168 Wisconsin Avenue, NW, Washington, DC 20007

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