



2014 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 and 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

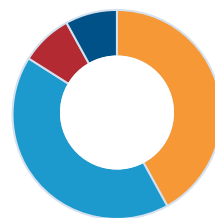
- Showcase your products and services, strategically, to the ASC market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff at ASCs of all types and sizes
- Reach key decision makers at ASCs across the country
- Stay in front of your current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

The ASC industry continues to grow with more than 5,300 centers performing more than 22 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.

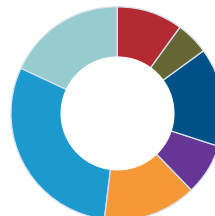
OUR MEMBERS ARE DECISION MAKERS

Demographic Breakdown of Attendees



- 42% Consultants, Managers, Directors & Vice Presidents
- 42% Administrators, Owners, CEOs
- 8% Business Office/Operations Staff
- 8% Clinical staff

Specialties Served in ASCs



- 30% Ophthalmology
- 18% Other
- 15% Orthopedics
- 14% GI
- 10% Pain Management
- 8% Plastics
- 5% Urology

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www.ascassociation.org

OPPORTUNITIES

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

1. MEMBERSHIP

- ASCA Vendor Membership, \$1,000Page 4

2. ADVERTISING [Print & Online]

- *ASC Focus* Ads from \$925 to \$3,000.....Page 5
- Website Advertising from \$1,000 to \$4,250Page 7
- *ASCA News Digest* Online Opportunities from \$1,500 to \$3500..... Page 8

3. SPECIALTY SEMINARS [Sponsorship & Exhibition]

- Track Sponsorships, with Exhibition, \$3,500Page 9
- 2014 Fall SeminarsPage 9
- 2014 Coding Seminar.....Page 9

4. DIRECT MAIL

- ASCA Facility Member List, \$1,000.....Page 9
- ASCA 2013 Attendee List, \$750Page 9

5. WEBINAR [Sponsorship & Presentation]

- Sponsorships, \$1,250.....Page 10
- Presentations, \$2,500.....Page 10

BUILD A MARKETING PARTNERSHIP PROGRAM* using the opportunities above. 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 5,300 ASCs performing more than 22 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.*

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MEMBERSHIP



Did you know that ASCA's membership has grown more than 5% annually and now includes more than 2,956 ASCs? ASCA Supporter Members have access to superb opportunities to market their company's products and services to ASCs. ASCA members have access to exclusive opportunities:

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

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 throughout the year. 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](#).

ASC FOCUS BONUS DISTRIBUTION

- **January:** ASCA's Winter Coding Seminar
- **February:** Nonmember Medicare-certified ASCs
- **June/July:** ASCA 2014
- **October:** Nonmember Medicare-certified ASCs; ASC Communications 2014 Fall Meeting

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.

ASC FOCUS EDITORIAL CALENDAR 2014

Issue	Primary Feature	Secondary Feature
January	Controlling Costs in Your ASC	Managing Common Human Resources Challenges
February	Understanding State and Federal Advocacy	Industry Trends and Strategies to Help Your ASC Succeed
March	Complying with the New HIPAA Requirements	Should You Joint Venture, Sell or Remain Independent?
April	Building Your ASC's Bottom Line	Managing Quality in Your ASC
May	ASCA 2014 Meeting Preview	Professional Development for Your ASC's Staff
June/July	New Developments in Ambulatory Surgery	Promoting Patient Safety Inside Your ASC
August	Managing a Small, Independent ASC	Putting Patient Satisfaction Surveys to Work
September	Marketing Your ASC	Using Benchmarking to Drive Improvement in Your ASC
October	Financial Planning for 2015 and Beyond	Legal Lessons that Protect Your ASC
November/December	Ethics and Your ASC	Coding & Billing Secrets to Success

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

- **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.

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.

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ASC FOCUS AD SPECS

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".

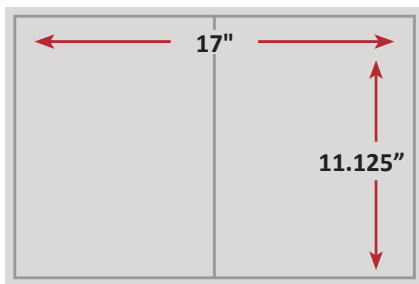
*Program Syllabus is spiral bound. Please keep type and important imagery 0.5" away from left/right edges to avoid interference with spiral binding.

MATERIAL SUBMISSION

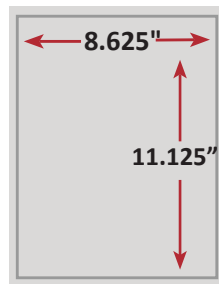
- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to meagan@bluehouse.us
- For files over 8MB, call for ftp information.

ASC FOCUS AD DIAGRAMS

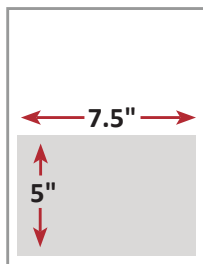
2-Page Spread (with bleed)



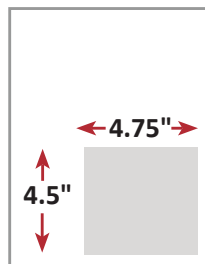
Full Page (with bleed)



1/2 Page



1/3 Page



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.
- 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.

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WEBSITE ADVERTISING

Advertise on our association web site, on our ASCA 2014 annual meeting site and within our new online community *ASCA Connect*. Gain exposure on the full site, through our business directory or on our meeting site. 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 ASC industry as ASC professionals in the US and internationally navigate our web site for further information on our advocacy efforts, membership, meetings, seminars and more.

Average monthly pageviews: 83,685

ASCA CONNECT: Our new 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: 15,053

Communities: 15

Total community members: 14,270

Total messages: 6,282

ASCA 2014: Catch our attendees' attention on the official web site for our annual meeting ASCA 2014. Attendees will use this web site to register for the conference, view current information, plan their schedule and review a list of exhibitors.

Average monthly pageviews: 8,059

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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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.

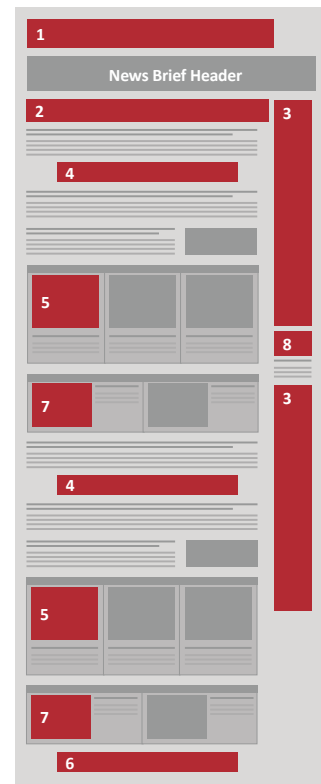
ADVERTISING MATERIAL SPECIFICATIONS

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 premier position provides your company with top exposure and quality traffic.
- 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 top exposure and quality traffic.
- 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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SPECIAL OPPORTUNITIES AND SEMINARS

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 2014 ASC Employee Salary & Benefits Survey
- Sponsorship acknowledgement on ASCA's web site

ASCA'S SPECIALTY SEMINAR SPONSORSHIPS:

Be an exclusive sponsor at our specialized seminars and reach a valuable subset within the ASC market. Sponsor benefits include:

- Table top display
- Company logo on website
- Company logo on seminar e-alerts and registration
- 2 exhibit badges
- Attendee mailing list rental

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, \$1,000
- ASCA 2014 Attendee list, \$750

UPCOMING SPECIALTY SEMINARS

ASCA'S 2014 FALL SEMINARS NEW

Las Vegas, October 2014

Sponsor and Exhibit at ASCA's NEW 2014 Fall Seminars. Over the course of four days, ASCA will offer three tracks and the CASC Review Course and Exam.

Sponsorship Opportunities:

- **Title Sponsorship \$7,000**
Be one of the exclusive sponsors of the Fall Seminars and receive added exposure throughout the entire conference and in front of all seminar track attendees.
- **Track Sponsorship \$3,500**
Sponsor one of four tracks—CASC Review Course, Quality, Finance & Accounting, Purchasing & Inventory Management—and let us promote your presence to a targeted audience onsite.
- **Refreshment Sponsorship \$2,000**
Refreshment sponsors gain tremendous exposure by sponsoring the breakfasts, lunches and/or morning or afternoon breaks.

2014 CODING SEMINAR

Las Vegas, January 16–18, 2014

ASCA's 2014 Coding Seminar is a two and a half day conference at the Wynn Las Vegas Hotel. For more information, visit www.ascassociation.org/ASCA/EducationEvents/2014WinterCodingSeminar.

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WEBINARS

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 2014 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)*

Date	2014 Webinars	Speaker
January 28	Just How Clean Are Your Surgical Instruments? (#234)	Ray Taurasi
February 11	HIPAA	Angie Burnette
February 25	Running an Effective In-House Business Office (#342)	Jessica Nantz
March 11	<i>Topic of Your Choosing</i>	*Sponsor Presentation
March 25*	What are Topics to Consider for a QAPI Study?	Nancy Jo Vinson
April 8	"Why Become Accredited"	JC and AAAHC Panel
April 22	ICD-10	NMBS
June 3	Compounding Pharmacies	David Miller, Sarah Dodge
June 17	External Coding Audits (To Help If You Are Leaving Cash On The Table)	Stephanie Ellis
July 10*	<i>Topic of Your Choosing</i>	*Sponsor Presentation
July 22	Compliance in the ASC (Informed Consent, Documentation, Legal Issues) #107	Ellen Adams
August 5	Understanding Medicare's Proposed Rates for 2015	Kara Newbury
August 19	CMS Quality Measure Reporting For ASCs	Gina Throneberry, Donna Slosburg
September 9	Credentialing—Licensed Independent Practitioner	Cindy Young
September 23	Credentialing—Allied Health Professional	Lynn Reede
October 7*	<i>Topic of Your Choosing</i>	*Sponsor Presentation
October 21	Risk Management Best Practices (#380)	Sandra Jones
November 18	Medicare's Final Rates for 2015	Kara Newbury
December 2	CPT Changes 2015	Cristina Bentin
December 16	When Disaster Strikes Your ASC (#311)	Anne Haddix

For the most updated webinar information, please visit www.ascassociation.org/webinars.

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2014 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%.

DEADLINES

Issue	Space	Materials	Issue	Space	Materials
Jan*	Nov 4	Nov 27	Jun/July*	Mar 24	Apr 15
Feb*	Nov 25	Dec 19	Aug	Jun 4	Jun 26
Mar	Jan 7	Jan 30	Sept	Jul 9	Jul 31
Apr	Feb 4	Feb 27	Oct*	Aug 6	Aug 28
May	Mar 7	Mar 31	Nov/Dec	Sept 5	Sept 29

*Bonus distribution

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 2014. No advertising agency commissions or fees can be deducted from the listed rates.

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

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ASCA 2014

NASHVILLE: MAY 14-17

ascassociation.org/ASCA2014

EXHIBIT SPACE IS LIMITED

SIGN UP BEFORE JANUARY 10TH TO RECEIVE DISCOUNT PRICING

Request the ASCA 2014 Sponsor and Exhibitor Prospectus for full details.

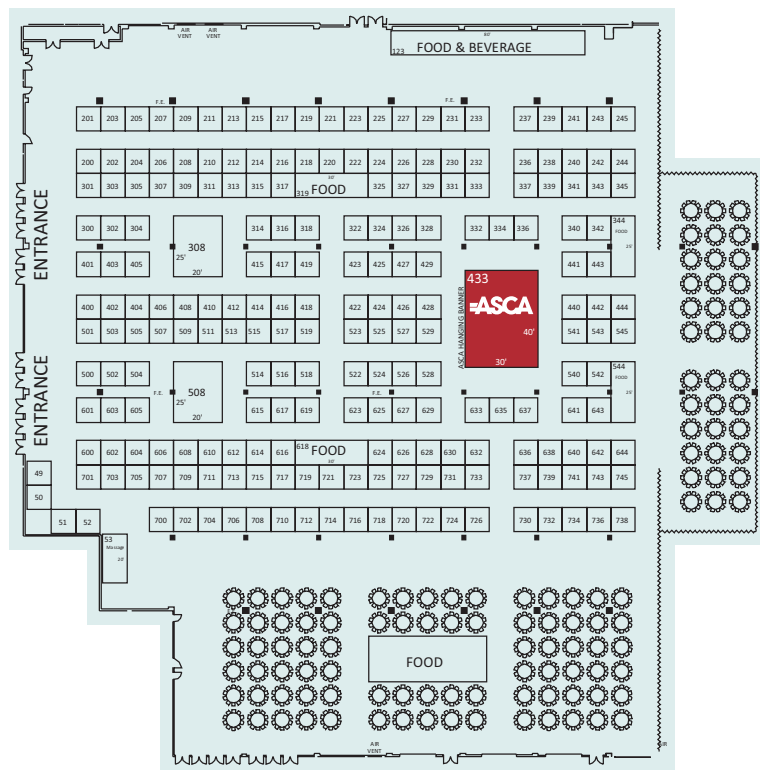
With ASCA 2013 attendance **10%** higher than the previous year, we're expecting a crowd!

Based on ASCA 2013 preconference attendee registration:

More than **46%** of ASCA 2013's attendees are administrators, owners & CEOs

More than **38%** of ASCA 2013's attendees are consultants, managers, directors, & vice presidents

The average cost to exhibit is less than **\$2.93** per attendee



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