



## WHAT IS AN ASC?

Ambulatory Surgery Centers—known as ASCs—are modern health care facilities focused on providing same-day surgical care, including diagnostic and preventive procedures. ASCs have transformed the outpatient experience for millions of Americans by providing a more convenient alternative to hospital-based outpatient procedures—and done so with a strong track record of quality care and positive patient outcomes.

## WHAT IS ASCA?

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.

ASCA represents ambulatory surgery centers throughout the country. The ASC industry continues to grow with 5,849 Medicare-certified ASC facilities and more than 17,940 ORs across the country. ASCA Affiliates are invited to take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities ASCA has to offer to stay connected with the ambulatory surgery industry, in front of ASCA's members and ahead of the competition.

## Contents

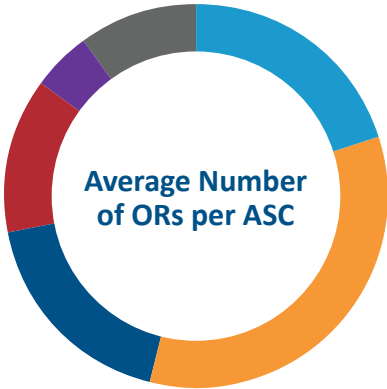
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[ascassociation.org](http://ascassociation.org)  
[ascaconnect.org](http://ascaconnect.org)  
[ascfocus.org](http://ascfocus.org)

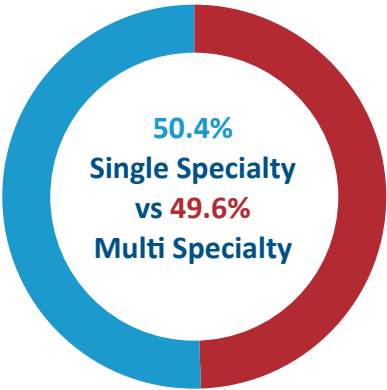
According to ASCA’s 2019 Member Survey, one of the top reasons for joining ASCA is for the educational resources and programs that help improve business operations and patient experience.



- 45% Administrators
- 25% Billing & Operations
- 10% Clinical Directors
- 10% C-Level Executives & Owners
- 10% Other



- 20% 1
- 34% 2
- 18% 3
- 13% 4
- 5% 5
- 10% 6+



### Specialties Served In:

#### Single Specialty ASCs

Dental	1%	Orthopedic	5%
Otolaryngology	1%	Pain	12%
Endoscopy	27%	Plastic	6%
Obstetrics/ Gynecology	1%	Podiatry	4%
Ophthalmology	25%	Other	18%

#### Multi-Specialty ASCs

Dental	16%	Orthopedic	68%
Otolaryngology	48%	Pain	58%
Endoscopy	38%	Plastic	53%
Obstetrics/ Gynecology	39%	Podiatry	54%
Ophthalmology	46%	Other	55%

90%

of ASCA members report having influence over buying decisions\*

46%

of ASCA members state that they have buying authority\*

*\*according to the ASCA 2019 Membership Survey*

## WHY PARTNER WITH ASCA?

- Strategically showcase your products and services 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

# ASCA AFFILIATE PROGRAM

ASCA offers a five-tiered, benefit-driven recognition program featuring compounding benefits and increased visibility based on the previous year's annual spend. For an annual fee of \$975, companies can access the first tier of discounts and benefits afforded to an ASCA Affiliate. A complete listing of ASCA Affiliates can be viewed online: [ascassociation.org/affiliate](http://ascassociation.org/affiliate)



## Affiliate Logo Use Guidelines

The ASCA Affiliate logo is designed to show your affiliation with and support for ASCA and the ASC community. The logo is NOT to be used to suggest ASCA's support for or endorsement of your company or any product or service. The ASCA Affiliate logo may be used on company websites, industry advertising and convention displays but may not appear on products or sales materials for services your company provides.



ASCA Affiliate Program Benefits	Affiliate \$975 annual fee	Affiliate Advocate annual spend greater than \$4,500	Affiliate Partner annual spend greater than \$15,000	Affiliate Advisor annual spend greater than \$30,000	Affiliate Leader annual spend greater than \$60,000
Inclusion in ASCA's online Corporate Member and Affiliate Directory	X	X	X	X	X
Company-wide access to ASCA Connect, ASCA's professional networking site	X	X	X	X	X
Discounts on exhibit space for the ASCA 2021 Annual Conference & Expo and 2021 Winter Seminar	X	X	X	X	X
Access to ASC Focus magazine, ASCA News Digest and Government Affairs Update	X	X	X	X	X
Discounts on ASCA publications and job postings in the ASCA Career Center	X	X	X	X	X
Access to thousands of ASCs in ASCA's online Membership Directory	X	X	X	X	X
Consideration for speaking and authoring opportunities for ASCA events and publications	X	X	X	X	X
Overview of nationwide results from ASCA's Clinical & Operational Benchmarking Survey	X	X	X	X	X
Unique ASCA Affiliate logo for promotional use in industry-wide advertisements		X	X	X	X
Quarterly virtual meetings with ASCA's leadership		X	X	X	X
Biannual Q&A virtual meetings with ASCA Chief Executive Officer Bill Prentice		X	X	X	X
Special recognition on designated Affiliate webpage			X	X	X
Access to premier exhibit booth locations			X	X	X
Promotion in a special ASCA News Digest e-newsletter "Thank You" message			X	X	X
Expanded Annual Nationwide Benchmarking Survey Results				X	X
Company logo rotating on ASCAssociation.org Homepage				X	X
Complimentary company wide access to ASCA's 2021 Webinar Series				X	X
Inclusion in a special "Thank You" email to ASCA members				X	X
Two invitations to ASCA President's Reception at ASCA's Annual Meeting				X	X
Access to the exclusive Advisory & Ambassador Lounge at ASCA's Annual Meeting				X	X
Two shared content posts in ASCA News Digest				X	X
Two invitations to exclusive Evolution of Outpatient Surgery Summit					X
Individual Briefing on the state of the ASC Community with ASCA CEO / COO					X
Logo displayed weekly in ASCA News Digest					X
Complimentary Podcast Guest Spot					X
Two shared content posts on the ASC Focus website					X

The Ambulatory Surgery Center Association would like to thank the following high level Affiliate Leaders, Advisors and Partners for their continued support of ASCA and the ASC industry.



**in2itive Business Solutions**  
**National Medical Billing Services**  
**Pacira BioSciences, Inc (makers of EXPAREL)**  
**Surgical Directions**



**Compulink Healthcare Solutions**  
**HOTB Software Solutions—Surgical Center Toolbox**  
**HST Pathways**  
**Midwest Medical Enterprises**  
**NSN Revenue Resources**  
**Surgical Information Systems (SIS)**  
**Surgical Notes**  
**SurgLogs**  
**United Surgical Partners International**



<b>3M Health Care</b>	<b>Mizuho OSI</b>
<b>Accreditation Association for</b>	<b>Mobile Instrument Service &amp; Repair</b>
<b>Ambulatory Health Care (AAAHC)</b>	<b>Molnlycke Healthcare US</b>
<b>BD</b>	<b>Nuance Communications</b>
<b>Cardinal Health</b>	<b>STERIS Corporation</b>
<b>Casetabs</b>	<b>Stryker Corporation</b>
<b>Dedicated IT</b>	<b>Surgical Care Affiliates</b>
<b>Fagron Sterile Services</b>	<b>Zimmer Biomet</b>
<b>MedTrainer</b>	

This listing of ASCA Affiliates is based on commitments as of September 1, 2020.



# PRINT & DIGITAL PUBLICATIONS

ASCA keeps the ASC industry informed through a variety of specialized publications, e-newsletters and digital communities. With strategic advertising, sponsorship and content marketing opportunities available across all platforms, ASCA can help your company connect with a wider audience of pre-qualified buyers.

1 in 3

readers contacted or visited a website of an advertiser

1 in 4

readers purchased an advertiser's product or service

18%

recommended an advertiser's product or service

*according to the  
ASCA 2019 Membership Survey*



## ASC FOCUS

This members-only print and online magazine provides ongoing coverage of critical ASC topics. This includes new developments in industry trends, quality, patient safety, coding and regulatory compliance. Published 10 times a year, the magazine is available in both print and digital formats. *ASC Focus* also has a dedicated website, where ASCA members can access magazine features along with exclusive digital content. [Click here](#) to view a sample digital issue. **Learn more on page 6.**

## ASCASSOCIATION.ORG

As the official website of ASCA, ASC professionals in the US and abroad regularly turn to the site for the latest information about our advocacy efforts, membership, meetings, seminars and more. **Learn more on page 9.**

## ASC NEWS DIGEST

Gathering headlines from leading industry sources, this free weekly e-newsletter tackles today's most relevant issues. ASCA News Digest is delivered directly to the inboxes of approximately 28,000 ASC professionals, keeping readers informed on topics that impact their programs and facilities—including the latest news and key products and services. **Learn more on page 8.**

## MEMBER EMAIL

Members can delve deeper into specific aspects of the industry with targeted member email newsletters. Offering a range of niche segments—including News, Government Affairs, Benchmarking, Webinar Series and *ASC Focus*—members can opt into the topics that are most relevant to them. **Learn more on page 9.**

## ASCA CONNECT

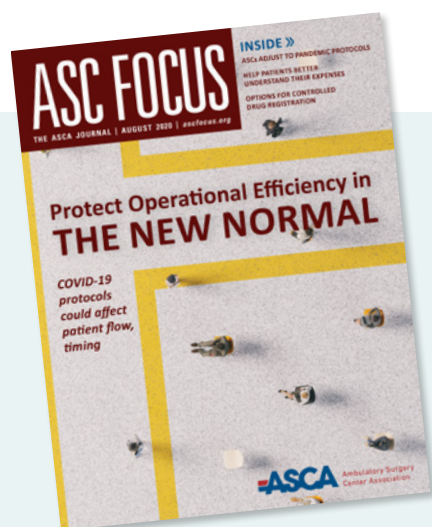
This online networking community is an e-meeting place exclusively for ASCA members. ASCA Connect is where key decision makers and industry professionals come together to discuss the latest news, policy updates and best practices—sharing relevant info and practical advice. More than just a news resource, this dynamic platform connects with highly-engaged members actively looking for new ways to optimize their facilities. **Learn more on page 9.**

## ASCA CONFERENCE & EXPO WEBSITE

An essential resource for all conference attendees! Every year, thousands of industry professionals visit the event's official website as they prepare for the Annual Meeting & Expo. Designed as an informational hub, this is where attendees go to register for the meeting, plan their schedules and view educational content. **Learn more on page 9.**

# ASC FOCUS

A reliable resource in today's changing industry, *ASC Focus* provides ongoing coverage of critical ASC topics. Our print and digital advertising opportunities expand your customer base by offering your company more ways to reach our readership of over 18,000 decision makers inside their ASCs. Published 10 times a year, *ASC Focus* ad placements are featured in both the print and digital editions of the magazine. The digital sponsor's ad is the first thing viewers see. View a sample digital issue [here](#).



## WHAT'S INSIDE?

Organized by 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 ASC policy making.
- **Web Crawl**—News about important web updates and URLs, primarily on ASCA's website, where ASC professionals can get the information and resources they need.
- **Plus additional featured content on the issue-specific editorial themes!**

## CAN I SUBMIT AN ARTICLE?

Yes! Potential contributors may submit a proposal of up to 250 words. *ASC Focus* does not name any products or services in its articles and/or publish any product- or service-focused articles. Proposals must:

- Identify the topic
- Describe the "angle"
- Provide a brief synopsis
- Specify the anticipated length
- Describe any charts, graphs or other design elements that will be submitted
- Suggest a date that the finished article will be submitted
- Describe the author's expertise in the subject area

Proposed outlines, which are not included in the proposal word limit, are always welcome but not required. Please submit your proposal to Sahely Mukerji at [smukerji@ascassociation.org](mailto:smukerji@ascassociation.org).

## ASC FOCUS ONLINE

*ASC Focus* has a dedicated website where you can share your news with ASCA Members and *ASC Focus* readers.

In addition to the latest print magazine stories, the site also features online-exclusive content. This includes:

- **Digital Debut**—The latest industry news
- **Member Focus**—Spotlights an ASCA member and asks them to share their views on key ASC issues.
- **Names In The News**—Updates on new products and service promotions

Visit [www.ascfocus.org](http://www.ascfocus.org).

## ASC FOCUS EDITORIAL CALENDAR 2021

Issue	Primary Feature	Secondary Feature
January*	Industry Forecast & Trends	ASC Culture
February	ASCA 2021 preview	ASC Benchmarking
March	Cardiology in the ASC	Supply Chain Management
April	HR	Billing & Coding
May*	Anesthesia	Revenue Cycle Management
June/July	Facility Development	Building a Quality Improvement (QI) Program
August	Advocacy Updates	Big Transactions
September	Facility Marketing	Leadership
October*	Regulatory Compliance	IT Solutions
November/December	Insurance	Technology

*Specific titles might change or be eliminated without prior notice.*

## \*Bonus Distribution

Select issues of *ASC Focus* receive strategic bonus distribution, helping you reach a wider audience of potential customers.

**January**—Every Medicare-certified ASC in the country

**May**—ASCA Conference & Expo

**October**—Every Medicare-certified ASC in the country

# ASC FOCUS ADVERTISING SPECIFICATIONS

## ASC FOCUS DEADLINES

Issue	Editorial	Space	Materials
Jan	10/12	11/2	11/30
<b>Feb*</b>	11/10	12/1	12/29
Mar	12/17	1/21	2/12
Apr	1/13	2/22	3/16
<b>May*</b>	2/17	3/23	4/14
June/July	3/19	4/23	5/17
Aug	5/17	6/21	7/14
Sept	6/16	7/21	8/12
<b>Oct*</b>	7/16	8/20	9/14
Nov/Dec	8/17	9/21	10/14

\*Bonus distribution

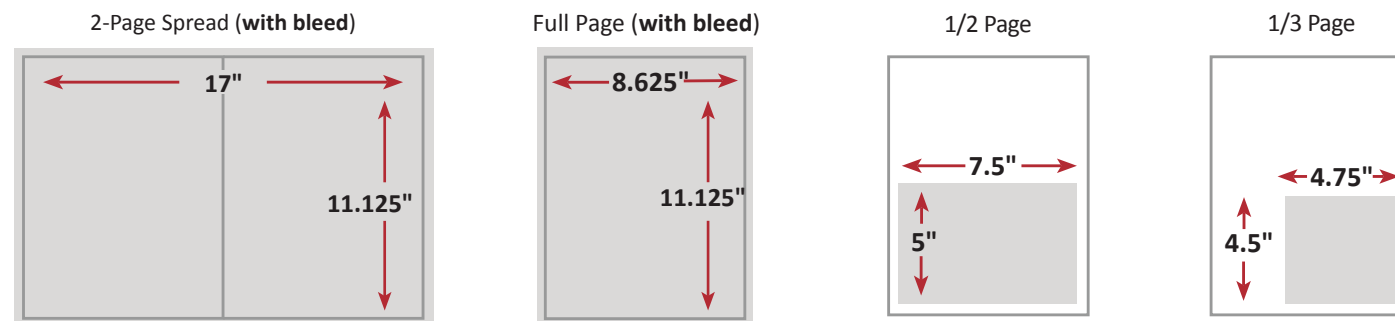
ASC Focus	1x	3x	5x
Full Page	\$2,800	\$2,400	\$2,000
Page 3	\$3,000	\$2,500	\$2,250
Page 4 (Opp. TOC)	\$3,000	\$2,500	\$2,250
Inside Front Cover	\$3,250	\$3,000	\$2,750
Inside Back Cover	\$3,000	\$2,500	\$2,250
Back Cover	\$3,250	\$3,000	\$2,750
Half Page	\$2,000	\$1,800	\$1,600
1/3 Page	\$1,600	\$1,300	\$1,000
Additional Creative Opportunities	Call 202.337.1897 for specific information and availability.		
Digital Sponsorship	\$1,500 per month	\$1,500 per month	\$1,500 per month

## PRINT ADVERTISING MATERIAL SPECIFICATIONS

	Width	Height
<b>ASC Focus</b>	<b>8.375"</b>	<b>10.875"</b>
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".

## ASC FOCUS AD DIAGRAMS



## ASC FOCUS ONLINE OPPORTUNITIES

**Share Content:** available to ASC Focus advertisers **\$750 per article**

### Advertise

**Leaderboard Banner (962 x 85):**  
**\$500/month**

**Spotlight Placement (300 x 250):**  
**\$300/month**

### Featured Solutions

Highlight your solutions to ASC Focus readers and ASCA members! Available throughout the year on ASCfocus.org, these featured placements include a 150-word description, image (250x300) and URL to drive traffic to your designated web page. **\$750 per solution**

### Digital Sponsorship

Maximize the impact of your print and digital opportunities! Reserved for ASC Focus advertisers, the digital sponsorship provides added visibility with a cover feature on the digital issue, logo displayed on the homepage of ASCAssociation.org and weekly advertising in ASC Focus member emails. **\$1,500/month**

## HOW DO I SUBMIT MY AD?

- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to alex@bhsalesgroup.com.
- For files over 8MB, call for file transfer information.

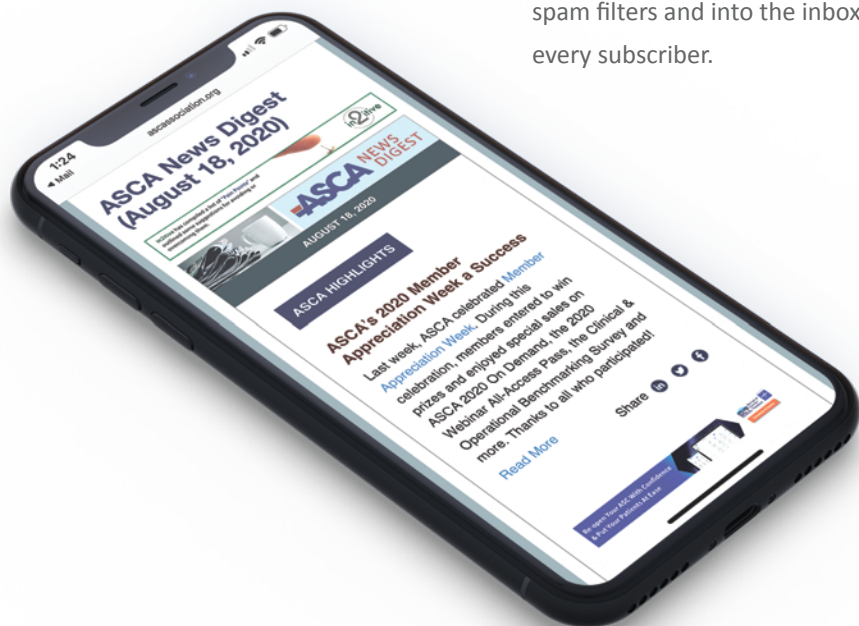
# ASCA NEWS DIGEST

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, *ASCA News Digest* keeps professionals informed on topics that impact their facilities and programs.

**ASCA News Digest 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 includes approximately 28,000 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.



34%

Average Open Rate in 2020

28K+

Active subscribers

85%

ASCA members that report using *News Digest*

7

The number of advertisers per delivery

4

Minimum number of deliveries per month

If you would like to request a free subscription, please visit [www.ascassociation.org/aboutus/latestnews/newsdigest](http://www.ascassociation.org/aboutus/latestnews/newsdigest).

## ASCA NEWS DIGEST AD DEADLINES

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

## ADVERTISING OPTIONS

### Leaderboard 1 (728 x 90)

Top billing just above the News Digest header and only available to one advertiser per month. **\$2,500/month**

### Leaderboard 2 (728 x 90)

Front and center, located directly below the News Digest header and only available to one advertiser per month. **\$2,500/month**

### Banner (728 x 90)

One of five potential ad locations rotating within the ASCA Highlights and Industry News sections. **\$1,500/month**

### Sponsored Content (300 x 250 image + ~60 words of copy)

A twist on the traditional format, this unique placement delivers added visibility as one of the five available ad locations rotating within the ASCA Highlights and Industry News sections. **\$1,500/month**

## HOW DO I SUBMIT MY AD?

- Image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are **NOT** supported.
- We recommend that the first frame of any animated GIF contain all relevant information.
- All files under 8MB may be emailed to [alex@bhsalesgroup.com](mailto:alex@bhsalesgroup.com).
- For files over 8MB, call for file transfer information.



# WEBSITE ADVERTISING

Advertise on any of ASCA's web offerings and take advantage of the incredible monthly rates. Select your avenue and gain exposure throughout the industry.

## DIGITAL AD DEADLINES

Ad materials are due 5 business days prior to the campaign start date.

## HOW DO I SUBMIT MY AD?

- Image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are **NOT** supported.
- All files under 8MB may be emailed to alex@bhsalesgroup.com.
- For files over 8MB, please reach out for file transfer information.



## ASCASSOCIATION.ORG

Place your company in front of ASCA members and the entire industry as ASC professionals in the US and abroad visit our website for further information on our advocacy efforts, membership, meetings, seminars and more.

**Over 316,000 annual users and more than 800,000 annual pageviews!**

### Leaderboard Sponsor (962 x 85)

Sole advertiser on the homepage of ASCAssociation.org and one of four Leaderboard advertisers rotating on the interior pages of the website. **\$1,250/month**

### Interior Leaderboard (962 x 85)

Top billing on the interior pages of ASCAssociation.org, available to only four advertisers. **\$750/month**

### Interior Skyscraper (160 x 600)

Vertical banner rotating on the right hand side of the interior pages of ASCAssociation.org. Available to ten advertisers per month. **\$250/month**

### Interior Banner (575 x 90)

Horizontal banner rotating on the bottom of the interior pages of ASCAssociation.org. Available to ten advertisers per month. **\$200/month**

## 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.

**Active ASCA Connect Community Members: 18,241**

**More than 81,000 annual users and more than 440,000 annual pageviews!**

**Over 10,000 discussion threads with more than 37,900 total posts!**

### Homepage Spotlight (300 x 250)

Rectangular placement rotating at the top, right hand side of ASCA Connect. Available to six advertisers per month. **\$300/month**

### Interior Skyscraper (160 x 600)

Vertical banner rotating on the right hand side of the interior pages of ASCA Connect. Available to six advertisers per month. **\$250/month**

### Discussion Thread Sponsorship (125 x 125)

Top billing and sole advertiser on ASCA Connect Community Digest emails delivered to ASCA members daily and weekly. **\$1,250/month**

## ASCA CONFERENCE & EXPO

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

Please reach out for more information.

**More than 29,000 annual users and more than 98,000 annual pageviews**

## ASC FOCUS ONLINE

ASCA's official magazine has a dedicated website, providing ongoing coverage of critical ASC topics. With new opportunities to share content, your company can now be a part of the conversation.

**More than 30,000 users per year with over 110,000 pageviews!**

### Leaderboard (962 x 85)

Top billing across ASCfocus.org, available to three advertisers per month **\$500/month**

### Spotlight (300 x 250)

Rectangular placement rotating at the top, right hand side of all pages on ASCfocus.org. Available to ten advertisers per month. **\$300/month**

### Sponsored Content

Share your insights and expertise by contributing content to ASCfocus.org. Content will rotate on the right hand side of all pages on ASCfocus.org **\$750/article**

### Digital Affiliate Presentation

Highlight your industry knowledge with a 15 minute video presentation that will live on the dedicated Digital Affiliate Presentation page on ASCfocus.org for a year. **\$1,500**

### Featured Solutions

Available throughout the year on ASCfocus.org, highlight your solutions to ASC Focus readers and ASCA's members! Utilize a 150 word description + image (300 x 250) and URL to drive traffic to your resources. **\$750**

# SPECIAL ENGAGEMENT OPPORTUNITIES



## MEMBER EMAIL ADVERTISING

Reach ASCA's members directly in their inboxes with the following targeted segments: News, Government Affairs, Benchmarking, Webinar Series and ASC *Focus* Magazine.

### NEWS

#### Spotlight (180 x 150) + Banner (600 x 90)

8+ emails per month highlighting ASCA's latest news and highlights to an audience of 25,000 to 9,000 subscribers, depending on the specific message. Limited to one advertiser per month. **\$1,000/month**

### GOVERNMENT AFFAIRS

#### Spotlight (180 x 150) + Banner (600 x 90)

4+ emails per month providing key legislative updates to 10,600+ subscribers. Limited to one advertiser per month. **\$1,000/month**

### BENCHMARKING

#### Spotlight (180 x 150) + Banner (600 x 90)

3+ emails per month to a highly engaged audience of 3,000+ contributing ASCA members. Limited to one advertiser per month. **\$1,000/month**

### WEBINAR SERIES

#### Spotlight (180 x 150) + Banner (600 x 90)

4+ emails per month to an audience of 7,500+ ASCA members interested in year-round education. Limited to one advertiser per month. **\$1,000/month**

### ASC FOCUS MAGAZINE

#### Banner (600 x 90)

Weekly emails delivered to 10,000+ subscribers tuning in for fresh content. One of two advertisers featured. **\$575/month**

## VIRTUAL FOCUS GROUPS

Engage directly with ASCA members in a private, small-group environment. When you choose to host a Virtual Focus Group, you gain unparalleled access to members, buyers and key decision makers of your choosing. Whether you're interested in getting real-time feedback on a service you provide or looking to deliver a more interactive sales pitch, product demonstration or educational instruction, we'll help you design a focus group experience that puts you in direct contact with a highly targeted group of industry professionals.

Here's how it works: ASCA will handle all of the promotion to recruit attendees, then give you the chance to handpick who you would like to join your group. Once the focus group begins, you're in charge. You set the agenda. You ask the questions. You moderate the conversation. When the event is over, we will provide you with key data supplied by your attendees.

All virtual focus groups will take place over Zoom or your preferred video conferencing platform. Reach out today for more information! **\$2,000**

## SURVEY PROGRAM

Looking to learn more about the drivers, needs and challenges defining the ASC industry today? We are happy to provide ASCA Affiliates with the opportunity to conduct an independent survey on the subject of their choosing.

Participating Affiliates will prepare survey questions for review by ASCA. ASCA will assist in distributing the survey and soliciting respondents to its membership via email. Interested members can request access to the final survey results in return for their participation.

*To incentivize survey participation, ASCA will award one complimentary registration for ASCA annual meeting to a selected survey participant.* **\$1,500**



## ADVANCING SURGICAL CARE (ASC) PODCAST

ASCA is proud to add to the conversation and discuss pertinent industry topics with key players in the ASC space.

### Podcast Sponsor

Share your voice with a 45 second pre-recorded message that will live in perpetuity on the selected podcast episode. **\$1,000**

### Podcast Guest

Join in on the discussion with a 15-minute conversation with our host. **\$1,500**



## SPECIALIZED SEGMENT REPORTS

Looking for more information on a specific segment or specialty? Let us know as we might be able to help.

# ASCA 2021 OPPORTUNITIES INDEX

Opportunity	Price Per Issue/Month	# Advertisers Per Issue/Month	Specs	Delivery Frequency	Avg. Distribution
ASC Focus	1x   3x   5x			10 issues/year	10,000+
Full Page	\$2,800   \$2,400   \$2,000	~	8.375" x 10.875"		
Page 3	\$3,000   \$2,500   \$2,250	1	8.375" x 10.875"		
Page 4 (Opp. TOC)	\$3,000   \$2,500   \$2,250	1	8.375" x 10.875"		
Inside Front Cover	\$3,250   \$3,000   \$2,750	1	8.375" x 10.875"		
Inside Back Cover	\$3,000   \$2,500   \$2,250	1	8.375" x 10.875"		
Back Cover	\$3,250   \$3,000   \$2,750	1	8.375" x 10.875"		
Half Page	\$2,000   \$1,800   \$1,600	~	7.5" x 5"		
1/3 Page	\$1,600   \$1,300   \$1,000	~	4.75" x 4.5"		
Digital Sponsor	\$1,500	1	Spotlight (180 x 150)		
ASCfocus.org					
Leaderboard	\$500.00	3	(962 x 85)		
Spotlight	\$300.00	10	(300 x 250)		
Sponsored Content	\$750.00	~	~10 word header + ~60 words of copy		
Digital Affiliate Presentations	\$1,500.00	~	15 minute .MP4 file		
Featured Solutions	\$750.00	~	(300 x 250) + ~150 words of copy		
ASCA News Digest				Weekly	28,000+
Leaderboards	\$2,500.00	2	(728 x 90)		
Banner or Sponsored Content	\$1,500.00	5	(728 x 90) or (300 x 250) + ~60 words of copy		
Website Advertising					
ASCA.org Leaderboard Sponsor	\$1,250.00	1	(962 x 85)		
ASCA.org Int. Leaderboard	\$750.00	4	(962 x 85)		
ASCA.org Sky	\$250.00	10	(160 x 600)		
ASCA.org Banner	\$200.00	10	(575 x 90)		
ASCACONnect Homepage Spot	\$300.00	6	(300 x 250)		
ASCACONnect Int. Sky	\$250.00	6	(160 x 600)		
ASCACONnect Discussion Thread Sponsor	\$1,250.00	1	(125 x 125)		
ASCA Conference & Expo	Inquire for details	~	Please reach out for more information.		
Special Engagement Opportunities					
Podcast Sponsor (45sec Pre-Recorded Promo)	\$1,000.00	1			
Podcast Guest (15 min Spot/Discussion)	\$1,500.00	1			
Virtual Focus Groups	\$2,000.00	~			
Survey Program (4 per year/1 per quarter)	\$1,500.00	~			
Specialized Segment Reports	Inquire for details	~			
Member Email Advertising					
News	\$1,000.00	1	Spotlight (180 x 150)+ Banner (600 x 90)	8+/Month	25,000/~9,000
Government Affairs	\$1,000.00	1	Spotlight (180 x 150)+ Banner (600 x 90)	4+/Month	10,600
Benchmarking	\$1,000.00	1	Spotlight (180 x 150)+ Banner (600 x 90)	3+/Month	3,000
ASCA 2021 Webinar Series	\$1,000.00	1	Spotlight (180 x 150)+ Banner (600 x 90)	4/Month	7,500+
ASC Focus Magazine	\$575.00	1	Banner (600 x 90)	Weekly	10,000+

## 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.
- Advance payment is required from advertisers and agencies without established credit 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.