



2016 ADVERTISING KIT

ascassociation.org

Select an opportunity from each category to maximize exposure within the competitive ASC industry and gain greater access and interaction with our members.

ASC FOCUS pg 3

- Official print and digital publication of ASCA

ASCA NEWS DIGEST pg 4

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

WEBSITE ADVERTISING pg 5

- ascassociation.org
- ASCA Connect
- ASCA 2016

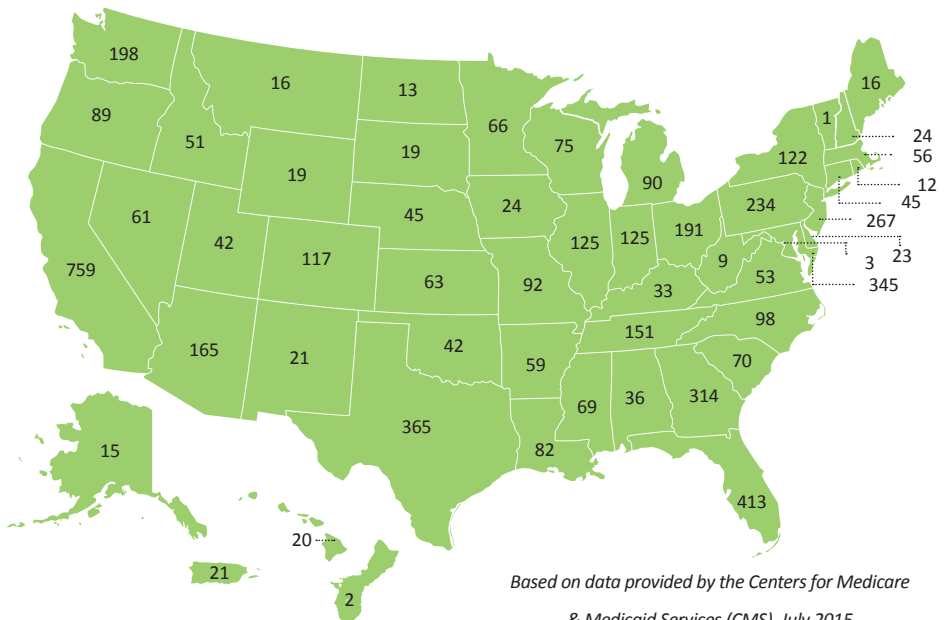
MEETINGS AND ENGAGEMENTS pg 6

- ASCA 2016
- 2016 Winter Coding Seminar
- Direct Mail

ADVERTISING SPECIFICATIONS pg 7

- Detailed specifications for all ad sizes, terms and capabilities

ASCA represents Ambulatory Surgery Centers throughout the country. The map displays the 5,466 Medicare-certified ASCs organized by state.



Based on data provided by the Centers for Medicare
& Medicaid Services (CMS), July 2015

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.

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

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

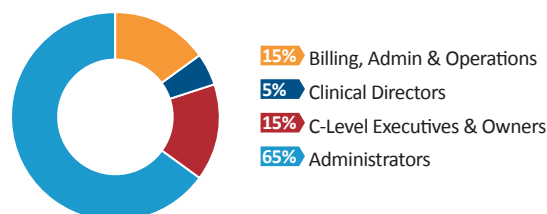
- Showcase your products and services, strategically, to the ASC market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff at ASCs of all types and sizes
- Reach key decision makers at ASCs across the country
- Stay in front of your current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

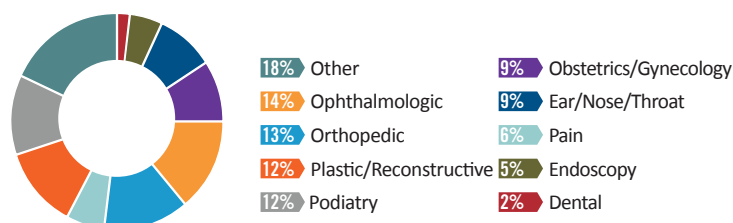
The Ambulatory Surgery Center Association (ASCA) is the national membership association that represents ambulatory surgery centers (ASCs) and provides advocacy and resources to assist ASCs in delivering high quality, cost-effective ambulatory surgery to all of the patients they serve.

OUR MEMBERS ARE DECISION MAKERS

Demographic Breakdown of Attendees at ASCA 2015



Specialties Served in ASCs



Did you know that ASCA's membership includes more than 3,000 ASCs? ASCA Affiliates 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 and priority preferences on exhibit and sponsorship opportunities

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 Affiliate Member Directory

SAVE

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

ASCA Affiliate	
Annual Dues	\$1,000

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.

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

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 ASC policy making.
- **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	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 and write to editorial@ascassociation.org.

ASC FOCUS BONUS DISTRIBUTION

- **January:** Coding Seminar
- **June/July:** ASCA 2016
- **October:** Nonmember Medicare-certified ASCs

ASC FOCUS EDITORIAL CALENDAR 2016

Issue	Primary Feature	Secondary Feature
January	Forecast	Equipment and Supplies
February	Advocacy	Technology
March	Innovations	Human Resources
April	Materials Management	Coding
May	ASCA 2016 Preview	Clinical Care
June/July	Marketing	Facility Services
August	Quality Improvement	Finance
September	Building and Renovations	Training and Resources
October	Emergency Preparedness	Benchmarking
November/December	Patient Safety	Social Media

Specific titles might change or be eliminated without prior notice.

ASC FOCUS DEADLINES

Issue	Space	Materials	Issue	Space	Materials
Jan*	Nov 2	Nov 30	Jun/July*	Mar 24	Apr 15
Feb	Nov 19	Dec 16	Aug	Jun 7	Jun 29
Mar	Jan 6	Jan 29	Sept	Jul 7	Jul 29
Apr	Feb 4	Feb 29	Oct*	Aug 4	Aug 26
May	Mar 9	Mar 31	Nov/Dec	Sep 6	Sep 28

*Bonus distribution

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.

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

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.

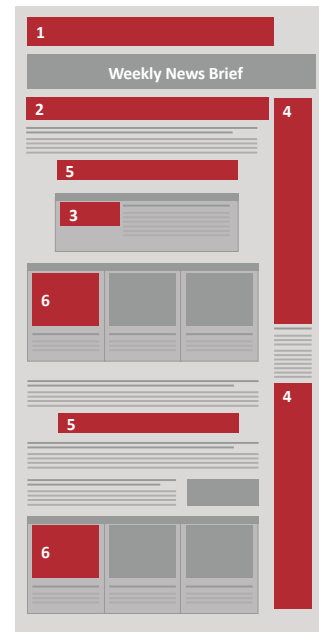
ADVERTISING MATERIAL SPECIFICATIONS

Position	Dimensions	1 Month	3 Months (price per month)	6 Months (price per month)	12 Months (price per month)
Leaderboard	728x90	N/A	N/A	\$7,200 (\$1,200)	\$12,600 (\$1,050)
Lower Leaderboard	580x70	N/A	N/A	\$6,450 (\$1,075)	\$11,400 (\$950)
Featured Content	150x58	N/A	N/A	\$6,000 (\$1,000)	\$11,160 (\$930)
Skyscraper	120x600	N/A	\$3,000 (\$1,000)	\$5,700 (\$950)	\$10,800 (\$900)
Banner	468x60	\$1,050	\$2,700 (\$900)	\$5,100 (\$850)	\$9,600 (\$800)
Company Showcase	125x125	\$1,050	\$2,700 (\$900)	\$5,100 (\$850)	\$9,600 (\$800)

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 highly visible position right under the association's masthead.
- 3) Featured Content** Share content with our readers as you can provide up to four URL links to stories or white papers alongside your company logo.
- 4) Skyscraper** This premier position provides your company with quality traffic and constant visibility alongside the text.
- 5) Banner** Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- 6) Company Showcase** Highlight your products and services with this placement that includes a photo, 5-word headline, 50-word description.



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.

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

WEBSITE ADVERTISING

Advertise on our association web site, on our ASCA 2016 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: 105,822

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: 46,806

Total community members: 17,043

ASCA 2016 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: 99,692

ascassociation.org	3 months	6 months	12 months
Homepage Sponsorship — 962 x 85 (horizontal)	N/A	N/A	\$20,000
Interior Pages Sponsorship — 962 x 85 (horizontal)	N/A	N/A	\$18,000
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	\$500

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	\$3,500	\$6,000

ASCA Member Email Sponsorship	3 months	6 months	12 months
Primary — 600 x 90 (horizontal)	N/A	N/A	\$20,000
Secondary — 400 x 60 (horizontal)	N/A	N/A	\$15,000

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

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.

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

MEETINGS AND ENGAGEMENTS



ASCA 2016

Dallas, May 19–22, 2016

Gaylord Texan Hotel & Convention Center

The annual meeting for the Ambulatory Surgery Center Association, ASCA 2016, 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

Scottsdale, January 14–16, 2016

Talking Stick Resort

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, coding tips for commonly performed ASC procedures and assessing coding accuracy and productivity.

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 2016 Attendee list: \$1,000*

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.

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

ADVERTISING SPECIFICATIONS

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.

WEB AD DEADLINES

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

ONLINE AD DIAGRAMS

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



PRINT 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"

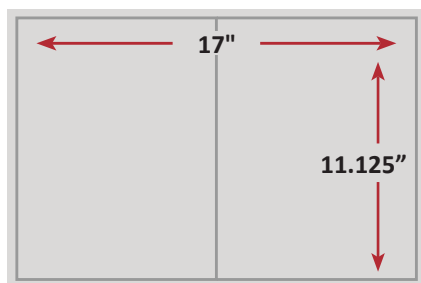
*A uniform bleed of 0.125" should be used on all ads that bleed. All cropmarks should be offset to 0.125".

MATERIAL SUBMISSION

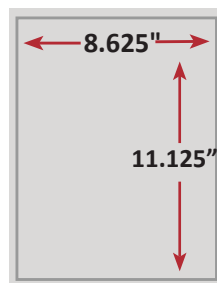
- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to elizabeth@bluehouse.us
- For files over 8MB, call for ftp information.

ASC FOCUS AD DIAGRAMS

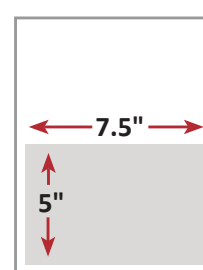
2-Page Spread (with bleed)



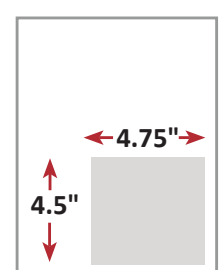
Full Page (with bleed)



1/2 Page



1/3 Page



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.

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

2016 ADVERTISING OVERVIEW

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 Affiliates add 20%.

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

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 Affiliates add 20%.

ONLINE ADVERTISING

Price per period.

ascassociation.org	3 months	6 months	12 months
Homepage Sponsorship	N/A	N/A	\$20,000
Interior Pages Sponsorship	N/A	N/A	\$18,000
Interior Pages (vertical)	\$1,000	\$2,000	\$3,000
Interior Pages (horizontal)	\$675	\$1,350	\$2,025
Annual Meeting	N/A	N/A	\$500

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	\$3,500	\$6,000

ASCA Member Email Sponsorship	3 months	6 months	12 months
Primary	N/A	N/A	\$20,000
Secondary	N/A	N/A	\$15,000

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

ASCA NEWS DIGEST

Price per period.

Position	Dimensions	1 Month	3 Months (price per month)	6 Months (price per month)	12 Months (price per month)
Leaderboard	728x90	N/A	N/A	\$7,200 (\$1,200)	\$12,600 (\$1,050)
Lower Leaderboard	580x70	N/A	N/A	\$6,450 (\$1,075)	\$11,400 (\$950)
Featured Content	150x58	N/A	N/A	\$6,000 (\$1,000)	\$11,160 (\$930)
Skyscraper	120x600	N/A	\$3,000 (\$1,000)	\$5,700 (\$950)	\$10,800 (\$900)
Banner	468x60	\$1,050	\$2,700 (\$900)	\$5,100 (\$850)	\$9,600 (\$800)
Company Showcase	125x125	\$1,050	\$2,700 (\$900)	\$5,100 (\$850)	\$9,600 (\$800)

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

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.

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