

EXPAND YOUR REACH AND STAY CONNECTED



Take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities the Ambulatory Surgery Center Association (ASCA) offers you 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

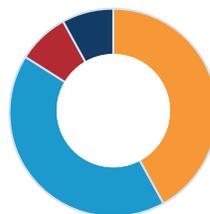
- Showcase your products and services, strategically, to the ASC market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors, and billing staff at ASCs of all types and sizes
- Reach key decision makers at ASCs across the country
- Stay in front of your current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

The ASC industry continues to grow with more than 5,500 centers performing over 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.

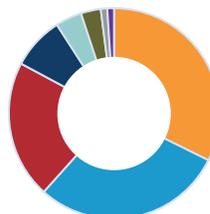
OUR MEMBERS ARE DECISION MAKERS

Demographic Breakdown of Conference Attendees



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

Specialties Served in ASCs



- 32% GI
- 29% Ophthalmology
- 21% Pain/Neurology
- 8% Orthopedics
- 4% Derm/Plastic
- 3% Urology
- 1% Otolaryngology
- 1% General Surgery

EXPAND YOUR REACH THROUGH PRINT ADVERTISING

With exciting new resources and marketing opportunities, our print advertising options offer your company more ways to reach ASC decision makers inside their centers throughout the year. Use the publications our members rely on every day to expand your customer base.

ASC FOCUS: Starting in May 2012, *ASC Focus* will become a monthly publication. This expanded publishing schedule will enhance the tools and resources we provide to the ASC industry. Help ASCA offer our members more features and more industry news and reach the ASC community up to 11 times a year.

PROGRAM SYLLABUS: As the official publication of our annual meeting, the ASCA 2012 Program Syllabus will be in every attendee bag on site in Dallas, TX, May 9–12, 2012. Available electronically and in print, the Program Syllabus includes the meeting schedule, the Exhibit Hall map, a full list of sponsors and exhibitors and more. Make sure your company's name is in the hands of every attendee at this meeting—the largest ASC meeting of the year.

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. \$5,000 each, limit one sponsor per handbook.

<i>ASC Focus</i>	1x	4x	8x
Full Page	\$2,500	\$2,250	\$2,000
1/2 Page	\$2,000	\$1,750	\$1,500
Page 3	\$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

Program Syllabus	1x
Full Page	\$2,000
1/2 Page	\$1,500
2-Page Spread	\$5,000
Page 3	\$2,750
Inside Front Cover	\$2,625
Inside Back Cover	\$2,500
Back Cover	\$3,500

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 / Kate Vasko, 202.337.1897 kate@bluehouse.us / Tye Bostick, 202.337.5739 tye@bluehouse.us

EXPAND YOUR REACH THROUGH PRINT ADVERTISING

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"
Program Syllabus	8.5"	11"
Full Page**	8.5"	11"
2-Page Spread*	17.5"	11.5"
1/2 Page	7.5"	5"

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

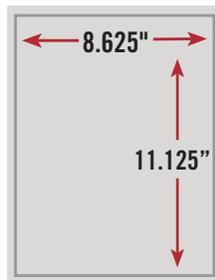
**Program Syllabus is spiral bound. Please keep type and important imagery 0.5" away from left/right edges to avoid interference with spiral binding.

ASC FOCUS AD DIAGRAMS

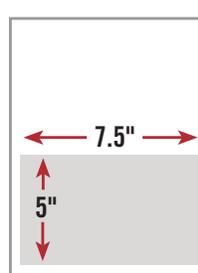
2-Page Spread (with bleed)



Full Page (with bleed)

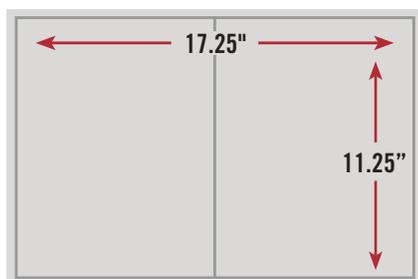


1/2 Page

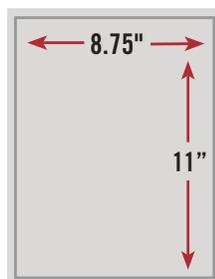


PROGRAM SYLLABUS AD DIAGRAMS

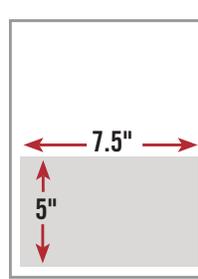
2-Page Spread (with bleed)



Full Page (with bleed)



1/2 Page



MATERIAL SUBMISSION

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

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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EXPAND YOUR REACH THROUGH ONLINE ADVERTISING

New in 2012, online advertising will be available on our association web site, on our annual meeting site and in our new online community *ASCA Connect*. Gain exposure on the full site, through our business directory, on our meeting site or on three strategic pages matched to the products and services you provide. With these options, ASCA can better acquaint you with a more targeted audience.

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.

ASCA 2012: Catch our attendees' attention on the official web site for our annual meeting ASCA 2012. Attendees will use this web site to register for the conference, view current information, plan their schedule and review a list of exhibitors.

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.

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
ascassociation.org	3 months	6 months	12 months
Interior Pages — 728 x 90 (horizontal)	\$1,000	\$2,000	\$3,000
Annual Meeting — 160 x 600 (vertical)	N/A	N/A	\$800

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STAY CONNECTED THROUGH **ASCA MEMBERSHIP**



ASCA offers superb opportunities to market your company's products and services to ASCs.

MEET With Our Members

- Interact through the online *ASCA Connect* network
- Participate in conferences with the exhibit and sponsorship opportunities we offer*
(Members receive first booth preference)

LEARN About the ASC Industry

- Get 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
- List your firm in our Online Business Directory
- List your firm in our Member Directory

*Discounted Member Rate

JOIN TODAY! www.ascassociation.org/join / Phone: 703.836.8808 / Email: ASC@ascassociation.org

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STAY CONNECTED THROUGH MARKETING PARTNERSHIP

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 5,500 ASCs performing more than 22 million surgeries a year.

Title	Gold	Silver	Bronze	Star
Membership	Annual/Supporter	Annual/Supporter	Annual/Supporter	Annual/Supporter
ASC Focus	7 Issues	6 Issues	4 Issues	7 Issues
ASCA Connect	12 Months	10 Months	6 Months	12 Months
ASCA Website	12 Months	10 Months	6 Months	12 Months
ASCA 2012 Website	Banner	Banner	Banner	—
Facebook/Twitter Callouts	Three	Two	One	Two
Annual Meeting	Gold 10 x 20	Silver 10 x 10	Bronze 10 x 10	—
Speciality Seminar	2 CoSponsor	1 CoSponsor	—	—
Webinars	2 webinars	1 webinar	1 webinar	—
Speaking Engagements	1	—	—	—
Editorial ByLines	2	1	—	—
Annual Meeting	Gold	Silver	Bronze	—
Market Rate	\$60,800	\$40,300	\$24,800	\$23,800
Discount	8%	5%	5%	5%
Partner Cost	\$55,500	\$38,000	\$23,500	\$22,600

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2012 ADVERTISING ORDER FORM

CONTACT

Name _____

Company _____

Address _____

City _____ State/ZIP _____

Phone _____

Fax _____

Email _____

CREDIT CARD INFORMATION

VISA MasterCard AMEX

Name on card _____

Credit card number _____ Exp. date _____ Code _____

Signature _____

PROGRAM SYLLABUS

4-Color	1x
Full Page	<input type="checkbox"/> \$2,000
1/2 Page	<input type="checkbox"/> \$1,500
2-Page Spread	<input type="checkbox"/> \$5,000
Page 3	<input type="checkbox"/> \$2,750
Inside Front Cover	<input type="checkbox"/> \$2,625
Inside Back Cover	<input type="checkbox"/> \$2,500
Back Cover	<input type="checkbox"/> \$3,500

Publication	Space	Materials
<input type="checkbox"/> Program Syllabus	Mar 20	Mar 27

Fax Orders to 202.337.1200
Phone 202.337.1897

ASC FOCUS

Please check the box below to indicate your ad size, frequency and edition. Price per issue.

4-Color	1x	4x	8x
Full Page	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,000
1/2 Page	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,500
Page 3	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,250
Inside Front Cover	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$2,500
Inside Back Cover	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$2,500
Back Cover	N/A	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,750

CHOOSE THE ISSUE

Please check the boxes below to indicate the issues in which you would like to advertise.

Issue	Space	Materials	Issue	Space	Materials
<input type="checkbox"/> May	March 8	March 30	<input type="checkbox"/> Oct	Aug 7	Aug 29
<input type="checkbox"/> June	April 5	April 30	<input type="checkbox"/> Nov/Dec	Sept 5	Sept 27
<input type="checkbox"/> July	May 8	May 31	<input type="checkbox"/> Jan	Nov 2	Nov 29
<input type="checkbox"/> Aug	June 6	June 28	<input type="checkbox"/> Feb	Nov 20	Dec 27
<input type="checkbox"/> Sept	July 9	July 31			

*Bonus distribution includes all ASCs in the US in addition to ASC members.

**Bonus distribution at ASCA 2012. Advertisers must be in 2 additional issues to reserve space.

ONLINE ADVERTISING Price per period.

ASCA Connect	3 months	6 months	12 months
Homepage	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000
Interior Pages	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000

ASCA Connect Mobile	3 months	6 months	12 months
Sponsorship	N/A	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,250

ASCA Connect Discussion Threads	3 months	6 months	12 months
Sponsorship	N/A	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,250

ascassociation.org	3 months	6 months	12 months
Interior Pages	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000
Annual Meeting	N/A	N/A	<input type="checkbox"/> \$800

No advertising agency commissions or fees can be deducted from the listed rates. All rates are NET.