

NEWSLETTER

Advertising Sales Representative Alexander Kahl Phone (847) 268-9104 Fax (847)825-2085 E-mail a.kahl@asahq.org

Display Rates Black & White*

Frequency	Full page	½ page	¼ page
1x	\$4,725	\$3,100	\$2,390
3x	\$4,550	\$2,960	\$2,285
6x	\$4,450	\$2,880	\$2,230
12x	\$4,260	\$2,780	\$2,130
24x	\$4,150	\$2,700	\$2,080
36x	\$4,050	\$2,650	\$2,050
48x	\$3,950	\$2,600	\$1,970

Display Rates Four Color*

Frequency	Full page	½ page	¼ page
1x	\$7,625	\$6,000	\$5,290
3x	\$7,450	\$5,860	\$5,185
6x	\$7,350	\$5,780	\$5,130
12x	\$7,160	\$5,680	\$5,030
24x	\$7,050	\$5,600	\$4,980
36x	\$6,950	\$5,550	\$4,950
48x	\$6,850	\$5,500	\$4,870

Preferred Positions*

Cover 2: 25% of earned B&W rate

Cover 3: 20% of earned B&W rate

Cover 4: 50% of earned B&W rate

Page 1: 25% of earned B&W rate

Opposite Table of Contents: 25% of earned B&W rate

Special Placement: 20% of earned B&W rate

*Rates subject to change without notice

Closing Dates

Issue	Space Reservation Due	Materials Due
JANUARY	November 19	November 25
FEBRUARY	December 17	December 23
MARCH	January 18	January 25
APRIL	February 16	February 23
MAY	March 19	March 26
JUNE	April 16	April 23
JULY	May 17	May 24
AUGUST	June 18	June 25
SEPTEMBER	July 19	July 26
OCTOBER	August 19	August 26
NOVEMBER	September 15	September 22
DECEMBER	October 21	October 27

Contact ASA Sales & Marketing Manager for Special Advertising Opportunities including:

- Inserts
- Business Reply Cards
- Belly Bands
- Gatefold Covers

General Information

Established: 1938

Issuance: 12 monthly issues

Circulation: 43,225

Coverage: International

The ASA NEWSLETTER is distributed to all dues-paying ASA members and to other non-member individuals and entities through yearly subscription. It is one of the most widely read anesthesiology-related publications in the world. The ASA NEWSLETTER offers its readers anesthesia-related news and events, the latest in advocacy and politics, and scientific/technical literature.

Editorial & Bonus Distribution Calendar*

JANUARY

Features/Topics

Practice Management

What's New In ...

Transplant Anesthesia

Committee News

World Federation of

Societies of Anesthesia

Subspecialty News

Obstetrics & Perinatology

Bonus Distribution

ASA Conference on Practice

Management

FEBRUARY

Features/Topics

Professional Liability

What's New In ...

The American Medical

Association

Committee News

Ethics Committee

Subspecialty News

Anesthesia Care Team

MARCH

Features/Topics

Regional Anesthesia

What's New In ...

Standards & Practice

Parameters

Committee News

Occupational Health Committee

Subspecialty News

American Society of

Regional Anesthesia

APRIL

Features/Topics

Technology in Anesthesia

What's New In ...

Infection Control

Committee News

Administrative Affairs

Subspecialty News

University Anesthesiologists

Bonus Distribution

ASA Legislative Conference

MAY

Features/Topics

Performance & Quality

Improvement

What's New In ...

World Federation of

Societies of Anesthesia

Committee News

Quality Institute

Subspecialty News

American Board of

Anesthesiology

Bonus Distribution

ASA iTEE Workshop

JUNE

Features/Topics

Ambulatory/Office-Based

Anesthesia

What's New In ...

Electronic Media &

Information Technology

Committee News

Simulation Education

Subspecialty News

Pediatric Anesthesia

Editorial & Bonus Distribution Calendar* (continued)

JULY

Features/Topics

Governmental Affairs

What's New In ...

Anesthesia Patient

Safety Program

Committee News

Professional Standards

Subspecialty News

Advancement of

Geriatric Anesthesia

AUGUST

Features/Topics

Perioperative & Critical Care

Medicine

What's New In ...

Rural Access

Committee News

Trauma

Subspecialty News

Critical Care

SEPTEMBER

Features/Topics

Ethics

What's New In ...

Infection Control

Committee News

Research

Subspecialty News

Academic Anesthesiology

Associations

OCTOBER

Features/Topics

Pain

What's New In ...

Performance

Committee News

Academic Anesthesia

Subspecialty News

Education in Anesthesia

Bonus Distribution

ASA Annual Meeting

ASA iTEE Workshop

NOVEMBER

Features/Topics

Obstetrics

What's New In ...

World Federation of

Societies of Anesthesia

Committee News

Young Physicians

Subspecialty News

Obstetric Anesthesia &

Perinatology

DECEMBER

Features/Topics

Information Technology

What's New In ...

Electronic Media &

Information Technology

Committee News

Continuing Education

Subspecialty News

Perioperative & Pain Medicine

Bonus Distribution

NYSSA PostGraduate

Assembly

* Editorial Calendar subject to change without notice

Requirements for Acceptance of Advertising: All advertising must be examined and approved by the editorial staff. Material will be checked for unsubstantiated or undocumented claims. References to articles appearing in medical periodicals should be used to support claims made in the ad. Ad copy should be sent in duplicate to Advertising Sales for submission, and must be received at least 1 day prior to the closing date. The American Society of Anesthesiologists owns *NEWSLETTER* and has the right to determine what is appropriate and consistent with the mission of this publication.

Advertiser's Index: Yes.

Service to Advertisers: All requests for use or copying of editorial material must be submitted to the ASA Communications Department for permission.

Agency Commission: 15% to recognized agencies if bill paid within 30 days.

Online Opportunities: Display Rates include interactive ad in the electronic version of the *ASA NEWSLETTER*. For details, please contact Alexander Kahl, Sales and Marketing Manager.

SALES

Alexander Kahl

Sales and Marketing Manager

Phone: (847) 268-9104 Fax: (847) 825-2085

Email: a.kahl@asahq.org

Staff:

Editor: Douglas R. Bacon, M.D.

Editorial Staff: Dawn M. Glossa

David A. Love

Terri Navarrete

Roy A. Winkler

Karen L. Yetsky

MECHANICAL REQUIREMENTS

NEWSLETTER Trim Size: 8 1/4" x 10 1/2"

AD Size: See Chart Below

	Non-Bleed Size (width x height)	Bleed Size (with 1/8" bleed)	(trim size)
Full Page	7 1/2" x 9"	8 1/2" x 10 3/4"	8 1/4" x 10 1/2"
1/2 Page (horiz.)	7 5/16" x 4 1/4"	8 1/2" x 4 1/4"	8 1/4" x 4"
1/2 Page (vert.)	3 1/2" x 9"	4 1/4" x 10 3/4"	4" x 10 1/2"
1/4 Page	3 1/2" x 4 1/4"		

SUBMISSION OF ADS

We prefer and strongly recommend the submission of ads via **Acrobat PDF files:** Save with basic Distiller settings; No OPI; No ICC profiles; embed all fonts; effective resolution minimum 300 DPI; include bleed. For any other media, call for information.

Ads must be complete and sized at 100%. Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" on each side). Ads must be saved as high resolution for print publication (minimum 300 DPI). All RGB must be converted to CMYK.

Laser proof must accompany all digital file submissions. For best results on color reproduction, you must submit a ripped proof (Kodak Approval, Iris, etc.). Submit ripped proof via overnight delivery to Senior Graphic Designer.

Media requirements: CD-ROM. Submit CD-ROM via overnight delivery to Senior Graphic Designer.

Electronic Transfer: E-mail (for file sizes 5 MB or less). Please contact Sales and Marketing Manager prior to submitting file via e-mail.

Addresses:

Contracts, Insertion Orders, and other instructions:

Alexander Kahl, Sales and Marketing Manager

American Society of Anesthesiologists

(Newsletter _____ issue)

520 N. Northwest Highway

Park Ridge, IL 60068-2573

Phone: (847) 268-9104 Fax: (847) 825-2085

Email: a.kahl@asahq.org

All print materials should be sent to:

Terri Navarrete, Senior Graphic Designer

American Society of Anesthesiologists

(Newsletter _____ issue)

520 N. Northwest Highway

Park Ridge, IL 60068-2573

Fax: (847) 825-2085

Annual Meeting Priority Points

ASA awards 1 point for every \$1,000 spent towards a company's current priority point total for exhibits space at the ASA Annual Meeting.

NEWSLETTER

Advertising Sales Representative Alexander Kahl Phone (847) 268-9104 Fax (847)825-2085 E-mail a.kahl@asahq.org

Line Rates

\$30 per line or fractional line, 42 characters per line, including spaces. 5 line minimum charge.

\$100 additional charge for border around ad.

Black & White Display Ad Rates*

Frequency	1/12 page	1/6 page	1/3 page
1x	\$933	\$1,660	\$2,900
3x	\$890	\$1,585	\$2,770

Color Display Ads are Available.

Please contact Alexander Kahl, Sales and Marketing Manager for details.

MECHANICAL REQUIREMENTS*

Submission of Ads

We prefer and strongly recommend the submission of display ads via **Acrobat PDF files**: Save with basic Distiller settings; No OPI; No ICC profiles; embed all fonts; effective resolution minimum 300 DPI; include bleed. Microsoft Word documents are accepted (for text only). For any other media, call for information.

Ads must be complete and sized at 100%. Ads must be saved as high resolution for print publication (minimum 300 DPI). Laser proof must accompany all digital file submissions.

Electronic Transfer: E-mail (for file sizes 5 MB or less).

Please contact Sales and Marketing Manager prior to submitting file via e-mail.

Display Sizes (w x h)

1/12 page	1/6 page	1/3 page
2 1/4" x 2 1/4"	2 1/4" x 4 1/2"	4 3/4" x 4 1/2"

*Rates and mechanical requirements subject to change without notice

CLOSING DATES

Issue	Deadline	Issue	Deadline
JANUARY	November 25	JULY	May 24
FEBRUARY	December 23	AUGUST	June 25
MARCH	January 25	SEPTEMBER	July 26
APRIL	February 23	OCTOBER	August 26
MAY	March 26	NOVEMBER	September 22
JUNE	April 23	DECEMBER	October 27

PAYMENT

Prepayment of advertising is not required.

GENERAL INFORMATION

Established: 1938

Issuance: 12 monthly issues

Circulation: 43,225

Coverage: International

The ASA *NEWSLETTER* is distributed to all dues-paying ASA members and to other non-member individuals and entities through yearly subscription. It is one of the most widely read anesthesiology-related publications in the world. The ASA *NEWSLETTER* offers its readers anesthesia-related news and events, the latest in advocacy and politics, and scientific/technical literature.

Requirements for Acceptance of Advertising: All classified ads must be examined and approved by the editorial staff. Material will be checked for unsubstantiated or undocumented claims. The American Society of Anesthesiologists owns the *NEWSLETTER* and has the right to determine what is appropriate and consistent with the mission of this publication.

ONLINE OPPORTUNITIES

Classified ads have interactive capabilities on the online edition of the *NEWSLETTER*. An activation fee of \$200.00 applies to all interactive classified ads. Classified Advertisers also qualify for discounted rates with the ASA Career Center. Please contact Alexander Kahl, Sales and Marketing Manager for details.

CANCELLATION POLICY

For ad cancellation, please contact Alexander Kahl, Sales and Marketing Manager, directly via phone, fax, or email. Cancellations will not be accepted after issue closing date. Classified ads with a frequency greater than one (1) will be deleted from the next available issue. Confirmation of cancellation will be sent via fax and/or email. Classified ads will be billed for actual frequency. A final invoice will be sent after cancellation.

ASA MEMBER BENEFIT

30% discount off Line Rate. Display Ad rate discount available. Please contact Alexander Kahl, Sales and Marketing Manager for details.

COMMUNICATIONS DEPARTMENT

Phone: (847) 825-5586 **Fax:** (847) 825-2085

Address: 520 N. Northwest Highway, Park Ridge, IL 60068-2573

SALES

Alexander Kahl Sales and Marketing Manager

Phone: (847) 268-9104 **Fax:** (847) 825-2085

E-mail: a.kahl@asahq.org