American Society of Anesthesiologists

ADVERTISING RATES & DATA 2013

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	$5,400	$3,600	$2,785
3x	$5,200	$3,450	$2,660
6x	$5,100	$3,335	$2,595
12x	$4,875	$3,225	$2,500
24x	$4,750	$3,100	$2,440
36x	$4,625	$3,050	$2,385
48x	$4,525	$3,000	$2,290

Display Rates Four Color*

Frequency	Full page	½ page	¼ page
1x	$8,300	$6,500	$5,685
3x	$8,100	$6,350	$5,560
6x	$8,000	$6,235	$5,495
12x	$7,775	$6,125	$5,400
24x	$7,650	$6,000	$5,340
36x	$7,525	$5,950	$5,285
48x	$7,425	$5,900	$5,190

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 16	November 21
FEBRUARY	December 14	December 20
MARCH	January 23	January 30
APRIL	February 19	February 26
MAY	March 18	March 25
JUNE	April 18	April 25
JULY	May 20	May 24
AUGUST	June 17	June 24
SEPTEMBER	July 19	July 26
OCTOBER	August 19	August 26
NOVEMBER	September 17	September 24
DECEMBER	October 22	October 29

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

- Cover Wrap
- Inserts
- Belly Bands
- Cover Tip

GENERAL INFORMATION

Established: 1938

Issuance: 12 monthly issues plus bonus issue

Circulation: 44,632

Coverage: International

The *ASA NEWSLETTER* is distributed to all dues-paying ASA members and to other non-member individuals and entities through a 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 …
Subspecialty Societies
Subspecialty News
Society for Obstetric Anesthesia and Perinatology (SOAP)
Bonus Distribution
ASA Conference on Practice Management

FEBRUARY
Features/Topics
Professional Liability
What's New In …
Simulation Education
Subspecialty News
American Board of Anesthesiology (ABA)

MARCH
Features/Topics
Communications
What's New In …
Regional Anesthesia
Subspecialty News
World Federation of Societies of Anaesthesiologists®

APRIL
Features/Topics
Trauma
What's New In …
National Medical Association
Subspecialty News
American Society of Regional Anesthesia & Pain Medicine (ASRA)

MAY
Features/Topics
Patient Safety
What's New In …
Standards/Practice Parameters
Subspecialty News
Anesthesia Patient Safety Foundation (APSF)
Bonus Distribution
ASA Legislative Conference

JUNE
Features/Topics
Geriatrics
What's New In …
Pain
Subspecialty News
Society for Pediatric Anesthesia (SPA)/ Society for the Advancement of Geriatric Anesthesiology (SAGA)

JULY
Features/Topics
Governmental Affairs
What's New In …
Occupational Health
Subspecialty News
Society for Neuroscience in Anesthesiology and Critical Care (SNACC)

Editorial & Bonus Distribution Calendar* *(continued)*

AUGUST
Features/Topics
Ambulatory/Perioperative Anesthesia
What's New In …
Office-based Anesthesia
Subspecialty News
Society for Education in Anesthesia (SEA)

SEPTEMBER
Features/Topics
Airway Management
What's New In …
Large Group Practice
Subspecialty News
Society of Academic Anesthesiology Associations (SAAA)

OCTOBER
Features/Topics
Technology
What's New In …
Obstetric Anesthesia
Subspecialty News
Association of University Anesthesiologists (AUA)
Bonus Distribution
ASA Annual Meeting

NOVEMBER
Features/Topics
Off-site Anesthesia
What's New In …
Pediatrics
Subspecialty News
Society for Pediatric Anesthesia (SPA)

DECEMBER
Features/Topics
Neuroanesthesia
What's New In …
Professional Diversity
Subspecialty News
Society for the Advancement of Geriatric Anesthesia (SAGA)
Bonus Distribution
NYSSA Post Graduate 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 *ASA 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.

Staff:

Editor: N. Martin Giesecke, M.D.
Editorial Staff: Dawn M. Glossa, David A. Love, Terri Navarrete, Roy A. Winkler

SALES

Alexander Kahl
Sales and Marketing Manager
Phone: (847) 268-9104 **Fax:** (847) 825-2085
E-mail: a.kahl@asahq.org

MECHANICAL REQUIREMENTS

***NEWSLETTER* Trim Size:** 8 ¼" x 10½"
AD Size: See Chart Below

	Non-Bleed Size (width x height)	Bleed Size (with 1/8" bleed)	(trim size)
Full Page	7 ½" x 9"	8 ½" x 10 ¾"	8 ¼" x 10 ½"
1/2 Page (horiz.)	7 5/16" x 4 ¼"	8 ½" x 4 ¼"	8 ¼" x 4"
1/2 Page (vert.)	3 ½" x 9"	4 ¼" x 10 ¾"	4" x 10 ½"
1/4 Page	3 ½" x 4 ¼"		

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
E-mail: a.kahl@asahq.org

All print materials should be sent to:

Joan Bianchi, Sales and Advertising Coordinator
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.

American Society of Anesthesiologists

CLASSIFIED SECTION RATES & DATA 2013

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	$1,033	$1,840	$3,230
3x	$1,000	$1,780	$3,120

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 ¼" x 2 ¼"	2 ¼" x 4 ½"	4 ¾" x 4 ½"

**Rates and mechanical requirements subject to change without notice*

CLOSING DATES

Issue	Deadline	Issue	Deadline
JANUARY	November 21	JULY	May 24
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JUNE	April 25	DECEMBER	October 29

PAYMENT

Prepayment of advertising is not required.

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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 *ASA 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 *ASA 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 e-mail. 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 e-mail. 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

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