

# ANESTHESIOLOGY 2012

AMERICAN SOCIETY OF ANESTHESIOLOGISTS ANNUAL MEETING

OCTOBER 13-17, 2012

WASHINGTON, D.C.



ADVERTISING

OPPORTUNITIES

# MAXIMIZE YOUR EXPOSURE

The American Society of Anesthesiologists Annual Meeting, **ANESTHESIOLOGY 2012**, gives exhibitors the opportunity to maximize their exposure to this influential group of anesthesiology professionals by offering a variety of advertising choices this year.

## Registration Brochure\*

This magazine-style publication provides you with your first opportunity to reach **ANESTHESIOLOGY 2012** meeting attendees with your advertising message.



The **ANESTHESIOLOGY 2012** Registration Brochure provides information on:

- Scientific sessions, panels and instructional courses.
- Registration and housing.
- Technical and scientific exhibits.
- Social events and tour details.

## Advertising Benefits

- Mails to over 53,000 members and medical professionals active in the anesthesiology industry.
- June mailing and long shelf life – your ad will be seen repeatedly as meeting attendees refer to the Registration Brochure to plan their trip to Washington, D.C. in early October.
- Distribution at key International Congresses.

## Deadlines

Space reservation/payment due: April 20, 2012

Materials due: April 27, 2012

## Advertising Information (4-color process)

<b>Ad Dimensions</b>	<i>(width x height)</i>
Trim Size .....	11" x 8 1/2"
Live Area.....	10" x 7 1/2"
Ad size – including 1/8" bleed on all sides.....	11 1/4" x 8 3/4"
Ad size with NO bleed.....	10" x 7 1/2"

## Advertising Space Availability & Rates

Outside Back Cover .....	\$15,000
Inside Front Cover .....	\$12,000
Inside Back Cover .....	\$10,000
Full-Page (5 available) .....	\$8,000

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).

## ASA Daily News\*



As the official newspaper for **ANESTHESIOLOGY 2012**, the *ASA Daily News* is the most dominant publication at the meeting, with exclusive on-site distribution via the registration bag, newsstands, distribution personnel and hotel room delivery in the ASA Hotel Drop Bag. The *ASA Daily News* is the only source for day-to-day coverage of meeting events, and session and speaker information. Among many other features, it includes an up-to-date floor plan, activity information in the host city, and information on the top happenings at the meeting.

### Advertising Benefits

- Reach more than 12,000 health care professionals.
- Be seen repeatedly as your ad appears in four separate issues during the meeting.
- Drive traffic to your booth and generate awareness of your company.
- Connect with all 46,000 members via the online interactive edition.

**Publication Dates:** October 12, 13, 14 and 15, 2012

### Deadlines

**Space reservation/payment due:** August 17, 2012

**Materials due:** August 24, 2012

## Grow your brand with PREMIUM PLACEMENT

### Premium Cover Positions

Drive traffic to your booth, build your brand, and leave a lasting impression with one of three premium cover positions: Back Cover, Inside Front Cover, and Inside Back Cover.

### Front Page Banner Ad (10 ¼" x 2")

Your message can have incredible presence with your banner ad at the bottom of the front page of the *Daily*.

### Special Placement

Guarantee your position in the *ASA Daily News* by selecting a specific page (excludes Premium Cover Positions).

### Ad Rotation

Update readers daily and provide more information by selecting to rotate different insertions throughout the four publication dates (insertion dimensions cannot change; excludes Premium Cover Positions and Products & Services Showcase Ads).

### Increase Visibility on Any Budget

Boost the visibility of your product or service to more than 12,000 leading decision-makers with a Products & Services Showcase Ad. Your 2 ⅜" x 3 ¼" ad includes a four-color photograph, 50-word description, booth number, company name, address and logo. Ad creation (layout, typesetting and one proof) is included in the price.

### Advertising Information

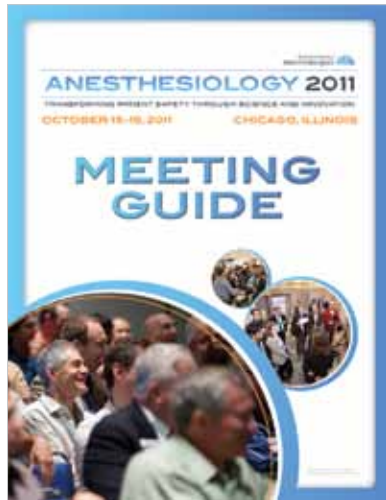
Rates include insertion in all four issues.

Ad Dimensions (width x height)	4-Color Process	Black & White
<b>Premium Options</b>		
Back Cover (10 ¼" x 14")	\$14,000	
Inside Front Cover (10 ¼" x 14")	\$12,900	
Inside Back Cover (10 ¼" x 14")	\$12,350	
Front Page Banner (10 ¼" x 2")	\$9,000	
<b>Standard Options</b>		
Full Page (10 ¼" x 14")	\$11,300	\$9,650
Junior Page (7 ½" x 10")	\$9,100	\$7,500
Half Page horizontal (10 ¼" x 7") vertical (5" x 14")	\$7,500	\$5,900
Quarter Page (5" x 7")	\$5,600	\$4,000
Eighth of a Page (5" x 3 ½")	\$4,600	\$3,000
Products & Services Showcase Ad (2 ⅜" x 3 ¼")	\$995	
Special Placement	\$1,150	
Ad Rotation	\$300	

# MAXIMIZE YOUR EXPOSURE

## ASA Meeting Guide, Exhibit Guide & Scientific Abstract Guide\*

Distributed at registration, these three guides provides attendees all the essential information they need in three easy-to-use guides, including: a daily schedule; learning tracks and discussions; special sessions, general information; activities; floor plans; maps; and most importantly, detailed exhibit listings sorted alphabetically by product and category as well as other pertinent meeting information.



### Advertising Benefits

- **Drive traffic to your booth.** Attendees will use the guides to plan their daily schedules and navigate exhibits.
- **Boost your visibility.** Ensure your company stands out among other exhibitors competing for attendees' attention.
- **Gain repeat exposure.** Reinforce your message again and again as users reference the guide during the meeting and throughout the year.

## Maximize Visibility with PREMIUM PLACEMENT

### Premium Cover Positions

Drive traffic to your booth, build your brand, and leave a lasting impression with one of three premium cover positions: Back Cover, Inside Front Cover, and Inside Back Cover.

### Ad Dimensions

(width x height)

Trim size: 8 1/2" x 11"

Live Area: 7 1/4" x 10"

Size with bleeds: 8 3/4" x 11 1/4"

Size with no bleeds: 7 1/4" x 10"

### Premium Options

Back Cover (all three guides)

\$20,000

Inside Front Cover (all three guides)

\$15,000

Inside Back Cover (all three guides)

\$12,000

### Standard Options

Front and Back Tabs

\$11,300

\$9,650

(Meeting Guide and Exhibit Guide only)

Non-Tab Positioning

\$10,000

\$8,300

(Meeting Guide and Exhibit Guide only)

Logo Stopper (1/2" x 1/2")

\$500

(Exhibit Guide only)

New Product Flag (1/2" x 1/2")

\$500

(Exhibit Guide only)

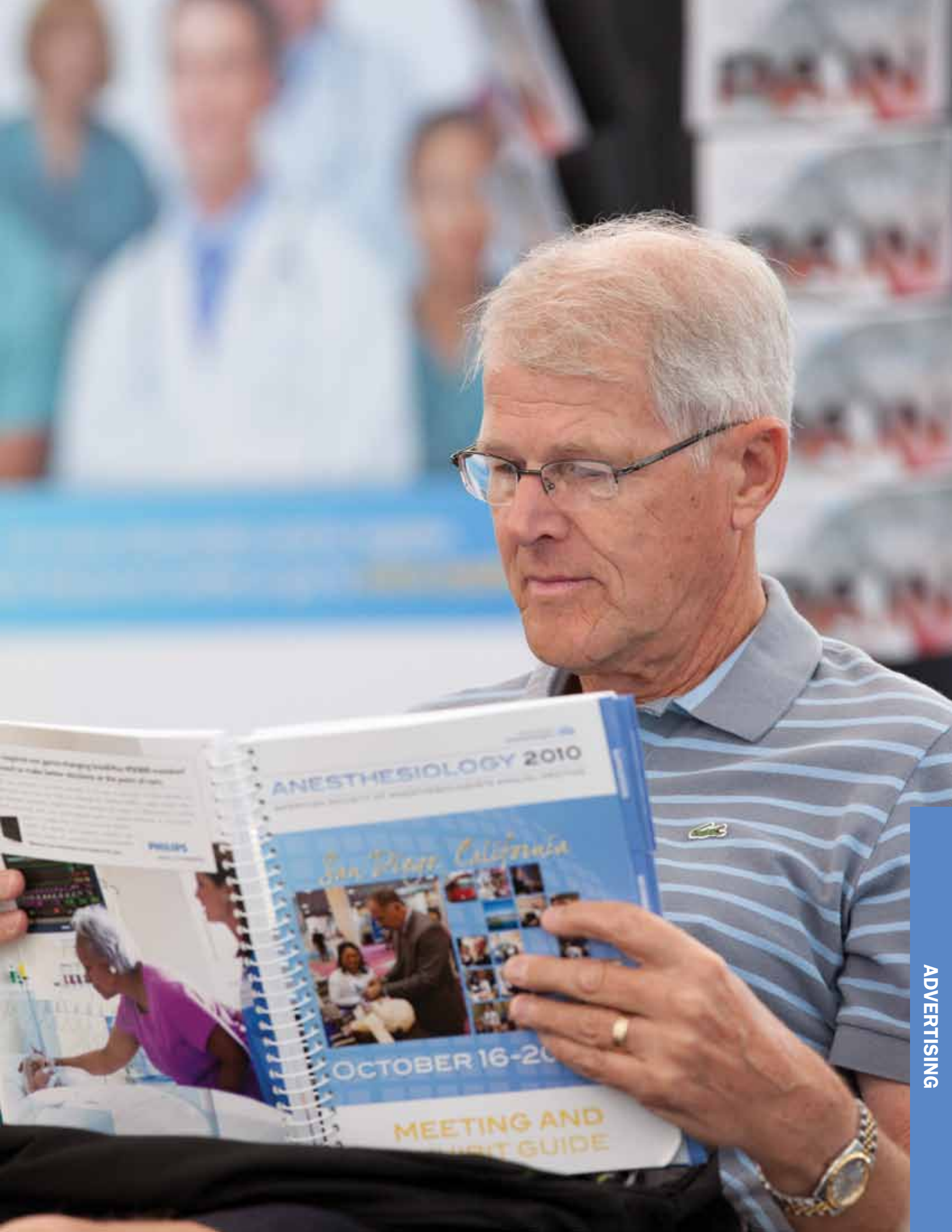
### Deadlines

Space reservation/payment due: August 17, 2012

Materials due: August 23, 2012

For complete details and pricing, please contact Alexander Kahl, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).





ANESTHESIOLOGY 2010

*San Diego, California*

OCTOBER 16-20

MEETING AND  
EXHIBIT GUIDE

# MAXIMIZE YOUR EXPOSURE

## ASA Hotel Drop Bag\*

Distributed the morning of Sunday, October 14, the Hotel Drop Bag showcases select advertising literature. Attendees appreciate receiving information in the comfort of their hotel rooms to help plan their time at the Annual Meeting.



- Reach leading anesthesiologists when they are most receptive to your message.
- Deliver your message to over 6,000 attendee hotel rooms.
- Drive traffic to your booth as leading decision-makers use these materials to plan their itineraries.

### Promotional Right

Insertion of company literature (maximum size of 8 1/2" x 11" and maximum weight of 8 oz.) in the hotel drop bag for Sunday, October 14 delivery.

**Rate:** \$10,000

This opportunity will be reserved on a first-come, first-served basis.

### Deadlines

**Space reservation/payment due:** September 10, 2012

**Materials due:** September 17, 2012

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).



# ONLINE ADVERTISING

## ASA Daily News, Online Edition Advertiser\*

- Published five days during **ANESTHESIOLOGY 2012** and posted on ASA's website [www.asahq.org](http://www.asahq.org), the *ASA Daily News* will be available in an interactive edition to all members worldwide.



## Exclusive opportunity includes:

- Banner ad that links to your website on the *ASA Daily News* Online Edition page (550 pixels x 140 pixels, 72 dpi).
- Exclusive "Left-of-Cover" premium position interactive ad on the *ASA Daily News* Online Edition.
- Banner ad that links to your website on four e-mail blasts to 46,000 members (550 pixels x 140 pixels, 72 dpi).

**Rate:** \$15,000

## Deadlines

**Space reservation/payment due:** September 12, 2012

**Materials due:** September 14, 2012

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).

## Advertising Benefits

- Reach 12,000 health care professionals and the remaining 35,000 members who could not attend the meeting via daily e-mail blasts to ASA's entire membership.
- Drive traffic to your company website with exclusive banner ads and premium position ads.



# ONLINE ADVERTISING



## ASA Annual Meeting Mobile App\*

Don't miss the opportunity to reach attendees through the latest technology. There are only six "Advertiser Opportunities" and one "Premium Advertiser" available for the **ANESTHESIOLOGY 2012** Mobile App.

### Attendees will use the improved mobile app:

- Before the start of **ANESTHESIOLOGY 2012** to create their own schedule of what sessions and classes they'll attend, and which exhibitors they want to see. They'll send IMs, tweets, and e-mails to their friends and colleagues to let them know which ones they're choosing and make plans to meet up at the event. They can also find favorite local restaurants, hotels, and points of interest. They'll be able to easily exchange contact information with each other.
- During the event they'll use the app to check their schedule, find a meeting room, booth, or restaurant, recall which exhibitors they wanted to visit, exchange contact information, and exchange IMs, tweets, and e-mails with others at the event and elsewhere.
- After the event they'll use the app to recall session papers and exhibitors, and stay in touch with contacts they made through the event.

There are six "Advertiser Opportunity" packages available this year for the **ANESTHESIOLOGY 2012** Mobile App.

## The "Advertiser Opportunity" package includes the following:

### Top Screen Banner

Places content as a banner on the top of the home screen, top level exhibitor screen, and top level session screen as well as other screens where room is available. Banners can be any content, such as a company logo. Banner is active and when tapped will take the user to another screen determined by you. Rotated with other banners over 6-second intervals.

### Advertising Benefits

- 10% click-through rate!
- Drive traffic to your booth or company website before, during and after the meeting.

**View:** 1/8 Screen

**Duration:** Rotating every 6 seconds per banner.

### Featured Feed Notification (during the meeting)

Broadcasts a 140-character message to all event app users in the notification area of the smart phone. Can tap to your detail page or other link of your choosing.

### Advertising Benefits

- Broadcast your important message to all event app users – right onto their smart phones! Your 140-character message is rotated into the home screen notifications section at the time and date you specify and remains there for a minimum of 2 hours. Attendee tap brings up detail page or link of your choice. Perfect for PRs, product announcements and time sensitive promotions.

**View:** 1/8 Screen

**Duration:** 6 seconds every rotation.

**Rate:** \$4,000 (Top Screen Banner & Featured Feed Notification)

### Deadlines

**Space reservation/payment due:** August 24, 2012  
(to make September Launch Date)

**Materials due:** August 24, 2012  
(to make September Launch Date)

**The "Premium Advertiser" opportunity includes the following:**

**Splash Screen**

Fills the entire phone screen with your content - logo, picture, even video. Splash screen appears every time the application is opened for a minimum of 5 seconds.

**Advertising Benefits**

- Put your brand in front of every attendee every time they open the event app - before, during, and after the event. Your content is displayed on the entire screen of the Smartphone for at least 5 seconds as the application loads. Put your company right under the eyes of all the attendees several times a day, throughout the life of the event.

**View:** Entire Screen

**Duration:** 5 seconds

**3 Top Screen Banners**

Same as "Advertiser Opportunity" with a total of three banners.

**3 Featured Feed Notifications**

Same as "Advertiser Opportunity" with a total of three (3) notifications, one before the meeting, one during and one after.

**Rate:** \$15,000.00. (Splash Screen, 3 Top Screen Banner & 3 Featured Feed Notifications).

**Deadlines**

**Space reservation/payment due:** August 13, 2012  
(to make September Launch Date)

**Materials due:** August 13, 2012  
(to make September Launch Date)

For complete details and pricing, please contact **Alexander Kahl**, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).



# ONLINE ADVERTISING

## ePreview\*

The ePreview presents news about the upcoming ASA Annual Meeting in four different editions e-mailed to 46,000 members before the meeting.



## Advertising Benefits

- Generate awareness of your company during the key planning time before the meeting.
- Drive traffic to your company website with a text acknowledgment and a linked banner ad on each page of the ePreview.

## Exclusive opportunity includes:

- Banner ad that links to your website on each page of the ePreview site (140 pixels x 500 pixels, 72 dpi).
- Tab acknowledgment with link to your company website.
- Banner ad that links to your website on e-mail blast to 46,000 members (550 pixels x 140 pixels, 72 dpi).

## Rates

- \$40,000 for all four issues.
- \$32,000 for three issues. Advertiser to choose issues.
- \$22,000 for two issues. Advertiser to choose issues.
- \$12,000 for one issue. Advertiser to choose issue.

## Deadlines

Space reservation/payment due (first issue): May 25, 2012

Materials due: June 1, 2012

For complete details and pricing, please contact Alexander Kahl, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).

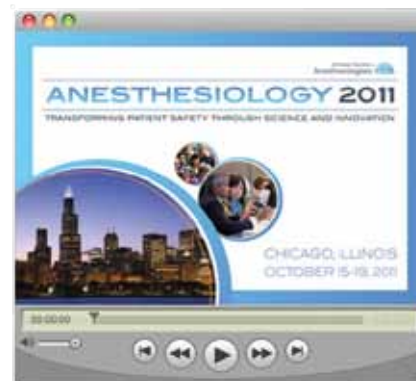
## ANESTHESIOLOGY 2012 Welcome Video\*

Shown on the ASA website and Annual Meeting shuttle buses, the ANESTHESIOLOGY 2012 Welcome Video presents attendees with information about the Annual Meeting, including introductions from the ASA President, Annual Meeting Chair and the Local Host as well as information about special events, the venue and key attractions in Washington, D.C..

## Advertising Benefits

- Reach 46,000 members with the only advertising opportunity on the ANESTHESIOLOGY 2012 website prior to the start of the meeting.
- Reach 12,000 health care professionals while the video plays in shuttle buses as they ride to and from the venue.

## Opportunity Includes:



- Static Visual Ad with 15 second voice over.
- Placement within the video on ANESTHESIOLOGY2012.org.
- Placement within the video on shuttle buses.

Rate: \$8,000

## Deadlines

Space reservation/payment due: July 2, 2012

Materials due: July 16, 2012

## Exclusive Opportunity Available.

For complete details and pricing, please contact Alexander Kahl, Sales and Marketing Manager, at (847) 268-9104, or e-mail at [a.kahl@asahq.org](mailto:a.kahl@asahq.org).



### Member Feedback Fuels Website Redesign

### How Much Evidence in Evidence-Based Medicine?

### A Great Value in Patient Warming

SCRIP - Top 10



ADVERTISING

