

# 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	\$5,075	\$3,400	\$2,630
3x	\$4,900	\$3,250	\$2,510
6x	\$4,775	\$3,150	\$2,450
12x	\$4,575	\$3,050	\$2,350
24x	\$4,450	\$2,925	\$2,300
36x	\$4,350	\$2,875	\$2,250
48x	\$4,250	\$2,825	\$2,160

## Display Rates Four Color\*

Frequency	Full page	½ page	¼ page
1x	\$7,975	\$6,300	\$5,530
3x	\$7,800	\$6,150	\$5,410
6x	\$7,675	\$6,050	\$5,350
12x	\$7,475	\$5,950	\$5,250
24x	\$7,350	\$5,825	\$5,200
36x	\$7,250	\$5,775	\$5,150
48x	\$7,150	\$5,725	\$5,060

## 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 18	November 23
FEBRUARY	December 16	December 22
MARCH	January 18	January 25
APRIL	February 17	February 24
FAER 25 <sup>th</sup>	March 7	March 13
MAY	March 16	March 23
JUNE	April 16	April 23
JULY	May 18	May 25
AUGUST	June 15	June 22
SEPTEMBER	July 17	July 24
OCTOBER	August 17	August 24
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
- Gatefold Covers

## GENERAL INFORMATION

**Established:** 1938

**Issuance:** 12 monthly issues plus bonus issue

**Circulation:** 42,307

**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 ...](#)

World Federation of Societies of Anaesthesiologists (WFSA)

[Subspecialty News](#)

Obstetrics & Perinatology

**Bonus Distribution**

ASA Conference on Practice Management

### FEBRUARY

[Features/Topics](#)

Professional Liability

[What's New In ...](#)

Point of Care Testing

[Subspecialty News](#)

Society for Perioperative Assessment and Quality Improvement (SPAQI)

### MARCH

[Features/Topics](#)

Communications

[What's New In ...](#)

Standards & Practice Parameters

[Subspecialty News](#)

American Board of Anesthesiology (ABA)

### APRIL

[Features/Topics](#)

Regional Anesthesia

[What's New In ...](#)

Membership

[Subspecialty News](#)

American Society of Regional Anesthesia & Pain Medicine (ASRA)

### MAY

[Features/Topics](#)

Academic Medicine

[What's New In ...](#)

Geriatric Anesthesia

[Subspecialty News](#)

Anesthesia Patient Safety

Foundation (APSF)

**Bonus Distribution**

ASA Legislative Conference

### JUNE

[Features/Topics](#)

Global Humanitarian Outreach (GHO)

[What's New In ...](#)

Pain

[Subspecialty News](#)

Anesthesia History Association (AHA)

### JULY

[Features/Topics](#)

Governmental Affairs

[What's New In ...](#)

Occupational Health

[Subspecialty News](#)

Society for Neuroscience in Anesthesiology and Critical Care (SNACC)

### AUGUST

[Features/Topics](#)

EMIT

[What's New In ...](#)

Rural Access

[Subspecialty News](#)

Society for Education in Anesthesia (SEA)

## Editorial & Bonus Distribution Calendar\* (continued)

### SEPTEMBER

#### Features/Topics

Ambulatory Surgical Care

#### What's New In ...

Large Group Practice

#### Subspecialty News

Society of Academic Anesthesiology Associations (SAAA)

#### Bonus Distribution

ASA iTEE Workshop

### OCTOBER

#### Features/Topics

Patient Safety and Education

#### What's New In ...

Obstetric Anesthesia

#### Subspecialty News

Association of University Anesthesiologists (AUA)

#### Bonus Distribution

ASA Annual Meeting

### NOVEMBER

#### Features/Topics

Performance/Outcomes Measurement

#### What's New In ...

Pediatrics

#### Subspecialty News

Society for Pediatric Anesthesia (SPA)

### DECEMBER

#### Features/Topics

Blood Management

#### What's New In ...

Professional Diversity

#### Subspecialty News

Society for the Advancement of Geriatric Anesthesia (SAGA)

#### Bonus Distribution

NYSSA Post Graduate Assembly

### FAER 25<sup>th</sup>

Foundation for Anesthesia Education & Research 25<sup>th</sup> Anniversary, Special Issue

### May/June release

#### Features/Topics

Patient Safety

#### Bonus Distribution

ASA iTEE Workshop

ASA Annual Meeting

ASA Legislative Conference

NYSSA Post Graduate

Assembly

\* Editorial Calendar subject to change without notice

## 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 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

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.

**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: Douglas R. Bacon, M.D.

Editorial Staff: Dawn M. Glossa David A. Love

Terri Navarrete Roy A. Winkler

Karen L. Yetsky

# 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	\$1,000	\$1,780	\$3,120
3x	\$967	\$1,720	\$3,010

## 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 23	JULY	May 25
FEBRUARY	December 22	AUGUST	June 22
MARCH	January 25	SEPTEMBER	July 24
APRIL	February 24	OCTOBER	August 24
MAY	March 23	NOVEMBER	September 24
JUNE	April 23	DECEMBER	October 29

## PAYMENT

Prepayment of advertising is not required.

## GENERAL INFORMATION

**Established:** 1938

**Issuance:** 12 monthly issues plus bonus issue

**Circulation:** 42,307

**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.

**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

## SALES

**Alexander Kahl**

Sales and Marketing Manager

**Phone:** (847) 268-9104

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

**E-mail:** a.kahl@asahq.org