

**2015**  
ADVERTISING KIT

The mission of the American Society of Anesthesiologists is to advance the practice and secure the future of anesthesiology through advocacy, education and research.

More than 51,000 anesthesiology professionals are committed to this goal, making the Society and its members vital at all points in the continuum of care and premier contributors in improving patient outcomes and the quality of care.

## CONTACT INFORMATION

### Advertising Sales Manager

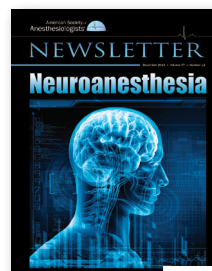
Christine Kenney  
The Walchli Tauber Group, Inc  
p: (443) 512-8899, x115  
m: (443) 252-0571  
e: christine.kenney@wt-group.com

### Classified Advertising Manager

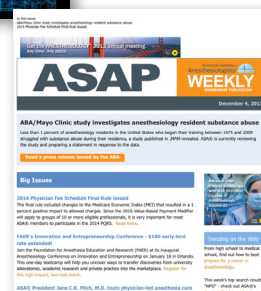
Rhonda Truitt  
The Walchli Tauber Group, Inc  
p: (443) 512-8899, x106  
e: rhonda.truitt@wt-group.com

# ADVERTISING OPPORTUNITIES

ASA® offers weekly, monthly and special-event based digital and print publications creating the best option for reaching physician anesthesiologists.



**ASA® NEWSLETTER** is a monthly magazine featuring the best in anesthesia-related news; the latest events, advocacy information and scientific and technical literature.



**ASAP** keeps members current on all relevant happenings in the field of anesthesiology through this weekly e-newsletter. ASAP features a responsive design perfect for reading on a mobile device, tablet, laptop or desktop.

This kit contains information to assist you in forming an advertising plan to reach a focused audience of anesthesiology professionals, providing the most targeted approach for your marketing efforts.

## ASA® NEWSLETTER

- Most relevant industry news
- Latest advocacy news
- Scientific and technical information
- Special monthly themes

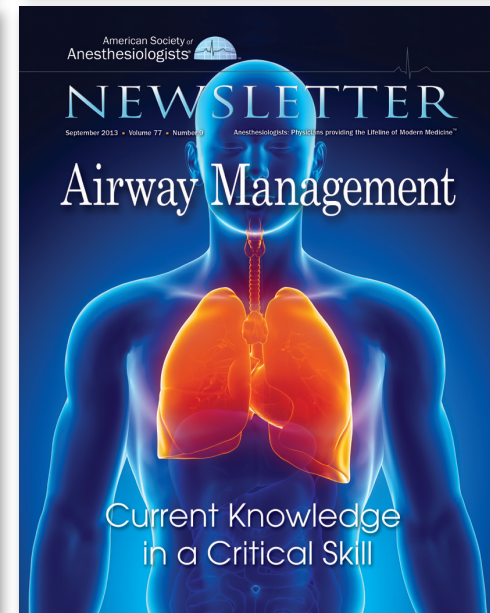
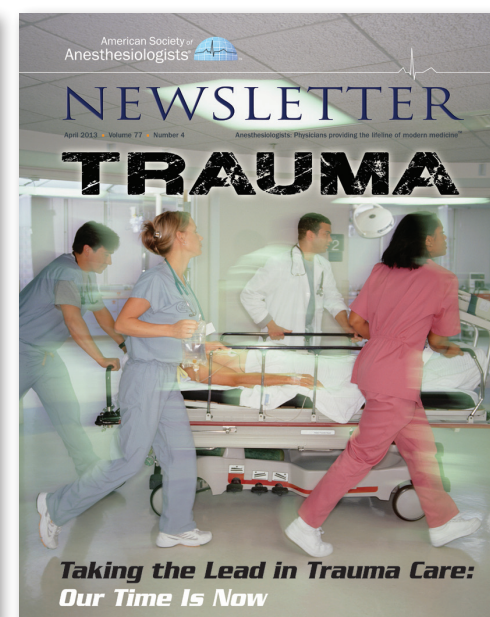
## ASA® NEWSLETTER SCHEDULE 2015–2016

Space Reservation	Material Due
November 21	November 28
December 12	December 19
January 23	January 30
February 20	February 27
March 20	March 27
April 17	April 24
May 22	May 29
June 19	June 26
July 24	July 31
August 21	August 28
September 18	September 25
October 23	October 30

## CIRCULATION

**Total Circulation: 49,409**

Coverage: Domestic and International



## 2015 PRINT RATES

### Display Rates Black & White\*

Frequency	Full page	½ page	¼ page
1x	\$5,670	\$3,780	\$2,925
3x	\$5,460	\$3,625	\$2,795
6x	\$5,355	\$3,500	\$2,725
12x	\$5,120	\$3,385	\$2,625
24x	\$4,985	\$3,255	\$2,560
36x	\$4,855	\$3,205	\$2,505
48x	\$4,750	\$3,150	\$2,455

### Display Rates Four Color\*

Frequency	Full page	½ page	¼ page
1x	\$8,715	\$6,825	\$5,970
3x	\$8,505	\$6,670	\$5,840
6x	\$8,400	\$6,545	\$5,770
12x	\$8,165	\$6,430	\$5,670
24x	\$8,035	\$6,300	\$5,605
36x	\$7,900	\$6,250	\$5,550
48x	\$7,795	\$6,195	\$5,450



### 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

Contact for information about cover tips and insert opportunities

\*Rates subject to change without notice

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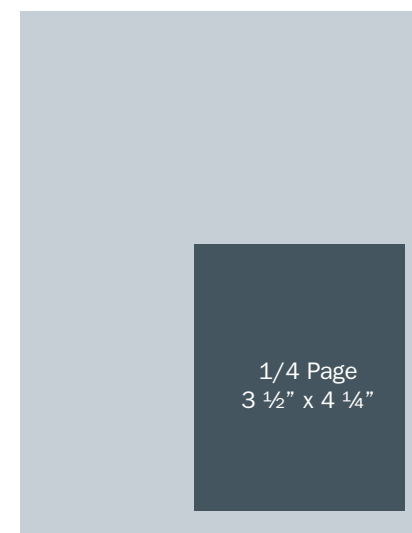
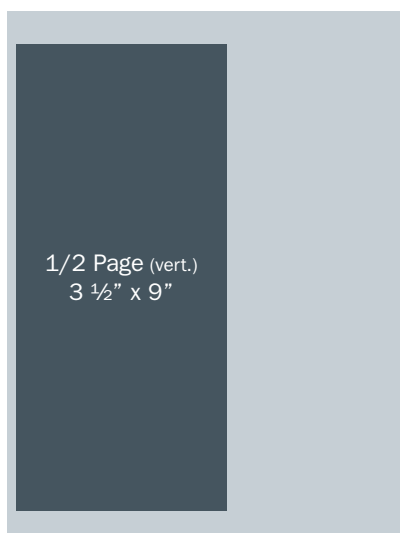
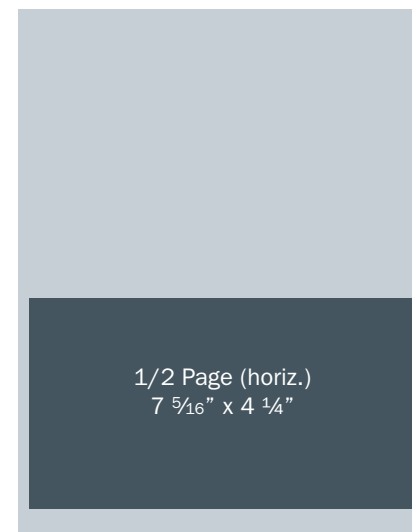
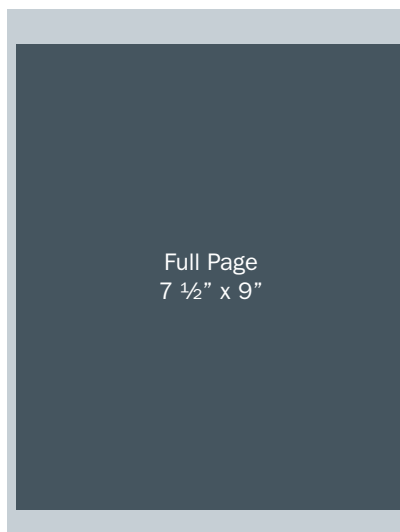
m: (443) 252-0571

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## MECHANICAL REQUIREMENTS

NEWSLETTER Trim Size: 8 ¼" x 10½"

AD Size:	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 ⅝" 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"		



## CLASSIFIED RATES

### 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.

### 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*

### Submission of all Ads

We prefer and strongly recommend the submission of ads via Acrobat PDF files: embed all fonts with a resolution minimum of 300 DPI. Ads must be complete and sized at 100%. Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" on each side). All RGB must be converted to CMYK. Laser proof must accompany all digital file submissions.

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

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



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## ASAP

- Reach: over 40,000 ASA® members
- Weekly influence on target audience
- Source of most current, high priority industry information
- Open rate 31.5%

## RATES

### Top Banner 468(w) x 60(h)

- \$3,000 per week

### Middle Banner 728(w) x 90(h) (above the fold)

- \$3,000 per week

### Skyscraper 160(w) x 600 (h)

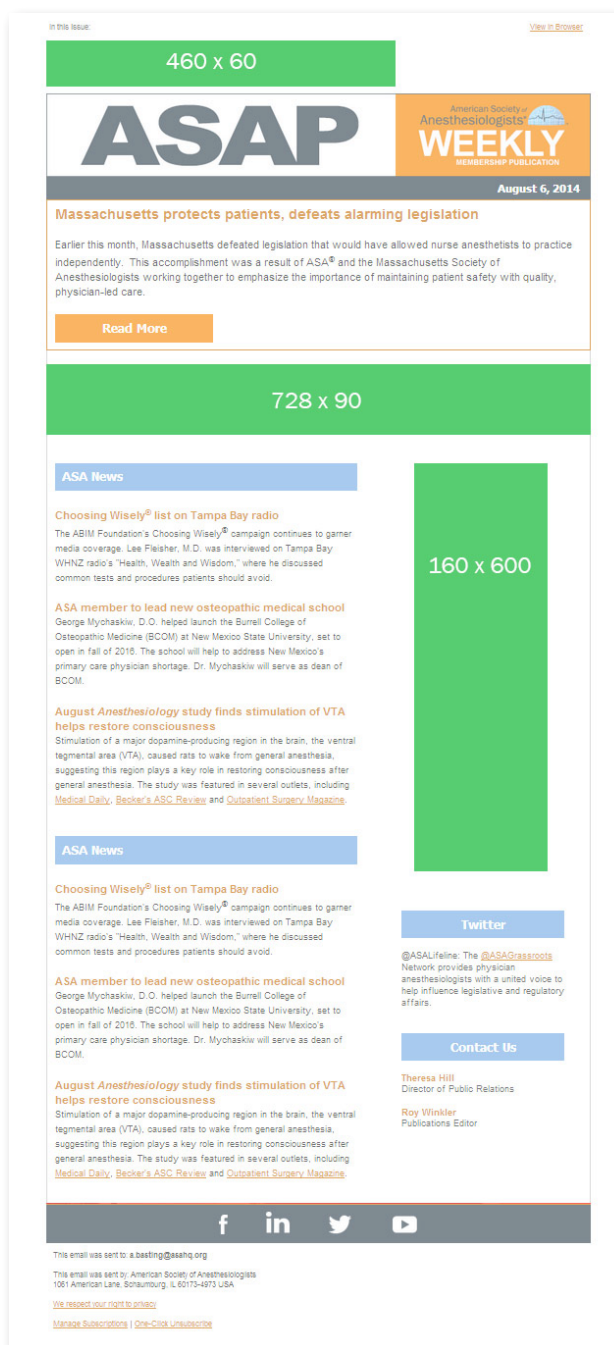
- \$2,000 per week

Ad spec sizes, opposite of screenshot mockup of ASAP,  
showing ad placement options:

- Jpeg and Gif format only
- No animation
- Three available sizes: 468(w) x 60(h), 728(w) x 90(h), 160(w) x 600(h)

## DEADLINES

Final Ads due 10 days prior to release day for approval purposes.



## RESTRICTIONS

ASAP is restricted to three paid ads per issue. Other bonuses and restrictions as follows:

- Quarterly ASAP contracts can be spread throughout the year for 12 separate weeks on a first come, first served basis.
- Quarterly ASAP contracts are also guaranteed a complimentary placement one week leading up to or during the ANESTHESIOLOGY™ 2015 annual meeting in October and/or the PRACTICE MANAGEMENT 2015 conference in January; dates TBD per advertisers choosing.

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#### ACCEPTANCE OF ADVERTISING

- Acceptance of all advertising is subject to review and approval by ASA®.
- Ads that have not previously appeared in ASAP must be submitted for approval at least one day prior to the ad space closing. In light of the great effort a company may undertake in developing advertising campaigns, advertisers are encouraged to forward proposed advertisements in rough form.
- Promotion of products, meetings, and services that compete directly with those offered by ASA® and its affiliates is generally prohibited.
- Membership solicitation by organizations other than ASA® is prohibited. Fundraising by organizations or individuals other than ASA® is strictly prohibited.
- The ASA® reserves the right to decline advertising for any educational course, meeting or related event if the advertised event falls 90 days before or after an event held by ASA®.
- An advertisement for an educational course that does not compete with an ASA® educational meeting or course will be eligible for consideration.
- Advertisements containing testimonials or those that quote the names, statements, or writings of any individual, public official, government agency, testing group or other organization must be accompanied by a written consent for use from the quoted individual entity.
- The use of the ASA® name, seal, and/or logo is prohibited without ASA®'s prior written approval.
- The fact that an advertisement for a product, service or company has appeared in an ASA® publication shall not be referred to in collateral advertising. Use of the ASA® name, seal, and/or logo is prohibited without ASA®'s prior written approval.
- Advertisers may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
- All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.
- Complete scientific and technical data, whether published or unpublished, concerning the product or services safety, operation and usefulness may be required. Samples of the products are not to be submitted.
- The inclusion of an advertisement in ASAP is not to be construed or publicized as an endorsement or approval by ASA®, nor may the advertiser promote that its advertising claims are approved or endorsed by ASA®.
- Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. ASA® reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion.
- ASA® reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all, including without limitation any advertisement that ASA® determines could adversely affect the good will or reputation of ASA® or its affiliates.
- Advertisements that conflict or have the appearance of conflicting with ASA® policy are prohibited.
- Rates are subject to change without notice. 2015 rates will be in effect for all advertisers as of the January 2015 issue.
- ASA® assumes no liability for error or omissions in key numbers.

#### General Guidelines

- Unless ad materials, an insertion order or written instructions clearly stating which advertisement should run are received by the ad materials closing date for ads under contract, the previously run advertisement will be repeated. If no prior advertisement is available, ASA® will run a house advertisement and advertiser will be responsible for the cost of your original insertion order.
- Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billing has been based.
- ASA® reserves the right to change its advertising policies at any time.

#### Limitations of Liability

- The advertiser agrees to indemnify, defend and hold harmless ASA® for all damages, costs, expenses of any nature including court costs and legal fees, for which ASA® may become liable by reason of its publication of the advertiser's advertisement including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
- ASA® is not responsible for incorrect ad materials run when ad materials or instructions are not received on the ad material deadline.
- ASA® will endeavor to publish advertisements promptly and accurately. ASA® assumes no responsibility to verify statements contained in an advertisement. Any inadvertent errors by ASA® will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute the sole liability of ASA®.
- ASA® does not make corrections to ad artwork. All ad artwork must be submitted in final format. ASA® shall not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted or picked up from a previous Publisher or outside organizations' publication.
- ASA® shall not be responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.
- ASA® shall not be responsible for printer's or clerical errors, nor will any credits be given for advertising errors not reported after the first issue in which the ad is published.
- All efforts are made to preserve advertising materials in their original condition. However, the ASA® is not responsible for lost or damaged advertising materials after production.

- ASA® is not responsible for ad placements near competing products unless an agreement has been made in writing between ASA® and advertiser prior. ASA® shall not be bound by any condition appearing on insertion orders/ contracts or copy instructions submitted by or on behalf of the advertiser, when such condition conflicts with any provision in the rate card or with ASA®'s policy.
- ASA® reserves the right to hold advertiser and/or its agency jointly and separately liable for such monies as are due and payable to ASA®.

#### Interpretation and Application of Advertising Policies

All matters and questions not specifically covered are subject to the final decision of the editorial staff of ASA®.

#### Violations

Specific actions may be taken by the ASA® for violation of any provision of these guidelines. The action taken will be determined on the basis for the particular circumstances of the violation, but in cases involving major violations, may include legal action.

#### Terms

Net amounts are due thirty (30) days after publication date. In the event Advertiser fails to make payment, within thirty (30) days after publication, the 15 percent advertising agency discount will not be given and ASA® will discontinue all advertising from the Advertiser until payment is received in full. This suspension of advertising does not relieve the Advertiser of its contractual obligations under this contract. A completed and duly signed Agreement guarantees advertising rates for the period identified on page 1. Advertising agency discounts, not to exceed 15 percent, will be granted only to advertising agencies that are independent of the companies and products/services they represent. By signing this Agreement, advertising agencies assure that they have the right to contractually bind the company being represented and in the event of default of payment or cancellation, both the advertising agency and the company represented are held liable for the obligations of this Agreement.

#### Cancellation

ASA® reserves the right to cancel this Agreement without cause at anytime in its sole discretion for any reason, including, but not limited to, breach of Agreement by the Advertiser. The Advertiser may cancel or change an insertion within this Agreement by providing notice in writing to ASA® on or prior to the ad space closing deadline. Any insertions cancelled after the ad space closing deadline will incur the full cost of the insertion. In instances of cancellation after the ad space closing deadline, the ASA® reserves the right to resell the ad space. The Advertiser is not relieved of any obligations made in the Agreement should the ASA® resell the ad space.

#### Specifications

This Agreement is final to the size, shape, color, and placement as set forth above. All changes thereafter must be approved by ASA® by the ad space closing deadline and a new Agreement must be signed.

#### Advertising Material Deadline

All advertising material must be provided in electronic format as outlined in the 2015 ASA® Advertising Kit with accompanying high resolution proof by the ad materials deadline.

#### Edits and Corrections

ASA® may, at its discretion, require edits or reject any advertisement submitted by the Advertiser that it deems inappropriate or that is inconsistent with ASA®'s mission and organizational practice. This Agreement cannot be invalidated for typographical errors, or incorrect insertions in ASA®'s publication. The Advertiser shall notify ASA® of such errors immediately. Upon notification, errors will be corrected in the next available placement of the advertisement that is agreed to and made in this Agreement, provided the production timelines allow for the insertion of the corrected ad material. ASA® shall not be held liable to the Advertiser for any loss that results from the incorrect publication of the Advertiser's advertisement.

#### Force Majeure

The Publisher shall not be liable for any failure to transmit, publish, or circulate all or any portion of any issue in which an advertisement accepted by ASA® is contained if such failure is due to acts of god, strikes, war, accidents, or other circumstances beyond ASA®'s control.

#### Assignment or Transfer

This Agreement may not be assumed or transferred by the Advertiser.