



Ambulatory Surgery
Center Association

2024 MEDIA KIT

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WHAT IS AN ASC?

Ambulatory Surgery Centers—known as ASCs—are modern health care facilities focused on providing same-day surgical care, including diagnostic and preventive procedures. ASCs have transformed the outpatient experience for millions of Americans by providing a more convenient alternative to hospital-based outpatient procedures—and done so with a strong track record of quality care and positive patient outcomes.

WHAT IS ASCA?

The Ambulatory Surgery Center Association (ASCA) is the national membership association that represents ambulatory surgery centers (ASCs) and provides advocacy and resources to assist ASCs in delivering high quality, cost-effective ambulatory surgery to all of the patients they serve.

ASCA represents ambulatory surgery centers throughout the country. As of August 2023, the ASC industry continues to grow with 6,179 Medicare-certified ASC facilities and 18,950 ORs across the country. ASCA Affiliates are invited to take advantage of the diverse marketing, advertising, exhibit and sponsorship opportunities ASCA has to offer to stay connected with the ambulatory surgery industry, in front of ASCA's members and ahead of the competition.

WHY PARTNER WITH ASCA?

According to ASCA's Member Survey, one of the top reasons for joining ASCA is for the educational resources and programs that help them improve business operations and patient experience.



Strategically showcase your products and services to the ASC market



Reach key decision makers at ASCs across the country



Gain access to the physicians, administrators, owners, materials managers, nursing directors, infection preventionist and billing staff at ASCs of all types and sizes



Stay in front of your current and future customers year-round

90%

of ASCA members report having influence over buying decisions

46%

of ASCA members state that they have buying authority

12,000+

active ASC professionals are supported by ASCA's facility membership

ASC INDUSTRY OVERVIEW

per ASC Data's 2022 Annual Report

ASC Industry Snapshot

6,087
Number of
Medicare-Certified
ASCs in the US

18,739
Total Number of
ORs in ASCs across
the US

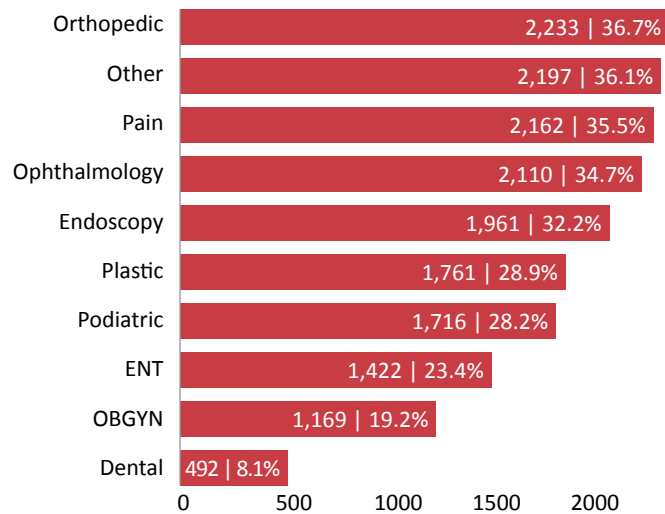
3,082 (50.6%)
Number of
Single-Specialty
ASCs

3,005 (49.4%)
Number of
Multi-Specialty
ASCs

3.86
Average Number
of ORs in
Multi-Specialty ASCs

2.32
Average Number
of ORs in a
Single-Specialty
ASCs

Number of ASCs by Specialty Type



Note: Percentages will not add to 100 as some centers have more than one specialty.

Top Specialty Combinations in Multi-Specialty ASCs

Two Specialties Offered

Orthopedic Pain	17%
Ophthalmologic Plastic	12%
Endoscopy Other	10%

Three Specialties Offered

Orthopedic Pain Podiatric	19%
Orthopedic Other Pain	16%
Orthopedic Pain Plastic	4%

Four Specialties Offered

Orthopedic Other Pain Podiatric	11%
Orthopedic Pain Plastic Podiatric	6%
ENT Orthopedic Pain Podiatric	6%

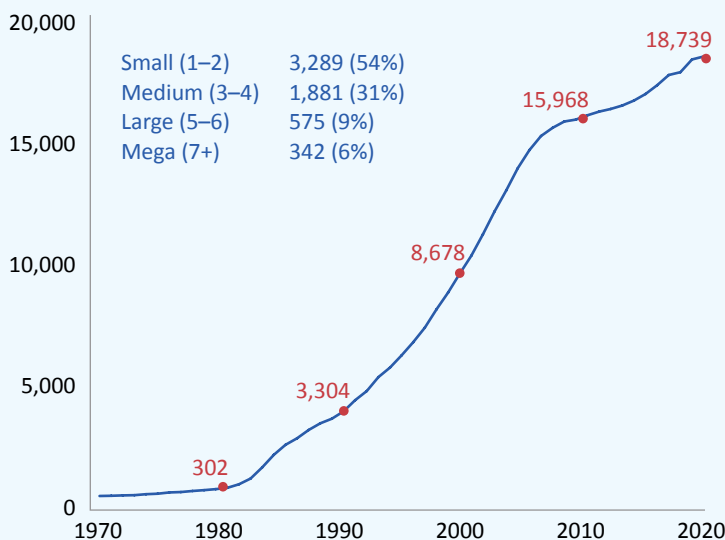
Five Specialties Offered

Orthopedic Other Pain Plastic Podiatric	6%
ENT Orthopedic Other Pain Podiatric	5%
ENT Orthopedic Pain Plastic Podiatric	4%

Note: "Other" typically represents General Surgery, Cardiology, Trauma, Neurosurgery, Vascular, Urology, and Pediatrics.

Number of ORs in ASCs per Year

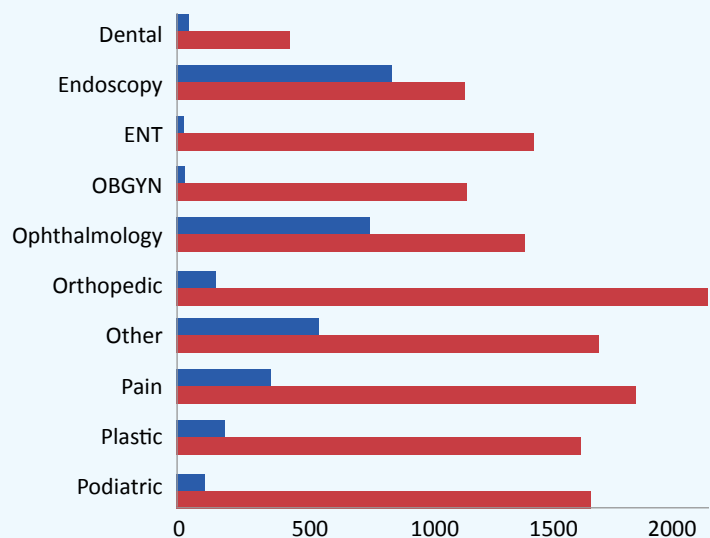
Facility Size by Number of Operating Rooms



Note: This group reflects the most recent reported number of operating rooms per ASC and does not account for changes in number of operating rooms since the ASC has opened.

Number of ASCs by Specialty Type for Single and Multi-Specialty Centers

■ = Single-Specialty; ■ = Multi-Specialty








Note: Percentages will not add to 100 as some centers have more than one specialty.

ASCA AFFILIATE PROGRAM

ASCA offers a five-tiered recognition program to all companies that serve the ASC community. For an annual fee of \$975, a company is recognized as an ASCA Affiliate and receives the first tier of benefits. Companies achieve higher Affiliate status based on their annual advertising, exhibits and sponsorships spend with ASCA, with each additional tier offering added visibility and compounding benefits.

ascassociation.org/affiliate

					
ASCA Affiliate Benefits	annual fee \$975	annual spend \$6,500+	annual spend \$17,500+	annual spend \$40,000+	annual spend \$75,000+
Inclusion in ASCA's online Corporate Member and Affiliate Directory	✓	✓	✓	✓	✓
Company-wide access to ASCA Connect, ASCA's professional networking site	✓	✓	✓	✓	✓
Access to ASC Focus magazine, ASCA News Digest, and ASCA's News and Government Affairs Email Updates	✓	✓	✓	✓	✓
Member discount on exhibit space at ASCA events, ASC Data subscription, ASCA publications and on postings within the ASCA career center	✓	✓	✓	✓	✓
Access to thousands of ASC professionals in ASCA Connect's online Membership Directory	✓	✓	✓	✓	✓
Consideration for speaking and authoring opportunities for ASCA events and publications	✓	✓	✓	✓	✓
Annual Report of ASCA's Clinical & Operational Benchmarking Survey Results	✓	✓	✓	✓	✓
Unique ASCA Affiliate level logo for promotional use in industry-wide advertisements		✓	✓	✓	✓
Biannual virtual meetings and Q&A with ASCA's leadership		✓	✓	✓	✓
Special recognition on designated Affiliate webpage and onsite at ASCA's Annual Conference & Expo			✓	✓	✓
Access to premier exhibit booth locations at ASCA events			✓	✓	✓
Promotion in a special ASCA News Digest e-newsletter "Thank You" message			✓	✓	✓
Expanded Report of ASCA's Clinical & Operational Benchmarking Survey Results				✓	✓
Company logo featured on ASCAssociation.org				✓	✓
Complimentary company-wide access to ASCA's annual Webinar Series				✓	✓
Inclusion in a special "Thank You" email to ASCA members				✓	✓
Inclusion to invite-only events with ASCA's Board of Directors				✓	✓
Two shared content posts in ASCA News Digest				✓	✓
Individual briefings on the state of the ASC industry with ASCA leadership					✓
Complimentary Podcast Guest Spot					✓
Two shared content posts on the ASC Focus website					✓

Affiliate Logo Use Guidelines

The ASCA Affiliate logo is designed to show your affiliation with and support for ASCA and the ASC community. The logo is NOT to be used to suggest ASCA's support for or endorsement of your company or any product or service. The ASCA Affiliate logo may be used on company websites, industry advertising and convention displays but may not appear on products or sales materials for services your company provides.

As an ASCA Affiliate, your advertising, exhibit and sponsorship dollars go further.

AFFILIATE \$975 annual fee

BENEFITS

- Inclusion in ASCA's online Corporate Member and Affiliate Directory
- Company-wide access to ASCA Connect, ASCA's professional networking site
- Access to *ASC Focus* magazine, ASCA News Digest, and ASCA's News and Government Affairs Email Updates
- Member discount on exhibit space at ASCA events, ASC Data subscription, ASCA publications and on postings within the ASCA career center
- Access to thousands of ASC professionals in ASCA Connect's online Membership Directory
- Consideration for speaking and authoring opportunities for ASCA events and publications
- Annual Report of ASCA's Clinical & Operational Benchmarking Survey Results



ADVOCATE annual spend \$6,500+

BENEFITS All of the AFFILIATE benefits +

- Unique ASCA Affiliate level logo for promotional use in industry-wide advertisements
- Biannual virtual meetings and Q&A with ASCA's leadership

Sample qualifying campaigns with ASCA:

- A** • Affiliate Annual Fee
 - 10' x 10' Exhibit Space at ASCA's Annual Conference & Expo
 - Product & Service Spotlight, Half Page placement in *ASC Focus* (Feb/April/Oct)
- B** • Affiliate Annual Fee
 - 5-month Sponsored Content campaign in ASCA News Digest



PARTNER annual spend \$17,500+

BENEFITS All of the AFFILIATE & ADVOCATE benefits +

- Special recognition on designated Affiliate webpage and onsite at ASCA's Annual Conference & Expo
- Access to premier exhibit booth locations at ASCA events
- Promotion in a special ASCA News Digest e-newsletter "Thank You" message

Sample qualifying campaigns with ASCA:

- A** • Affiliate Annual Fee
 - 10' x 10' Exhibit Space at ASCA's Conference & Expo
 - Product & Service Spotlight, Half Page placement in *ASC Focus* (Feb/April/Oct)
 - 6-month Leaderboard 2 campaign in ASCA News Digest
- B** • Affiliate Annual Fee
 - 12-month Member Email Advertising campaign: News segment



ADVISER annual spend \$40,000+

BENEFITS All of the AFFILIATE, ADVOCATE & PARTNER benefits +

- Expanded Report of ASCA's Clinical & Operational Benchmarking Survey Results
- Company logo featured on ASCAssociation.org
- Complimentary company-wide access to ASCA's annual Webinar Series
- Inclusion in a special "Thank You" email to ASCA members
- Inclusion to invite-only events with ASCA's Board of Directors
- Two shared content posts in ASCA News Digest

Sample qualifying campaigns with ASCA:

- A** • Affiliate Annual Fee
 - 10' x 20' Exhibit Space at ASCA's Conference & Expo
 - Silver Sponsorship at ASCA's Annual Conference & Expo
 - Full Page, Inside Front Cover placement in *ASC Focus* (4 issues)
 - *ASC Focus* Member E-Blast
- B** • Affiliate Annual Fee
 - Gold Sponsorship at ASCA's Annual Conference & Expo
 - Product & Service Spotlight, Half Page placement in *ASC Focus* (Feb/April/Oct)
 - Sponsored Content on ASCfocus.org
 - 12-month Spotlight campaign on ASCAssociation.org
 - 12-month Spotlight campaign on ASCfocus.org



LEADER annual spend \$75,000+

BENEFITS All of the AFFILIATE, ADVOCATE, PARTNER & ADVISOR benefits +

- Individual briefings on the state of the ASC industry with ASCA leadership
- Complimentary Podcast Guest Spot
- Two shared content posts on the *ASC Focus* website

Sample qualifying campaigns with ASCA:

- A** • Affiliate Annual Fee
 - 20' x 20' Exhibit Space at ASCA's Annual Conference & Expo
 - Gold Sponsorship at ASCA's Annual Conference & Expo
 - Full Page, Inside Front Cover placement in *ASC Focus* (4 issues)
 - 12-month Banner placement in ASCA News Digest
- B** • Affiliate Annual Fee
 - 12-month Spotlight campaign on ASCAssociation.org
 - 12-month Spotlight campaign on ASCA Connect
 - Full Page, Opposite Table of Contents placement in *ASC Focus* (10 issues)
 - 6-month Sponsored Content campaign in ASCA News Digest
 - 12-month Member Email Advertising campaign: Benchmarking + Salary & Benefits Survey segment
 - Affiliate Presentation on ASCfocus.org



ASCA OPPORTUNITIES OVERVIEW

ASCA keeps the ASC industry informed through a variety of specialized publications, e-newsletters, member emails, educational content and an active online community. With strategic advertising, sponsorship and content marketing opportunities available across all platforms, ASCA can help your company connect with a wider audience of pre-qualified buyers.

ASCAssociation.org

As the official website of ASCA, ASC professionals regularly turn to the site for the latest information about our advocacy efforts, regulatory updates, membership, meetings, seminars and more. [Learn more on page 7.](#)

ASCA Connect

This active online networking community and forum allows members to ask questions and share insights. ASCA Connect is where key decision makers and industry professionals come together to discuss the latest news, policy updates and best practices—sharing relevant information and practical advice. This dynamic platform connects highly-engaged members actively looking for new ways to optimize their facilities. [Learn more on page 7.](#)

ASC Focus | ASCfocus.org

This members-only print and online magazine provides ongoing coverage of critical ASC topics. This includes new developments in industry trends, quality, patient safety, coding and regulatory compliance. Published 10 times a year, the magazine is available in both print and digital formats. *ASC Focus* also has a dedicated website (ascfocus.org), where ASCA members can access magazine features along with exclusive digital content. [Click here](#) to view a sample digital issue.

[Learn more on page 8.](#)

ASCA News Digest

Gathering headlines from leading industry sources, this free weekly e-newsletter tackles today's most relevant issues. ASCA News Digest is delivered directly to the inboxes of more than 28,000 ASC professionals, keeping readers informed on topics that impact their programs and facilities—including the latest industry news and updates. [Learn more on page 10.](#)

Member Email Advertising

As the leader in the industry, ASCA communicates frequently with its member facilities and subscribers. These emails provide updates on a wide range of topics and are broken down into the following segments: News, Government Affairs, Benchmarking, Webinar Series and *ASC Focus*. [Learn more on page 11.](#)

Webinar Series & Virtual Seminar Advertising

ASC professionals turn to ASCA's webinars and virtual seminars for convenient, year-round education. Covering everything from quality management and patient care to regulatory and legal issues and more, these online resources are highly relevant and easily-accessible. [Learn more of page 12.](#)



12K+

ASCA's engaged audience of active facility members

1 in 3

readers contacted or visited a website of an advertiser

1 in 4

readers purchased an advertiser's product or service

18%

recommended an advertiser's product or service

according to the ASCA Membership Survey

ASCASSOCIATION.ORG ASCACONNECT.ORG



ascassociation.org

Place your company in front of ASC professionals across the country who visit our website for details on our advocacy efforts, membership, meetings, seminars and more.

Advertising Opportunities

Spotlight Ad Size: 300 x 250

Rectangular placement rotating at the top, right-hand side of all interior pages on ASCAssociation.org.

Available to ten advertisers per month. **\$750/month**

800,000+
annual
pageviews

316,000+
annual
users

ASCA Connect

This online networking community is where ASCA facility members come to ask their peers questions and share ideas.

Annual Metrics

Active Community Members: 19,503

Users: 81,000+

Pageviews: 440,000+

Total Discussion Threads: 10,000+

Total Posts: 40,000+

Did you know?

ASCA AFFILIATE ASCA Affiliates are able to use ASCA Connect to join discussions, follow current industry trends in real-time and connect with key decision-makers.

Advertising Opportunities

Spotlight Ad Size: 300 x 250

Rectangular placement rotating at the top, right-hand side of ASCA Connect. Available to six advertisers per month.

\$500/month

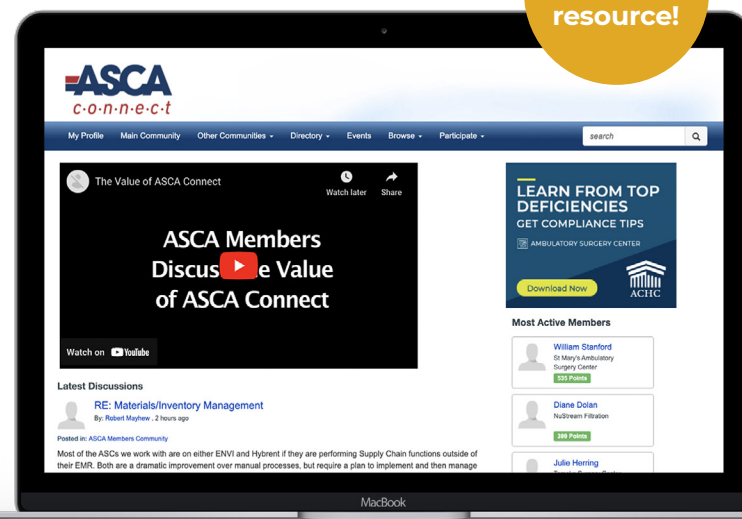
Discussion Thread Sponsorship

Size: 125 x 125

Top billing on all ASCA Connect Community Digest emails delivered to ASCA members daily and weekly.

Available to only one advertiser. **\$1,500/month**

Popular
member
resource!



ASC Focus is the most reliable resource in the ASC industry. ASCA members rely on *ASC Focus* for its ongoing coverage of critical ASC topics. Each issue features timely reporting by ASCA's dedicated editorial team and contributions by trusted industry thought leaders.

Enhance your visibility among a pre-qualified audience. *ASC Focus* offers print and digital advertising opportunities that connect you to thousands of ambulatory surgery HCPs within their facilities.

Premium Advertising

ASC Focus ensures maximum visibility for advertisers by limiting each standard issue to just 5 advertising placements.

Exclusive Ad Placements

Inside Front Cover	\$4,000
Opposite Table of Contents	\$4,000
Center Spread (two full-page ads)	\$5,000
Inside Back Cover	\$4,000
Back Cover	\$5,000

+ Each ad insertion comes with a **complimentary two-month Digital Spotlight ad campaign** on [ASCfocus.org](#) around the digital issue release.

Commit to 4 or more issues and receive a complimentary *ASC Focus* Member E-Blast delivery and Sponsored Content placement on [ASCfocus.org](#).

Issue	Primary Theme	Secondary Theme
JANUARY Editorial Deadline: 10/5	Industry Forecast Ad Reservation: 10/26	Staff Development Ad Materials: 11/20
FEBRUARY Editorial Deadline: 11/6	Insurance Ad Reservation: 11/27	Inventory Management Ad Materials: 12/19
MARCH Editorial Deadline: 12/12	Anesthesia Ad Reservation: 1/2	Case Volume Ad Materials: 1/25
APRIL Editorial Deadline: 1/16	Technology Ad Reservation: 2/5	Social Determinants of Health Ad Materials: 2/28
MAY Editorial Deadline: 2/14	Recruitment & Retention Ad Reservation: 3/6	Finance Ad Materials: 4/1
JUNE/JULY Editorial Deadline: 3/22	Sterile Processing Ad Reservation: 4/12	Engagement Ad Materials: 5/7
AUGUST Editorial Deadline: 5/10	Life Safety Ad Reservation: 5/31	Data Collection & Management Ad Materials: 6/25
SEPTEMBER Editorial Deadline: 6/10	Quality Ad Reservation: 7/1	Strategic Partnerships Ad Materials: 7/25
OCTOBER Editorial Deadline: 7/12	Credentialing & Privileging Ad Reservation: 8/2	Surveys Ad Materials: 8/26
NOV/DEC Editorial Deadline: 8/13	Billing & Coding Ad Reservation: 9/3	Benchmarking Ad Materials: 9/25

Specific themes might change or be eliminated without prior notice.

Bonus Distribution Issues Offer Additional Opportunities

Each bonus distribution issue of *ASC Focus* features a consumer-friendly "Product & Service Spotlight" section where readers can browse the latest product and service offerings.

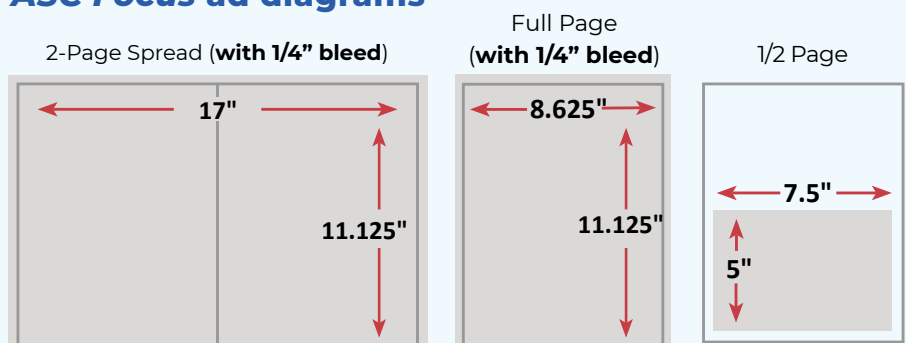
Half Page: 7.5"W x 5"H One time \$1,500 | All three \$3,000

February & October: Reach every Medicare-certified ASC in the country.

April: Reach attendees on-site at ASCA 2024 in Orlando, Florida.



ASC Focus ad diagrams





Become an ASC Focus Contributor

Potential contributors should submit a proposal of up to 250 words. Please note that *ASC Focus* does not name any products or services in its articles and/or publish any product- or service-focused articles.

Proposals must:

- Identify the topic
- Describe the “angle”
- Provide a brief synopsis
- Specify the anticipated length
- Describe any charts, graphs or other design elements that will be submitted
- Suggest a date that the finished article will be submitted
- Describe the author’s expertise in the subject area

Proposed outlines, which are not included in the proposal word limit, are always welcome but not required.

Please submit your proposal to Sahely Mukerji at smukerji@ascassociation.org.

ASC Focus Member E-Blast

Tap into *ASC Focus*’ dedicated network of highly-engaged ASC professionals with a custom email delivery.

Creating Your Message

You provide the subject line, copy and any reference images, including your company logo. We can also incorporate the following ad placements into the template:

Spotlight (180 x 150) + Banner (600 x 90)

Availability is limited to 2 emails per month and 2 emails per advertiser in a calendar year. **\$3,500 per email**

23,000+
Total Subscribers

24%
Average
Open Rate

4%
Average
Click Rate
(~ 850+ clicks
per email)

17%
Average
Click-to-Open
Rate

ASCfocus.org Digital Sponsorship

Total Subscribers: 10,000+

Spotlight (180 x 150) + Banner (600 x 90)
Limited to one advertiser per month

Advertise in weekly emails that deliver the latest ASCA content every Friday. Plus you gain additional visibility with a feature on ASCAssociation.org. **\$2,000/month**



ASCfocus.org Spotlight Ad

Size: 300 x 250

Generate steady visibility with an ad displayed on every page of ASCfocus.org in the top right corner. **\$500/month**

Sponsored Content

Share your expertise. You have the option of hosting your article directly on ASCfocus.org or directing users to your desired landing page. Sponsored Content articles will live on the site for 12 months. **\$1,500 per article**

Affiliate Presentation

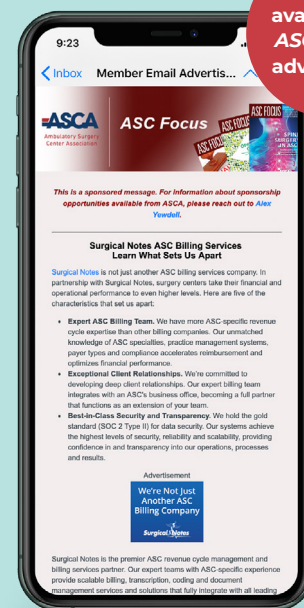
Highlight your industry knowledge with a 15 to 45-minute video presentation that will live on the dedicated Affiliate Presentation page of ASCfocus.org for a year. Affiliate Presentations will be promoted to ASCA members through ASCA News Digest and *ASC Focus* Member Emails. **\$2,000**

BECOME AN ASC FOCUS ANNUAL ADVERTISER



BENEFITS ASCA Affiliates that spend **\$7,500** or more in *ASC Focus* advertising receive access to the premier, reserved booth locations at ASCA’s Annual Conference & Expo and will have their logos displayed in the weekly *ASC Focus* Member Emails.

Only available to **ASC Focus** advertisers



ASCA NEWS DIGEST

This weekly e-newsletter covers today's most relevant topics, gathered from leading industry publications and sources. Delivered directly to the inboxes of ambulatory surgery center professionals, ASCA News Digest keeps subscribers informed about all the latest industry updates impacting their facilities and programs.

ASCA News Digest subscribers are decision-makers with purchasing power.

Members turn to ASCA as the informational authority in the ASC industry. Advertising in ASCA News Digest allows your company to connect with our members on a regular basis, putting your message in front of pre-qualified buyers who are specifically looking for your products.

Our mailing list includes approximately 28,500 active ASC professionals who have signed up to receive this information. Enhanced technology ensures that your ad will make it through spam filters and into the inboxes of every subscriber.

To request a free subscription, visit ascassociation.org/news-and-publications/news-digest.

Advertising Options

Leaderboard 1 (728 x 90)

Top billing just above the News Digest header and only available to one advertiser per month. **\$2,500/month**

Leaderboard 2 (728 x 90)

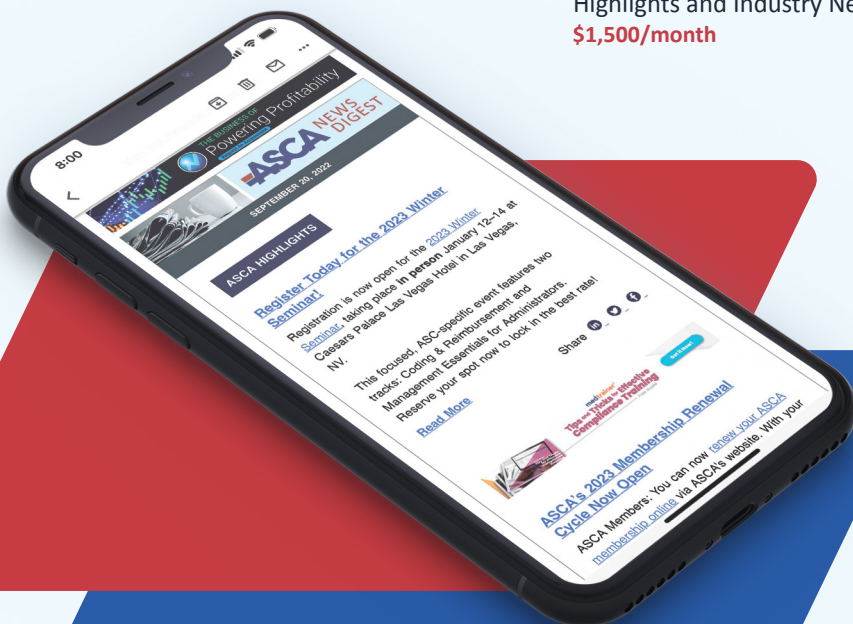
Front and center, located below the News Digest header and only available to one advertiser per month. **\$2,500/month**

Banner (728 x 90)

One of five potential ad locations rotating within the ASCA Highlights and Industry News sections. **\$1,500/month**

Sponsored Content (300 x 250 image + ~60 words of copy)

A twist on the traditional format, this unique placement delivers added visibility as one of the five available ad locations rotating within the ASCA Highlights and Industry News sections. **\$1,500/month**



28%

Average Open Rate

28K+

Active subscribers

85%

ASCA members that report using *News Digest*

7

Number of advertisers per delivery

4

Minimum number of deliveries per month

HOW DO I SUBMIT MY AD?

- Image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are **NOT** supported.
- We recommend that the first frame of any animated GIF contain all relevant information.
- Ad materials and click-through URL should be emailed to alex@bhsalesgroup.com.

ASCA News Digest Ad materials are due the last Thursday of the month prior to the campaign start.

MEMBER EMAIL ADVERTISING

Reach ASCA's members directly in their inboxes with the following targeted segments: News, Government Affairs, Benchmarking + Salary & Benefits Survey, and Webinar Series.

News

Spotlight (180 x 150) + Banner (600 x 90)

Content: ASCA's latest news

Frequency: 8+ emails per month highlighting ASCA's latest news

Audience: 9,000 to 25,000 subscribers, depending on the message. Limited to one advertiser per month.

\$6,000 per 3 months | \$20,000 per year

Government Affairs

Spotlight (180 x 150) + Banner (600 x 90)

Content: key legislative updates

Frequency: 4+ emails per month

Audience: 10,600+ subscribers

Limited to one advertiser per month

\$4,500 per 3 months | \$15,000 per year

Benchmarking + Salary & Benefits Survey

Spotlight (180 x 150) + Banner (600 x 90)

Content: industry tracking and reporting

Frequency: 3+ emails per month

Audience: 3,000+ highly-engaged ASCA members. Limited to one advertiser per month

\$2,750 per 3 months | \$10,000 per year

Webinar Series

Spotlight (180 x 150) + Banner (600 x 90)

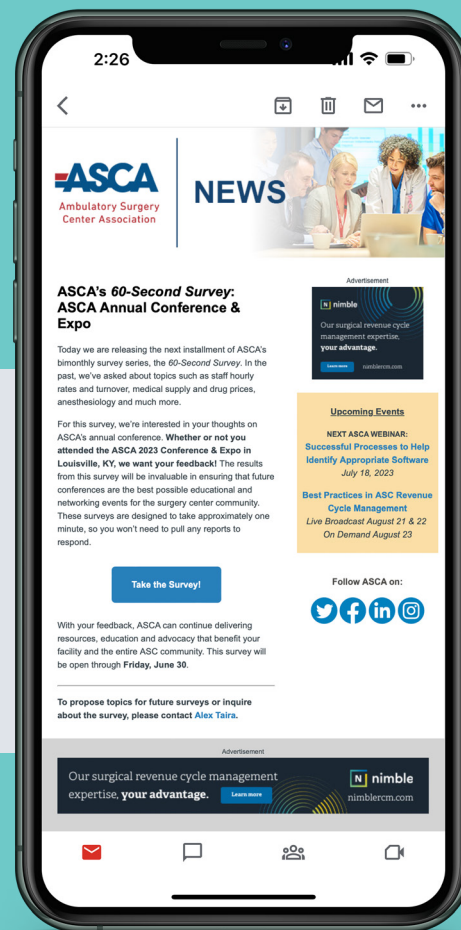
Content: year-round educational opportunities

Frequency: 4+ emails per month

Audience: 7,500+ ASCA members

Limited to one advertiser per month.

\$3,500 per 3 months | \$12,000 per year



◀ **Spotlight**
180 x 150

◀ **Banner**
600 x 90



SPECIAL ENGAGEMENT OPPORTUNITIES



Webinar Series & Virtual Seminar Advertising

Lead Generation Grow your sales pipeline by reaching attendees as they participate in ASCA's online education sessions. These digital offerings cover a variety of topics, including quality management, delivery of patient care, beneficial business practices, regulatory and legal issues, human resources and more. View the full schedule here: ascassociation.org/education-and-events/events

Session Advertiser

Includes a 30 to 90 second video spot played at the beginning of the education session (.mp4 file). After the session concludes, you will receive advanced attendee data on those who participated. The following details are included: *Name, Title, Facility Name, Address, Phone Number, Email, Primary Function, # of ORs, # of Procedure Rooms, Specialties Served, Areas of Interest.* **\$4,000**

See ASCA's 2024 Event Prospectus for more information.

Survey Program

Looking to learn more about the needs, opportunities and challenges defining ASCs today? ASCA Affiliates can participate in quarterly industry-wide surveys. With one survey per quarter, each focused on different subjects and segments, this program will cover a wide range of themes in 2024.

Participating Affiliates will help prepare survey questions for review by ASCA. ASCA will assist in distributing the survey and soliciting responses from its membership via email. Results will then be shared with participating Affiliates and participating members.

To incentivize survey participation, ASCA will award one complimentary registration to ASCA's Annual Conference & Expo to a selected survey participant. **Inquire for pricing.**

Virtual Focus Groups

Lead Generation Engage directly with ASCA members in a private, small-group environment. When you choose to host a Virtual Focus Group, you gain unparalleled access to members, buyers and key decision makers. Whether you're interested in getting real-time feedback on one of your services, or looking to deliver a more interactive sales pitch, product demonstration or educational instruction, we'll help you design an experience that puts you in direct contact with a highly targeted group of ASC professionals.

HERE'S HOW IT WORKS: ASCA will handle all of the promotion to recruit attendees, then you handpick who you would like to join. Once the focus group begins, you're in charge. You set the agenda. You ask the questions. You moderate the conversation.

All virtual focus groups will take place on your preferred video conferencing platform. **\$5,000**

Advancing Surgical Care (ASC) Podcast

ASCA is proud to add to the conversation and discuss pertinent industry topics with key players in the ASC space. This exclusive sponsorship opportunity is available by the month or could be yours for the entire year.

Podcast Sponsor

Share your voice with a 45 second pre-recorded message that will live in perpetuity on all of the 2024 podcast episodes. The Podcast sponsorship also includes two guest appearances where you can share your company's expertise with our audience on a subject of your choosing. **Annual Sponsor \$15,000**

Targeted Advertising Program

We make it easy to reach a targeted group of qualified leads. We'll work with you to build a custom audience to fit your needs and goals. Whether you choose to supply your own lists, use our resources or a combination of the two, we utilize first-party data to ensure you are delivering the most relevant impressions.

The targeted prospects will start to see your ad as they navigate throughout the web—at a frequency that will ensure that your brands, products and services stay top of mind. Our unique approach is designed to increase brand awareness and drive more qualified traffic directly to the landing page of your choice.

Pricing is based on the size of the target audience list.

Advertising Terms & Conditions ASCA reserves the right to reject any advertising. • Agency discounts are not allowed. • Liability for contents of ads is assumed by the advertiser and/or advertising agency. • No ad changes will be accepted after the materials closing date. • Advance payment is required from advertisers and agencies without established credit with ASCA. • Invoices not paid within 30 days are subject to exclusion from participation at future association events. • Cancellations between space closing and material close will be billed at 50% of full rate. Cancellations after material close will be billed at full rate. • Cancellations on future placements must be made 30 days prior to the starting month of the placement. • Pre-paid insertions may be rescheduled but are non-refundable. • All payments are to be made in US funds. • Ads that appear/run with errors that are our fault may receive space credit in the next available issue. • We are not responsible for damages.