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[ascassociation.org](https://ascassociation.org)  
[ascaconnect.org](https://ascaconnect.org)  
[ascfocus.org](https://ascfocus.org)



## 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. The ASC industry continues to grow with 6,087 Medicare-certified ASC facilities and more than 18,739 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 2021 Member Survey, one of the top reasons for joining ASCA is for the educational resources and programs that help improve business operations and patient experience.

- Strategically showcase your products and services to the ASC market
- Gain access to the physicians, administrators, owners, materials managers, nursing directors and billing staff at ASCs of all types and sizes
- Reach key decision makers at ASCs across the country
- 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



45% Administrators  
25% Billing & Operations  
10% Clinical Directors  
10% C-Level Executives & Owners  
10% Other

# ASC INDUSTRY OVERVIEW

(as of ASC Data's Q2 2022 Reporting)

## 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

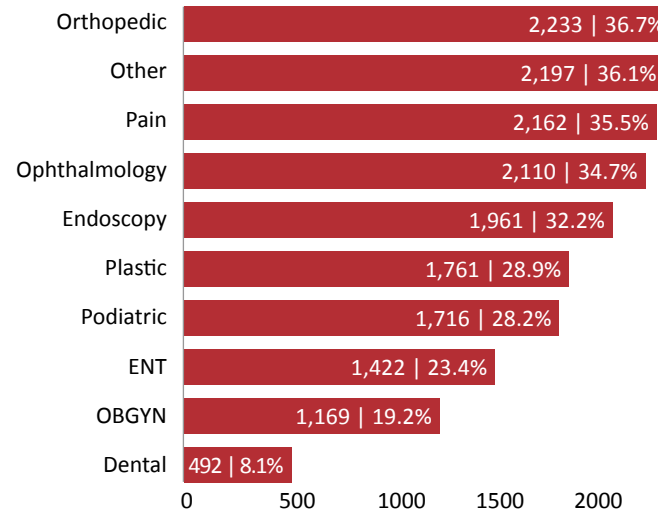
**3.86**

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 3 Specialty Combinations per Total Number of Specialties Offered

### Two Specialties

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

### Three Specialties

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

### Four Specialties

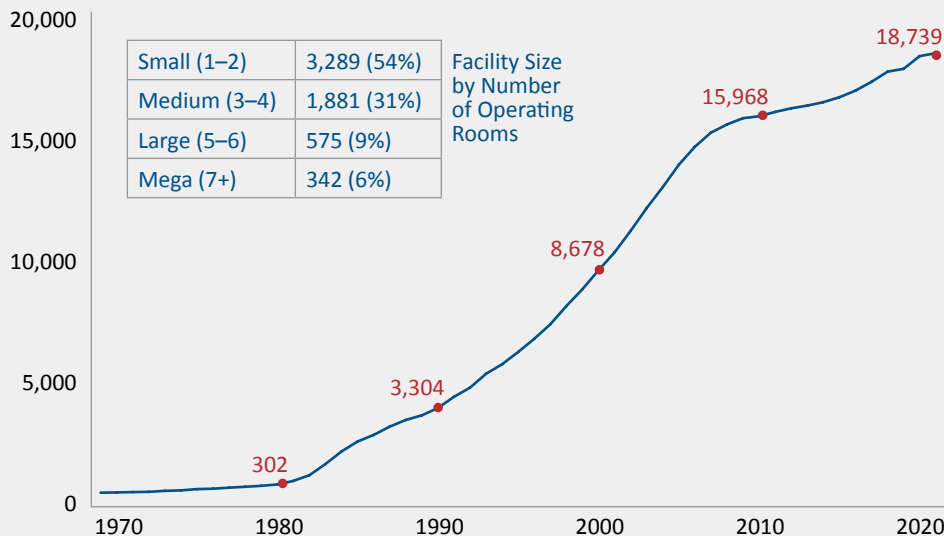
Orthopedic   Other   Pain   Podiatric	11%
Orthopedic   Pain   Plastic   Podiatric	6%
ENT   Orthopedic   Pain   Podiatric	6%

### Five Specialties

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

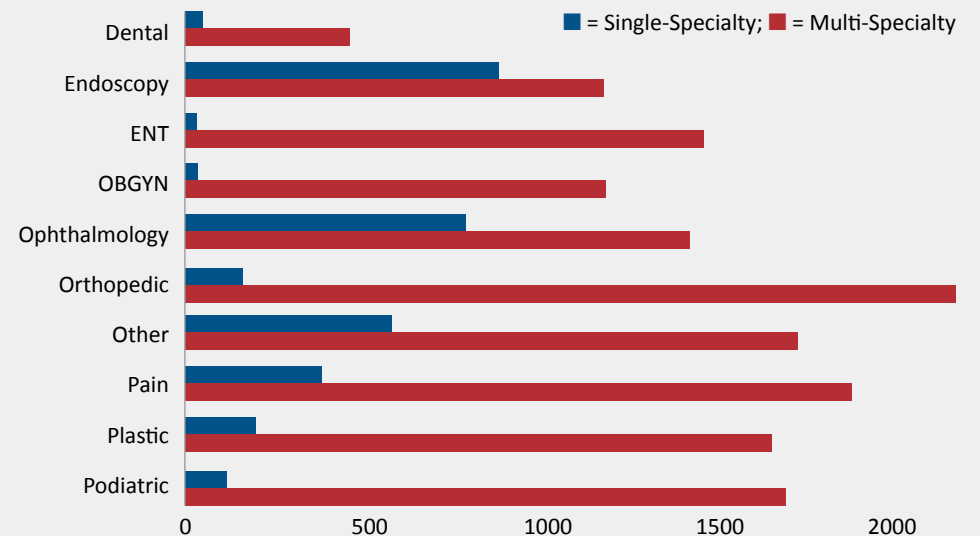
Note: "Other" typically represents General Surgery, Cardiology, Trauma, Neurosurgery, Vascular, Urology, and Pediatrics.

## Number of ORs in ASCs per Year



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



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

# ASCA AFFILIATE PROGRAM

ASCA offers a five-tiered, benefit-driven recognition program featuring compounding benefits and increased visibility based on the previous year's annual spend. For an annual fee of \$975, companies can access the first tier of discounts and benefits afforded to an ASCA Affiliate. A complete listing of ASCA Affiliates can be viewed online: [ascassociation.org/affiliate](http://ascassociation.org/affiliate)



## 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.



ASCA AFFILIATE PROGRAM BENEFITS	AFFILIATE \$975 annual fee	AFFILIATE AD- VOCATE annual spend greater than \$4,500	AFFILIATE PARTNER annual spend greater than \$15,000	AFFILIATE AD- VISOR annual spend greater than \$30,000	AFFILIATE LEADER annual spend greater than \$60,000
Inclusion in ASCA's online Corporate Member and Affiliate Directory	X	X	X	X	X
Company-wide access to ASCA Connect, ASCA's professional networking site	X	X	X	X	X
Discounts on exhibit space for the ASCA Annual Conference & Expo and Winter Seminar	X	X	X	X	X
Access to ASC Focus magazine, ASCA News Digest and Government Affairs Update	X	X	X	X	X
Discount on ASC Data Subscription	X	X	X	X	X
Discounts on ASCA publications and job postings in the ASCA Career Center	X	X	X	X	X
Access to thousands of ASC professionals in ASCA Connect's online Membership Directory	X	X	X	X	X
Consideration for speaking and authoring opportunities for ASCA events and publications	X	X	X	X	X
Overview of nationwide results from ASCA's Clinical & Operational Benchmarking Survey	X	X	X	X	X
Unique ASCA Affiliate logo for promotional use in industry-wide advertisements		X	X	X	X
Biannual virtual meetings with ASCA's leadership		X	X	X	X
Biannual Q&A virtual meetings with ASCA Chief Executive Officer Bill Prentice		X	X	X	X
Special recognition on designated Affiliate webpage			X	X	X
Access to premier exhibit booth locations			X	X	X
Promotion in a special ASCA News Digest e-newsletter "Thank You" message			X	X	X
Expanded Annual Nationwide Benchmarking Survey Results				X	X
Company logo rotating on ASCAssociation.org Homepage				X	X
Complimentary company wide access to ASCA's annual Webinar Series				X	X
Inclusion in a special "Thank You" email to ASCA members				X	X
Two invitations to ASCA President's Reception at ASCA's Annual Meeting				X	X
Access to the exclusive Advisory & Ambassador Lounge at ASCA's Annual Meeting				X	X
Two shared content posts in ASCA News Digest				X	X
Two invitations to exclusive Evolution of Outpatient Surgery Summit					X
Individual Briefing on the state of the ASC Community with ASCA CEO / COO					X
Logo displayed weekly in ASCA News Digest					X
Complimentary Podcast Guest Spot					X
Two shared content posts on the ASC Focus website					X



# 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.

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*

## ASC FOCUS | [ascfocus.org](http://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](http://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 6.**

## 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 9.**

## TARGETED ADVERTISING PROGRAM

Enhance your existing marketing strategy with a more targeted approach. Our Targeted Advertising program helps you get the right message in front of the right people at the right time—so you can be confident you are not wasting impressions on the wrong audience. **Learn more on page 10.**



## 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 8.**

## MEMBER EMAIL

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 10.**

## WEBINAR SERIES & VIRTUAL SEMINARS

ASCA's digital education offerings cover a variety of topics, including quality management, delivery of patient care, beneficial business practices, regulatory and legal issues, human resources and more. Reach attendees as they participate in ASCA's online education sessions to grow your sales pipeline. **Learn more on page 10.**

## 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 9.**



# ASC FOCUS

A reliable resource in today's changing industry, *ASC Focus* provides ongoing coverage of critical ASC topics. Our print and digital advertising opportunities expand your customer base by offering your company more ways to reach our readership of over 18,000 decision makers inside their ASCs. Published 10 times a year, *ASC Focus* ad placements are featured in both the print and digital editions of the magazine. The digital sponsor's ad is the first thing viewers see. View a sample digital issue [here](#).



## ASC FOCUS EDITORIAL CALENDAR 2023

Issue	Primary Feature	Secondary Feature
January*	Industry Forecast/Trends	Materials Management
February*	Advocacy	Facility Marketing
March	ASCA 2023 Preview	Transactions
April	Staffing	Regulatory Review
May	Payment Bundles	Quality Improvement (QI)
June/July (ASCA 2023 On-Site Issue)*	Culture and Mission	Clinical Technology
August	Medication Management	Security
September	Emergency Preparedness	Ancillary Services
October*	Total Joints	Revenue Cycle Management
November/December	Infection Prevention	Patient Satisfaction

*Specific titles might change or be eliminated without prior notice.*

## WHAT'S INSIDE?

Organized by distinct editorial categories, *ASC Focus* offers comprehensive coverage of the entire ASC industry like no other publication. Departments include:

- **As I See It**—Comments from ASC experts and thought leaders on hot-button issues, trends and resources.
- **Doing Business**—Insights and advice on all aspects of running an ASC, including human resources, finance, investment, clinical care, facility management and quality improvement.
- **Regulatory Review**—News about regulatory requirements, standards and guidelines, including those adopted by Medicare, the Occupational Safety and Health Administration, the accrediting bodies and the National Fire Protection Association.
- **Advocacy Spotlight**—Reports on the people and events on Capitol Hill and across the country that influence ASC policy making.
- **Web Crawl**—News about important web updates and URLs, primarily on ASCA's website, where ASC professionals can get the information and resources they need.
- **Plus additional featured content on the issue-specific editorial themes!**

## CAN I SUBMIT AN ARTICLE?

Yes! Potential contributors may submit a proposal of up to 250 words. *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](mailto:smukerji@ascassociation.org).

## ASC FOCUS ONLINE

*ASC Focus* has a dedicated website where you can share your news with ASCA Members and *ASC Focus* readers.

In addition to the latest print magazine stories, the site also features online-exclusive content. This includes:

- **Digital Debut**—The latest industry news
- **Member Focus**—Spotlights an ASCA member and asks them to share their views on key ASC issues.
- **Names In The News**—Updates on new products and service promotions

Visit [www.ascfocus.org](http://www.ascfocus.org).

## NEW ASC FOCUS EMAIL MARKETING

Grow your audience with *ASC Focus*' engaged and dedicated network of ASC professionals. Sent to more than 23,000 subscribers, these Email Marketing messages are available exclusively to *ASC Focus* advertisers. **\$3,500 per email**

## ASC FOCUS ANNUAL ADVERTISER BENEFITS

In addition to exclusive ad rates, *ASC Focus* Annual Advertisers receive access to premier booth locations at ASCA's Annual Meeting and have their logos displayed in the weekly *ASC Focus* Member Emails.

## \*Bonus Distribution

Select issues of *ASC Focus* receive strategic bonus distribution, helping you reach a wider audience of potential customers.

**January**—ASCA Winter Seminar

**February & October**—Every Medicare-certified ASC in the country

**June/July**—ASCA Conference & Expo

# ASC FOCUS ADVERTISING SPECIFICATIONS

## ASC FOCUS DEADLINES

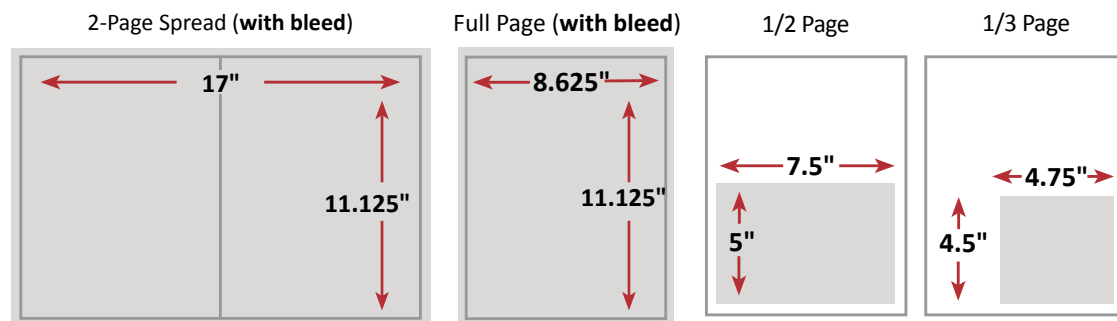
Issue	Editorial	Space	Materials
Jan*	10/10	10/31	11/28
Feb*	11/9	11/30	1/4
Mar	12/9	12/30	1/27
Apr	1/10	1/31	2/23
May	2/7	2/28	3/22
June/July*	3/10	3/31	4/24
Aug	5/10	5/31	6/22
Sept	6/9	6/30	7/25
Oct*	7/10	7/31	8/22
Nov/Dec	8/10	8/31	9/25

\*Bonus distribution

## Advertorial

Publish an article in *ASC Focus*! For the same price as a Full Page ad, you now have the option to provide 500-600 words of copy and an accompanying image to share your subject matter expertise. Limited to two advertorials per issue.

## ASC FOCUS AD DIAGRAMS



ASC Focus	One Time Rate	ASC Focus Annual Advertiser Rates
Full Page	\$2,400	\$2,000
Page 3	\$2,500	\$2,250
Page 4 (Opp. TOC)	\$2,500	\$2,250
Inside Front Cover	\$3,000	\$2,750
Inside Back Cover	\$2,500	\$2,250
Back Cover	\$3,000	\$2,750
Half Page	\$1,800	\$1,600
1/3 Page	\$1,300	\$1,000

## ASC Focus Annual Advertiser

To qualify as an *ASC Focus* Annual Advertiser, an Affiliate must advertise in 3 or more issues within the calendar year. In addition to exclusive ad rates, *ASC Focus* Annual Advertisers receive access to premier booth locations at ASCA's Annual Meeting.

## PRINT ADVERTISING MATERIAL SPECIFICATIONS

	Width	Height
<b>ASC Focus</b>	8.375"	10.875"
Full Page*	8.375"	10.875"
2-Page Spread*	16.75"	10.875"
1/2 Page	7.5"	5"
1/3 Page	4.75"	4.5"

\*A uniform bleed of 0.125" should be used on all ads that bleed. All cropmarks should be offset to 0.125".

## HOW DO I SUBMIT MY AD?

- Please supply a high-resolution PDF with fonts and images embedded.
- All files under 8MB may be emailed to alex@bhsgroup.com.
- For files over 8MB, call for file transfer information.

## ASC FOCUS ONLINE OPPORTUNITIES

**Sponsored Content:** Share your expertise and contribute content. You have the option of either 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. **\$1,000 per article**

## Spotlight Ad (300 x 250)

Displayed on every page of ASCfocus.org in the top right corner, these placements offer great visibility. **\$500/month**

## Product & Service Solutions

Highlight your solutions to *ASC Focus* readers and ASCA members! Available throughout the year on ASCfocus.org, these featured placements provide you with ~150 words of copy, an image (300 x 250), your company logo and a URL to drive traffic to your designated web page. **\$750 per solution**

## ASC Focus Digital Sponsorship

Maximize the impact of your print and digital opportunities! Reserved for *ASC Focus* advertisers, the digital sponsorship provides added visibility with a cover feature on the digital issue, logo displayed on the homepage of ASCAssociation.org and weekly advertising in *ASC Focus* Member Emails. **\$2,000/month**

## 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**

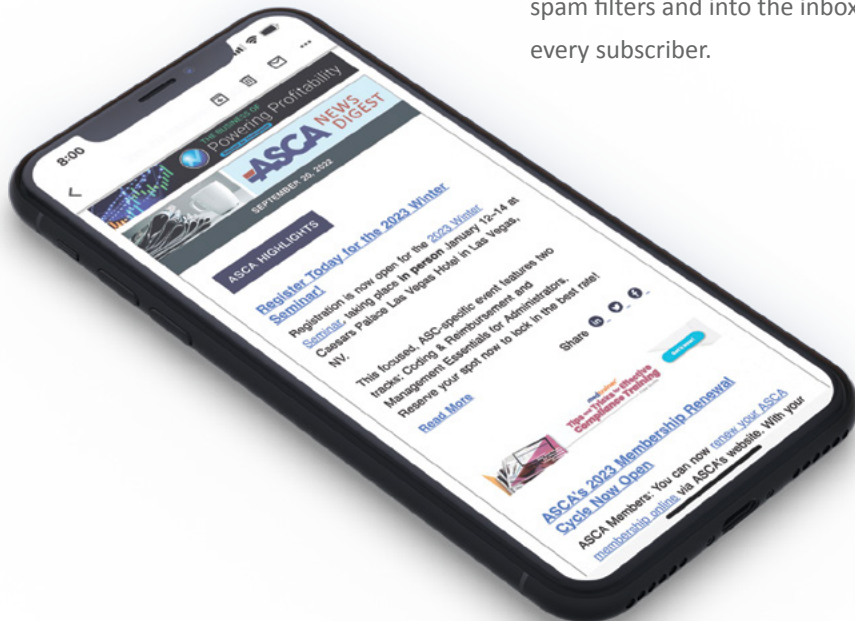
# ASCA NEWS DIGEST

Our weekly e-newsletter covers today's most relevant issues, gathered from leading industry publications and sources. Delivered directly to the inboxes of ambulatory surgery center professionals, *ASCA News Digest* keeps professionals informed on topics that impact their facilities and programs.

**ASCA News Digest subscribers are the 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.



30%+

Average Open Rate in 2022

28K+

Active subscribers

85%

ASCA members that report using *News Digest*

7

Number of advertisers per delivery

4

Minimum number of deliveries per month

If you would like to request a free subscription, please visit [www.ascassociation.org/aboutus/latestnews/newsdigest](http://www.ascassociation.org/aboutus/latestnews/newsdigest).

## 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 directly 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**

## ASCA NEWS DIGEST AD DEADLINES

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

## 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.
- All files under 8MB may be emailed to [alex@bhsalesgroup.com](mailto:alex@bhsalesgroup.com).
- For files over 8MB, call for file transfer information.



# WEBSITE ADVERTISING

Advertise on any of ASCA's web offerings and take advantage of the incredible monthly rates. Select your platform and gain exposure throughout the industry.

## DIGITAL AD DEADLINES

Ad materials are due 5 business days prior to the campaign start date.

## 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.
- All files under 8MB may be emailed to alex@bhsalesgroup.com.
- For files over 8MB, please reach out for file transfer information.

## ASCASSOCIATION.ORG

Place your company in front of ASCA members and the entire industry as ASC professionals in the US and abroad visit our website for further information on our advocacy efforts, membership, meetings, seminars and more.

**Over 316,000 annual users and more than 800,000 annual pageviews!**

### Spotlight (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**

### Video Commercials

Use a 30 to 90 second commercial video to highlight your brand and its latest offerings. These video ads will rotate across the interior pages of ASCAssociation.org to provide a creative message to ASCA members and website visitors. **\$7,500/year (3 available)**

**Digital Overhaul—ASCA will be launching its new website design in early 2023!**

## ASCA CONNECT

Our online networking community is an e-meeting place exclusively for ASCA members. Not only can your company take part in discussions, see current industry news and connect with key decision makers, you can also showcase your products and services by advertising on strategic pages throughout the site.

**Active ASCA Connect Community Members: 18,241**

**More than 81,000 annual users and more than 440,000 annual pageviews!**

**Over 10,000 discussion threads with more than 37,900 total posts!**

### Spotlight (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 (125 x 125)

Top billing and sole advertiser on ASCA Connect Community Digest emails delivered to ASCA members daily and weekly. **\$1,500/month**

## ASC FOCUS ONLINE

ASCA's official magazine has a dedicated website, providing ongoing coverage of critical ASC topics. With new opportunities to share content, your company can now be a part of the conversation. **More than 30,000 users per year with over 110,000 pageviews!**

**Sponsored Content:** Share your expertise and contribute content. You have the option of either 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. **\$1,000 per article**

### Spotlight Ad (300 x 250)

Displayed on every page of ASCfocus.org in the top right corner, these placements offer great visibility. **\$500/month**

### Product & Service Solutions

Highlight your solutions to ASC Focus readers and ASCA members! Available throughout the year on ASCfocus.org, these featured placements provide you with ~150 words of copy, an image (300 x 250), your company logo, and a URL to drive traffic to your designated web page. **\$750 per solution**

### ASC Focus Digital Sponsorship

Maximize the impact of your print and digital opportunities! Reserved for ASC Focus advertisers, the digital sponsorship provides added visibility with a cover feature on the digital issue, logo displayed on the homepage of ASCAssociation.org and weekly advertising in ASC Focus Member Emails. **\$2,000/month**

### 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**



# SPECIAL ENGAGEMENT OPPORTUNITIES

## 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.



## MEMBER EMAIL ADVERTISING

Reach ASCA's members directly in their inboxes with the following targeted segments: News, Government Affairs, Benchmarking, Webinar Series and *ASC Focus Magazine*.

### NEWS

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

8+ emails per month highlighting ASCA's latest news to an audience of 25,000 to 9,000 subscribers, depending on the specific message. Limited to one advertiser per month. **\$2,000/month**

### GOVERNMENT AFFAIRS

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

4+ emails per month providing key legislative updates to 10,600+ subscribers. Limited to one advertiser per month. **\$1,500/month**

### BENCHMARKING

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

3+ emails per month to a highly engaged audience of 3,000+ contributing ASCA members. Limited to one advertiser per month. **\$850/month**

### WEBINAR SERIES

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

4+ emails per month to an audience of 7,500+ ASCA members interested in year-round education. Limited to one advertiser per month. **\$1,000/month**

### ASC FOCUS (DIGITAL SPONSOR)

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

Weekly emails delivered to 10,000+ subscribers tuning in for fresh content. Maximize the impact of your print and digital footprint! Offered as part of the ASC Focus Digital Sponsorship, you gain visibility with a cover feature on the digital issue and logo displayed on the homepage of ASCAssociation.org. Limited to one advertiser per month. **\$2,000/month**

Questions? Contact ASCA at 202.337.1897

## VIRTUAL FOCUS GROUPS

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**

## 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 2023.

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 for the ASCA Annual Meeting to a selected survey participant. **Inquire for pricing.**

## WEBINAR SERIES & VIRTUAL SEMINAR ADVERTISING

ASCA's digital education offerings cover a variety of topics, including quality management, delivery of patient care, beneficial business practices, regulatory and legal issues, human resources and more. Reach attendees as they participate in ASCA's online education sessions to grow your sales pipeline. View the full schedule here: [www.ascassociation.org/upcomingevents](http://www.ascassociation.org/upcomingevents)

### Session Advertiser

Includes a 30 to 90 second video spot played at the beginning of the 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.* **\$2,500**

## 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. Available for sponsorship, this exclusive 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 the selected podcast episode. **\$1,000/month**  
**Annual Sponsor \$10,000**

### NEW ASC Focus Email Marketing

Grow your audience with ASC Focus' engaged and dedicated network of ASC professionals. Sent to more than 23,000 subscribers, these Email Marketing messages are available exclusively to ASC Focus advertisers. **\$3,500 per email**

# ASCA 2023 OPPORTUNITIES INDEX

Opportunity	Price Per Issue/Month	# Advertisers Per Issue/ Month/Delivery	Specs	Delivery Frequency	Avg. Distribution
ASC Focus	1x   Annual Advertiser			10 issues/year	10,000+
Full Page	\$2,400   \$2,000	~	8.375" x 10.875"		
Page 3	\$2,500   \$2,250	1	8.375" x 10.875"		
Page 4 (Opp. TOC)	\$2,500   \$2,250	1	8.375" x 10.875"		
Inside Front Cover	\$3,000   \$2,750	1	8.375" x 10.875"		
Inside Back Cover	\$2,500   \$2,250	1	8.375" x 10.875"		
Back Cover	\$3,000   \$2,750	1	8.375" x 10.875"		
Half Page	\$1,800   \$1,600	~	7.5" x 5"		
1/3 Page	\$1,300   \$1,000	~	4.75" x 4.5"		
Digital Sponsorship	\$2,000	1	Spotlight (180 x 150) + Banner (600 x 90)		
ASCfocus.org					
Spotlight	\$500	10	(300 x 250)		
Sponsored Content	\$1,000	~	~10 word header + ~60 words of copy		
Affiliate Presentations	\$2,000	~	15–45 minute .MP4 file		
Product & Service Solutions	\$750	~	(300 x 250) + ~150 words of copy		
ASC Focus Email Marketing	\$3,500	1			
ASCA News Digest				Weekly	28,000+
Leaderboards	\$2,500	2	(728 x 90)		
Banner/Sponsored Content	\$1,500	5	(728 x 90) or (300 x 250) + ~60 words of copy		
Website Advertising					
ASCA.org Spotlight	\$750	10	(300 x 250)		
ASCA.org Video Commercial	\$7,500/year	3 Advertisers/Year	30-90 second video		
ASCA Connect Spotlight	\$500	6	(300 x 250)		
ASCACONNECT Discussion Thread Sponsor	\$1,500	1	(125 x 125)		
Special Engagement Opportunities					
Podcast Sponsor	\$1,000   Annual Sponsor \$10,000	1	45 second pre-recorded audio promo		
Webinar Series & Virtual Seminar Advertising	\$2,500	1			
Virtual Focus Groups	\$5,000	~			
Survey Program	Inquire for details	~			
Targeted Advertising Program	Inquire for details	~			
Member Email Advertising					
News	\$2,000	1	Spotlight (180 x 150) + Banner (600 x 90)	8+/Month	25,000/~9,000
Government Affairs	\$1,500	1	Spotlight (180 x 150) + Banner (600 x 90)	4+/Month	10,600
Benchmarking	\$850	1	Spotlight (180 x 150) + Banner (600 x 90)	3+/Month	3,000
Webinar Series	\$1,000	1	Spotlight (180 x 150) + Banner (600 x 90)	4/Month	7,500+
ASC Focus (Digital Sponsor)	\$2,000	1	Spotlight (180 x 150) + Banner (600 x 90)	Weekly	10,000+

## TERMS

- 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 an interest charge of 2% per month on the outstanding balance.
- 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.
- Pre-paid insertions may be rescheduled but are non-refundable.
- All payments are to be made in US funds.
- Ads that appear in the publication with errors that are our fault may receive space credit in the next available issue.
- We are not responsible for damages.