

ANESTHESIOLOGY 2013

GLOBAL PARTNERS IN QUALITY OUTCOMES AND PATIENT SAFETY



ADVERTISING

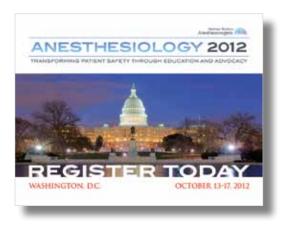
OPPORTUNITIES

MAXIMIZE YOUR EXPOSURE

The American Society of Anesthesiologists annual meeting, **ANESTHESIOLOGY**TM **2013**, gives exhibitors the opportunity to maximize their exposure to this influential group of anesthesiology professionals by offering a variety of advertising choices this year.

REGISTRATION BROCHURE*

This magazine-style publication provides you with your first opportunity to reach **ANESTHESIOLOGY™ 2013** meeting attendees with your advertising message.



The **ANESTHESIOLOGY™ 2013** Registration Brochure provides information on:

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

Advertising Benefits:

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

Deadlines:

Space reservation/payment due: April 19, 2013

Materials due: April 26, 2013

Advertising Information (4-color process)

Ad Dimensions	(width x height)
Trim Size	11" x 8 ½"
Live Area	10" x 7 ½"
Ad size – including ½" bleed on all sides _	_ 11 ¹ / ₄ " x 8 ³ / ₄ "
Ad size with NO bleed	10" x 7 ½"
Advertising Space Availability & Rates:	
Outside Back Cover	\$15.000

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

ASA DAILY NEWS*

As the official newspaper for **ANESTHESIOLOGY**

2013, the ASA Daily News is the most dominant publication at the meeting, with exclusive on-site distribution via the registration bag, newsstands, distribution personnel and hotel room delivery in the ASA Hotel Drop Bag. The ASA Daily News is the only source for day-to-day coverage of meeting events, and session and speaker information. Among many other features, it includes an up-to-date floor plan, activity information in the host city, and information on the top happenings at the meeting.



Advertising Benefits:

- Reach more than 12,000 health care professionals.
- Be seen repeatedly as your ad appears in four separate issues during the meeting.
- Drive traffic to your booth and generate awareness of your company.
- Connect with all 48,000 members via the online interactive edition.

Publication Dates: October 11, 12, 13 and 14, 2013

Deadlines:

Space reservation/payment due: August 16, 2013 Materials due: August 23, 2013

GROW YOUR BRAND WITH PREMIUM PLACEMENT

PREMIUM COVER POSITIONS

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

FRONT PAGE BANNER AD (101/4" X 2")

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

Special Placement:

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

Ad Rotation:

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

Increase Visibility on Any Budget:

Boost the visibility of your product or service to more than 12,000 leading decision-makers with a Products & Services Showcase Ad. Your 2 $\frac{3}{8}$ " x 3 $\frac{1}{4}$ " ad includes a four-color photograph, 50-word description, booth number, company name, address and logo. Ad creation (layout, typesetting and one proof) is included in the price.

Advertising Information:

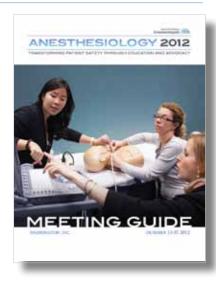
Rates include insertion in all four issues.

Ad Dimensions (width x height)	4-Color Process	Black & White
PREMIUM OPTIONS		
Back Cover (10 1/4" x 14")	\$14,700	
Inside Front Cover (10 1/4" x 14")	\$13,550	
Inside Back Cover (10 1/4" x 14")	\$12,970	
Front Page Banner (10 1/4" x 2")	\$9,450	
STANDARD OPTIONS		
Full Page (10 1/4" x 14")	\$11,870	\$10,130
Junior Page (7 1/2" x 10")	\$9,550	\$7,875
Half Page		
horizontal (10 ¼" x 7")		
vertical (5" x 14")	\$7,875	\$6,200
Quarter Page (5" x 7")	\$5,880	\$4,200
Eighth of a Page (5" x 3 1/2")	\$4,800	\$3,150
Products & Services		
Showcase Ad (2 3/8" x 3 1/4")	\$995	
Special Placement	\$1,150	
Ad Rotation	\$300	

MAXIMIZE YOUR EXPOSURE

ASA MEETING GUIDE, EXHIBIT GUIDE & SCIENTIFIC ABSTRACT GUIDE*

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



Ad Dimensions (width x height)	4-Color Process	Black & White
Trim size: 8½" x 11"		
Live Area: 7 1/4" x 10"		
Size with bleeds: 8 3/4" x 111/4"		
Size with no bleeds: 71/4" x 10"		
PREMIUM OPTIONS		
Back Cover (all three guides)	\$20,000	
Inside Front Cover (all three guides)	\$15,000	
Inside Back Cover (all three guides)	\$12,000	
STANDARD OPTIONS		
Front and Back Tabs (Meeting Guide and Exhibit Guide only)	\$11,300	\$9,650
Non-Tab Positioning (Meeting Guide and Exhibit Guide only)	\$10,000	\$8,300
Logo Stopper (½" x ½") (Exhibit Guide only)	\$500	

Advertising Benefits:

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

MAXIMIZE VISIBILITY WITH PREMIUM PLACEMENT

PREMIUM COVER POSITIONS

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

Back Cover, Inside Front Cover, and Inside Back Cover.

Deadlines:

Space reservation/payment due: August 16, 2013

Materials due: August 22, 2013

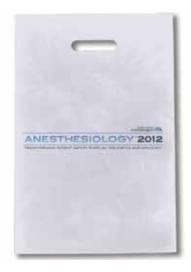




MAXIMIZE YOUR EXPOSURE

ASA HOTEL DROP BAG*

Distributed the morning of Sunday, October 13, the Hotel Drop Bag showcases select advertising literature. Attendees appreciate receiving information in the comfort of their hotel rooms to help plan their time at ANESTHESIOLOGY[™] 2013.



Advertising Benefits:

- Reach leading anesthesiologists when they are most receptive to your message.
- Deliver your message to over 6,900 attendee hotel rooms.
- Drive traffic to your booth as leading decision-makers use these materials to plan their itineraries.

Promotional Right:

Insertion of company literature (maximum size of 8 ½" x 11" and maximum weight of 8 oz.) in the hotel drop bag for Sunday, October 13 delivery.

Rate: \$11,000

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

Deadlines:

Space reservation/payment due: September 9, 2013

Materials due: September 16, 2013



ONLINE ADVERTISING

ASA DAILY NEWS, ONLINE EDITION ADVERTISER*

Published five days during **ANESTHESIOLOGY™ 2013** and posted on ASA's website **www.asahq.org**, the ASA *Daily News* will be available in an interactive edition to all members worldwide.



Advertising Benefits:

- Reach 12,000 health care professionals and the remaining 36,000 members who could not attend the meeting via daily e-mail blasts to ASA's entire membership.
- Drive traffic to your company website with exclusive banner ads and premium position ads.

Exclusive opportunity includes:

- Banner ad that links to your website on the ASA Daily News Online Edition page (550 pixels x 140 pixels, 72 dpi).
- Exclusive "Left-of-Cover" premium position interactive ad on the ASA Daily News Online Edition.
- Banner ad that links to your website on four e-mail blasts to 48,000 members (550 pixels x 140 pixels, 72 dpi).

Rate: \$15,000

Deadlines:

Space reservation/payment due: September 9, 2013

Materials due: September 11, 2013



ONLINE ADVERTISING



ASA ANNUAL MEETING MOBILE APP*

Don't miss the opportunity to reach attendees through the latest technology. There are only six "Advertiser Opportunities" and one "Premium Advertiser" available for the **ANESTHESIOLOGY 2013** Mobile App.

Attendees will use the improved mobile app:

- Before the start of ANESTHESIOLOGY™
 2013 to create their own schedule of what sessions and classes they'll attend, and which exhibitors they want to see. They'll send IMs, tweets, and e-mails to their friends and colleagues to let them know which ones they're choosing and make plans to meet up at the event. They can also find favorite local restaurants, hotels, and points of interest. They'll be able to easily exchange contact information with each other.
- During the event they'll use the app to check their schedule, find a meeting room, booth, or restaurant, recall which exhibitors they wanted to visit, exchange contact information, and exchange IMs, tweets, and e-mails with others at the event and elsewhere.
- After the event they'll use the app to recall session papers and exhibitors, and stay in touch with contacts they made through the event.

There are six "Advertiser Opportunity" packages available this year for the ANESTHESIOLOGY™ 2013 Mobile App.

THE "ADVERTISER OPPORTUNITY" PACKAGE INCLUDES THE FOLLOWING:

TOP SCREEN BANNER

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

Advertising Benefits:

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

View: 1/8 Screen

Duration: Rotating every 6 seconds per banner.

FEATURED FEED NOTIFICATION (DURING THE MEETING)

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

Advertising Benefits:

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

View: 1/8 Screen

Duration: 6 seconds every rotation.

Rate: \$4,400 (Top Screen Banner & Featured Feed Notification)

Deadlines:

Space reservation/payment due: August 23, 2013 (to make September Launch Date)

Materials due: **August 23, 2013** (to make September Launch Date)

THE "PREMIUM ADVERTISER" OPPORTUNITY INCLUDES THE FOLLOWING:

SPLASH SCREEN

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

Advertising Benefits:

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

View: Entire Screen **Duration:** 5 seconds

3 TOP SCREEN BANNERS

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

3 FEATURED FEED NOTIFICATIONS

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

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

Deadlines:

Space reservation/payment due: August 12, 2013 (to make September Launch Date)

Materials due: **August 12, 2013** (to make September Launch Date)



ONLINE ADVERTISING

EPREVIEW*

The *ePreview* presents news about the upcoming ASA annual meeting in four different editions e-mailed to 48,000 members before the meeting.



Advertising Benefits:

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

Exclusive opportunity includes:

- Banner ad that links to your website on each page of the ePreview site (140 pixels x 500 pixels, 72 dpi).
- Tab acknowledgment with link to your company website.
- Banner ad that links to your website on e-mail blast to 48,000 members (550 pixels x 140 pixels, 72 dpi).

Rates:

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

Deadlines:

Space reservation/payment due (first issue): May 17, 2013 Materials due: May 23, 2013

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

ANESTHESIOLOGY™ 2013 VIDEO OPPORTUNITIES

Once again ASA will offer video opportunities at **ANESTHESIOLOGY™ 2013**.

Opportunities will include but may not be limited to:

- Digital Display Advertising –
 Convention Center & Shuttle Bus
- Shuttle Bus Video



ePosters



Details and pricing are forthcoming.

For more information and to make reservations, please contact Alexander Kahl, Sales and Marketing Manager, at (847) 268-9104, or e-mail at a.kahl@asahq.org.



