



# 2017-2018 ASGE Media Planner

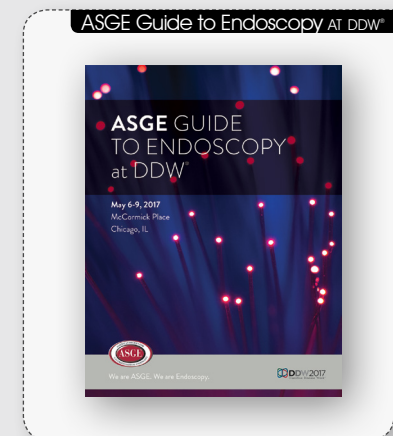
Advancing patient care and digestive health by promoting excellence and innovation in endoscopy.

Why do gastrointestinal endoscopists choose ASGE as their source for information?

...ASGE information is credible, up-to-date, practical, & comprehensive

## Top reasons to advertise with ASGE:

- ✓ Get your message in front of more than **15,000 ASGE members** who are focused on diagnostic and therapeutic endoscopy and represent every setting: group practice, solo practice, multi-specialty practices and clinical academia.
- ✓ **ASGE's communications are valued** by gastrointestinal endoscopists because they are **credible and targeted** to their needs.
- ✓ Endoscopy is the primary source of a gastroenterology practice's revenue, making **ASGE a highly valued partner in practice.**



## Reach ASGE's audiences through a variety of the Society's digital and print publications!

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Only printed guide available onsite at DDW 2018!

**Engaging,  
Informative  
and  
Interactive!**

**Gain exposure to 15,000** physicians, surgeons, allied health practitioners and practice managers throughout the world, who are focused on diagnostic and therapeutic endoscopy and represent every setting: **group practice, solo practice** and **clinical academia.**

**Deliver your message four times per year in ASGE's print and digital magazine, ASGE Connection®!**

**Flexible advertising opportunities** are available for both print and digital versions.

#### Published Quarterly

- March
- June
- September
- December

#### Content

- Clinical: Ask the Expert
- Practice Management Column
- Practice Guidelines and Other Reports
- CME Opportunities
- *Digestive Disease Week®*
- Public Outreach
- Research
- Legislative and Regulatory Issues
- New ASGE Products and Services
- International Activities
- Society News

#### Print Features

- Mailed to more than 8,000 U.S.-based ASGE members.
- Distributed at GI meetings such as *Digestive Disease Week®*.
- Belly-band and tip-in advertising opportunities in addition to display ads.

#### Digital Features

- Delivered electronically to approximately 14,000 ASGE members worldwide.
- Instantly viewable on any modern browser.
- Easy to read on your smartphone, tablet, laptop, PC or MAC.
- Links your ad to your website and offers special effects to strengthen your ad's visibility.
- Audio: Add a narrative script or music to supplement your promotional message.
- Video: Show the benefits of your product or facility through techniques, instruction or demonstrations.
- Animation: Put your message in motion using animation, which helps engage customers and highlights top features.

## Eblast

Highlight your company's products or services on the eblast announcement that is sent to members with the magazine link.

### ● Eblast Footer Banner

FREQUENCY	RATE
1X	\$1000
2X	\$750
4X	\$500

### STATIC SPECS

600 wide X 62 pixels high  
Optimized .GIF or .JPG

### ● Eblast Skyscraper

FREQUENCY	RATE
1X	\$1500
2X	\$1250
4X	\$1000

### STATIC SPECS

160 wide X 600 pixels high  
Optimized .GIF or .JPG

**NOTE:** Dynamic content is not supported in the eblast format.

## Print Magazine



**All print ads include the option for a complimentary digital ad in landscape format!**

Rates include free color and website/email linking within ads.

Ads should be submitted as high-resolution PDFs (300 dpi), CMYK color for print and RGB color for digital ads. All fonts should be embedded.

If possible, ad text should be searchable (not outlined). Crop marks may be used.

**Print Publication Size:** 8.5" wide X 11" high  
(Full page non-bleed: 8.5" x 10.25")

**Full page:** 8.5" wide X 11" high with bleed  
(.125" bleed. Keep all live matter at least .375" from all edges)

**Half-page horizontal, non-bleed:** 7.75" wide X 5" high

**Digital Publication Size:** Landscape 16" wide X 10.5" high

**Full page/landscape:** 16" wide X 10.5" high

**Two-thirds page horizontal/landscape:** 9.52" wide X 6.14" high

FREQUENCY	1/2-PAGE	FULL-PAGE	4-PAGE	FULL-PAGE COVER 2	FULL-PAGE COVER 3	1/2-PAGE COVER 4
1X	\$2000	\$2500	\$7500	\$3000	\$2750	\$2500
2X	\$1800	\$2250		\$2700	\$2500	\$2250
4X	\$1500	\$1875		\$2400	\$2250	\$1875

## Digital Magazine



All ads should be submitted as high-resolution PDFs (300 dpi), RGB color, with all fonts embedded.

If possible, ad text should be searchable (not outlined).

### ● Skyscraper

Right side of magazine cover. Additional charge for inside pages.

FREQUENCY	RATE
1X	\$2000
2X	\$1750
4X	\$1500

### SPECS

160 wide X 600 pixels high  
Optimized .GIF or .JPG

### ● Bottom Banner

Across bottom cover.

FREQUENCY	RATE
1X	\$1500
2X	\$1250
4X	\$1000

### SPECS

468 wide X 60 pixels high  
Optimized .GIF or .JPG

### ● Blow-in

Appears automatically on the cover or an inside page.

FLAT RATE	\$500
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### SPECS

High-resolution PDF (300 dpi)

### ● Multimedia

Available on most ads. To further enhance your advertising options, consider using a multimedia element, such as a slide show, audio, video or animation. The element can be embedded in the artwork or be displayed as an icon that appears when readers click on it.

There is a minimum \$250 charge for each multimedia element.

**SPECS:** Please contact the [advertising representative](#) for this information.

## Deadlines

ASGE Connection® is published four times per year: March, June, September and December.

JUNE 2017	
Closing date:	FRIDAY, MARCH 24
Materials due:	FRIDAY, MARCH 31
SEPTEMBER 2017	
Closing date:	FRIDAY, JUNE 23
Materials due:	FRIDAY, JUNE 30
DECEMBER 2017	
Closing date:	FRIDAY, SEPTEMBER 22
Materials due:	FRIDAY, SEPTEMBER 29
MARCH 2018	
Closing date:	FRIDAY, JANUARY 5
Materials due:	FRIDAY, JANUARY 12
JUNE 2018	
Closing date:	FRIDAY, MARCH 23
Materials due:	FRIDAY, MARCH 30
SEPTEMBER 2018	
Closing date:	FRIDAY, JUNE 22
Materials due:	FRIDAY, JUNE 29
DECEMBER 2018	
Closing date:	FRIDAY, SEPTEMBER 21
Materials due:	FRIDAY, SEPTEMBER 28

## Advertising Contact Information

**Bill Spilman, President**  
**Innovative Media Solutions**

Toll-free: 877-878-3260

Phone: 309-483-6467

Fax: 309-483-2371

**Send Inquiries and Ad Materials To:**  
[bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com)

**Please note:** All advertising materials are subject to review by ASGE. The Society reserves the right to decline advertising. ASGE does not accept equipment advertising from non-OEMs.

# SCOPE e-newsletter



## SCOPE Weekly e-newsletter

SCOPE is ASGE's weekly e-newsletter. Each issue features important updates on clinical practice, education and practice management, as well as announcements from the Society and the ASGE Foundation.

**Circulation: 11,000**

At 30%, the average open rate is higher than the industry norm.

### Exclusive positions

Footer banner ad (600 x 62 pixels) is available at the bottom of SCOPE.

Skycraper ad (160 x 600 pixels) is available on the right side of the SCOPE content section.

### Ad Rates and Specifications

FOOTER BANNER AD (548 X 62 PIXELS)			
1 WEEK	4 WEEKS	8 WEEKS	12 WEEKS
\$500 / WEEK	\$475 / WEEK	\$450 / WEEK	\$400 / WEEK
SKYSCRAPER AD (160 X 600 PIXELS)			
1 WEEK	4 WEEKS	8 WEEKS	12 WEEKS
\$500 / WEEK	\$500 / WEEK	\$500 / WEEK	\$500 / WEEK

Insertion orders are due on the 15<sup>th</sup> of the month prior to the month in which the ad will appear.

Artwork is due on the last day of each month prior to the month in which the ad will appear.

Flash animation is not supported in SCOPE.

For information regarding advertising in SCOPE, please contact **Bill Spilman, Innovative Media Solutions**, at **877-878-3260** or by email at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

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## ASGE.org



## ASGE.org

ASGE.org is the Society's most accessible and comprehensive resource, **receiving 185,000 hits a month on average**. The site, which was recently redesigned, serves as a self-help portal that members can access any time, day or night. Members visit [ASGE.org](http://ASGE.org) to . . .

- access clinical guidelines and technology reviews
- connect with colleagues
- learn about coding and reimbursement issues
- find out about upcoming courses
- download patient education brochures
- access past issues of *ASGE Connection*<sup>®</sup> and *SCOPE*

### Ad spaces available

ASGE.org is mobile responsive. The ad locations may shift, depending on the device.

#### Footer banner ads

**Specs:** 1200w x 300h pixels; minimum 50 pixels for font size

**Location:** Near the bottom of the page, above the American Society for Gastrointestinal Endoscopy green bar.

Available on:

**Home page:** [www.asge.org](http://www.asge.org)

**Clinical Topics landing page only:** <https://www.asge.org/home/clinical-topics>

**Practice Support:** <https://www.asge.org/home/practice-support>

#### Right-column banner ads

**Specs:** 400w x 400h up to 400w x 600h

**Location:** Right-hand side of the page.

Available on:

**Member Resources:** <https://www.asge.org/home/about-asge/member-benefits/member-resources>

**ASGE Foundation landing page:** <https://www.asge.org/home/foundation>

### Ad Rates

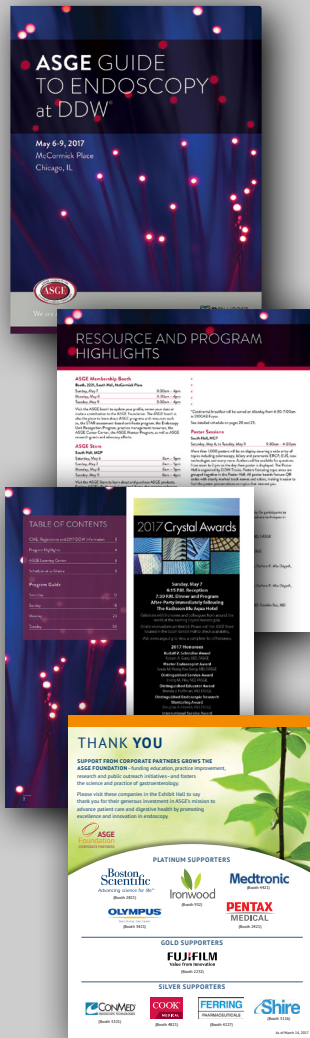
FOOTER BANNER ADS			RIGHT-COLUMN BANNER ADS		
3 MONTHS*	6 MONTHS*	12 MONTHS*	3 MONTHS*	6 MONTHS*	12 MONTHS*
\$810 / MONTH	\$720 / MONTH	\$600 / MONTH	N/A / MONTH	\$450 / MONTH	\$300 / MONTH

\*Ads must run consecutively.

For information regarding advertising on ASGE.org, please contact **Bill Spilman, Innovative Media Solutions**, at **877-878-3260** or by email at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

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## ASGE Guide to Endoscopy at DDW®



## ASGE Guide to Endoscopy at DDW®

“I use the ASGE Guide to plan my DDW schedule. I would be lost without it.”

– Robert H. Hawes, MD, FASGE



For the busy ASGE member, sifting through DDW programming for endoscopy-related events can be an overwhelming task. The **ASGE Guide to Endoscopy at DDW** is an essential tool for quickly and conveniently finding the programming that matters most to an endoscopist. This full-color, beautifully designed and thoughtfully organized booklet highlights all the important ASGE endoscopic programming at DDW.

The ASGE Guide to Endoscopy is **mailed to approximately 2,300 DDW registrants** two weeks prior to the event and sent via email and in ASGE’s SCOPE e-newsletter to all domestic and international ASGE Members. The Guide is mailed in a dedicated 9” X 12” envelope marked, “Guide to Endoscopy at DDW is enclosed.” In addition, **2,500 copies are distributed onsite at DDW at ASGE locations** — the ASGE Learning Center, the Store and the Membership Exhibit Booth and Desk.

### Ad Rates and Specifications

AD PLACEMENT	SIZE	RATE
INSIDE FRONT COVER (COVER 2)	8.5" X 11" (PLUS .125" BLEED)	\$2,275
INSIDE BACK COVER (COVER 3)	8.5" X 11" (PLUS .125" BLEED)	\$2,100
BACK COVER (COVER 4)	8.5" X 11" (PLUS .125" BLEED)	\$2,525
BELLY BAND	TBD	\$4,000
TIP-IN INSERT	TBD	\$2,500
STANDARD FULL-PAGE	8.5" X 11" (PLUS .125" BLEED)	\$1,750
STANDARD HALF-PAGE	7.75" X 5" (NON-BLEED ONLY)	\$1,050
TWO-PAGE SPREAD	17" X 11" (PLUS .125" BLEED)	\$3,500

All insertions include four color process.

Insertion orders are due on **February 2, 2018**. Final artwork is due on **March 2, 2018**.

For information regarding advertising in ASGE Guide to Endoscopy at DDW, please contact **Bill Spilman, Innovative Media Solutions**, at **877-878-3260** or by email at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

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## GIE: Gastrointestinal Endoscopy



## GIE: Gastrointestinal Endoscopy

*Gastrointestinal Endoscopy (GIE)*, the official publication of the American Society for Gastrointestinal Endoscopy, publishes original, peer-reviewed articles on endoscopic procedures used in the study, diagnosis and treatment of digestive diseases.

*Gastrointestinal Endoscopy* has a **circulation of 11,046**, giving your message excellent reach. Take advantage of *Gastrointestinal Endoscopy's* perfect mix of high readership among gastroenterologists, gastrointestinal surgeons, hepatologists, colon and rectal surgeons, laparoscopists and pediatric gastroenterologists.

## VideoGIE

*VideoGIE*, an official video journal of the American Society for Gastrointestinal Endoscopy, is an open access, online-only journal publishing original, peer-reviewed video case reports and case series of endoscopic procedures used in the study, diagnosis and treatment of digestive diseases. *VideoGIE* serves the educational needs of endoscopists in training as well as advanced endoscopists, endoscopy staff and industry, and patients.

As an open access journal, *VideoGIE* content is available to anyone, anywhere in the world without a subscription.

For information regarding advertising in advertising in *GIE* or *VideoGIE*, please visit [www.giejournal.org](http://www.giejournal.org) or contact **Bob Heiman** at [Bob.rhmedia@comcast.net](mailto:Bob.rhmedia@comcast.net).

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## VideoGIE







**ASGE Connection®**

**Type of Eblast Ad**

- Footer Banner
- Skyscraper

**Type of Print Ad**

- 1/2 Page
- Full-Page
- 4-Page
- Inside Front Cover (Cover 2)
- Full-Page (Cover 3)
- 1/2 Page Back Cover (Cover 4)

**Options for Digital Ads**

- Skyscraper
  - Bottom Banner
  - Blow-in
  - Survey
  - Multimedia Enhancements:
- 

**Issue**

**2017**

- June
- September
- December

**2018**

- March
- June
- September
- December

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**SCOPE e-newsletter**

**Type of Ad**

- Footer Banner Ad
- Skyscraper Ad

**Frequency**

- 1 Week     4 Weeks
- 8 Weeks     12 Weeks

**Issues:** \_\_\_\_\_

**ASGE.org**

**Type of Ad**

- Footer Banner Ad
- Right-column banner ad

**Frequency**

- 3 Months\* (\*N/A for Column ad)
- 6 Months     12 Months

**Months:** \_\_\_\_\_

**ASGE Guide to Endoscopy at DDW® for 2018**

**Type of Ad (all include 4-color)**

- Inside Front Cover (Cover 2)
- Inside Back Cover (Cover 3)
- Back Cover (Cover 4)
- Belly band
- Tip-in Insert
- Standard Full-page
- Standard Half-page
- Two-page spread

Company \_\_\_\_\_

Frequency \_\_\_\_\_

Size \_\_\_\_\_

Placement \_\_\_\_\_

Rate \_\_\_\_\_

Purchase order number \_\_\_\_\_

Contract authorized by (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Advertising contact**

Company \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Invoice to, if different than above**

Contact \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Please send completed contract to:**

Bill Spilman, President • Innovative Media Solutions

320 W. Chestnut Street • P.O. Box 399 • Oneida, IL 61467

Phone: 309-483-6467 • Toll-free: 877-878-3260 • Fax: 309-483-2371 • [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com)