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

...ASGE information is **credible**

**up-to-date**

**practical**

**& comprehensive**

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**Top reasons to advertise with ASGE:**

- Get your message in front of nearly **14,000 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 opportunities!

**SCOPE** e-newsletter
Weekly digital e-newsletter

**Practical Solutions** e-newsletter
Monthly digital e-newsletter

**GI Leap**
ASGE’s on-demand learning center

**Advertising Contract & Insertion Order**
**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.

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

**Ad Rates and Specifications**

<table>
<thead>
<tr>
<th></th>
<th>LEADERBOARD BANNER AD (548 X 62 PIXELS)</th>
<th>FOOTER BANNER AD (548 X 62 PIXELS)</th>
<th>SKYSCRAPER AD (160 X 600 PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 WEEK</td>
<td>$750 / WEEK</td>
<td>$400 / WEEK</td>
<td>$500 / WEEK</td>
</tr>
<tr>
<td>4 WEEKS</td>
<td>$725 / WEEK</td>
<td>$375 / WEEK</td>
<td>$475 / WEEK</td>
</tr>
<tr>
<td>8 WEEKS</td>
<td>$700 / WEEK</td>
<td>$350 / WEEK</td>
<td>$450 / WEEK</td>
</tr>
<tr>
<td>12 WEEKS</td>
<td>$650 / WEEK</td>
<td>$300 / WEEK</td>
<td>$400 / WEEK</td>
</tr>
</tbody>
</table>

Insertion orders are due on the 15th 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@innovativemidasolutions.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.

See a sample issue of **SCOPE** online.
ASGE Practical Solutions

ASGE Practical Solutions is a monthly e-newsletter for the entire GI endoscopy healthcare team, from the physician to the coder. This ASGE publication provides readers with resources that help them run an efficient, profitable, high-quality practice.

The pricing listed below helps you reach approximately 19,000 industry leaders through two editions of ASGE Practical Solutions. One version is distributed to approximately 10,000 ASGE domestic members and has an open rate of 22%. The domestic nonmember edition reaches 9000 professionals and has a 17% open rate.

Ad Rates and Specifications

<table>
<thead>
<tr>
<th>BANNER ADS (600 X 100 PIXELS)</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITION A</td>
<td>$700</td>
<td>$650 / MONTH</td>
<td>$600 / MONTH</td>
<td>$500 / MONTH</td>
</tr>
<tr>
<td>POSITION B</td>
<td>$600</td>
<td>$550 / MONTH</td>
<td>$500 / MONTH</td>
<td>$400 / MONTH</td>
</tr>
<tr>
<td>POSITION C</td>
<td>$500</td>
<td>$450 / MONTH</td>
<td>$400 / MONTH</td>
<td>$300 / MONTH</td>
</tr>
</tbody>
</table>

ASGE GI Leap

GI Leap is ASGE’s online learning platform. Self-assessment tools and all on-demand videos, webinars and courses reside on this platform. Access GI Leap on the web or with mobile technology. One exclusive leaderboard banner ad is available on the GI Leap homepage.

Ad Rates and Specifications

<table>
<thead>
<tr>
<th>LEADERBOARD AD (1200 X 125 PIXELS)</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1500</td>
<td>$1400 / MONTH</td>
<td>$1250 / MONTH</td>
<td>$1000 / MONTH</td>
<td></td>
</tr>
</tbody>
</table>

For information regarding advertising on ASGE.org, please contact Bill Spilman, Innovative Media Solutions, at 877-878-3260 or by email at bill@innovativemedia solutions.com.

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2019 ASGE Advertising Contract and Insert Order

**ASGE Practical Solutions**

- **Ad Position**
  - Position A
  - Position B
  - Position C

- **ASGE GI Leap**
  - Leaderboard Banner Ad

- **Frequency**
  - 1 Month
  - 3 Months
  - 6 Months
  - 12 Months

- **Month(s)**
  - 2019
    - January
    - February
    - March
    - April
    - May
    - June
    - July
    - August
    - September
    - October
    - November
    - December

**SCOPE e-newsletter**

- **Type of Ad**
  - Footer Banner Ad
  - Skyscraper Ad
  - Leaderboard Banner Ad

- **Frequency**
  - 1 Week
  - 4 Weeks
  - 8 Weeks
  - 12 Weeks

**Please note:**
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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
Direct: 309-483-6467 • Toll-free: 877-878-3260 • Fax: 309-483-2371 • bill@innovativemediasolutions.com