



2016-2017 ASGE Media Kit

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 **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 ASGE vehicles!

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Quarterly print and digital member magazine

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SCOPE e-newsletter 5

Weekly digital e-newsletter

ASGE.org 6

ASGE's main website

ASGE Guide to Endoscopy at DDW 7

A handy guide that helps attendees sift through DDW programming for endoscopy-related events

GIE®: Gastrointestinal Endoscopy 8

ASGE's scientific, peer-reviewed journal

ASGE Endoscopy Marketplace 8

An online buyer's guide of products and services that support the GI practice

Advertising Contract & Insertion Order 9

Only
printed
guide available
on-site at
DDW 2016!

**Engaging,
Informative
and
Interactive!**

Gain exposure to 14,000 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 approximately 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.
- Magazine is instantly viewable on any 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.
- Flash: Put your message in motion using flash technology—animated ads help engage customers and highlight 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

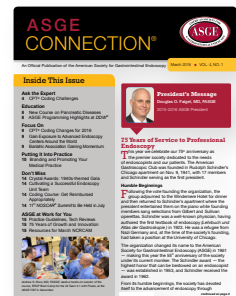
FREQUENCY	RATE
1X	\$1500
2X	\$1250
4X	\$1000

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 flash 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 2016	
Closing date:	FRIDAY, APRIL 1
Materials due:	FRIDAY, APRIL 8
SEPTEMBER 2016	
Closing date:	FRIDAY, JULY 1
Materials due:	FRIDAY, JULY 8
DECEMBER 2016	
Closing date:	FRIDAY, SEPTEMBER 23
Materials due:	FRIDAY, SEPTEMBER 30
MARCH 2017	
Closing date:	FRIDAY, DECEMBER 30
Materials due:	FRIDAY, JANUARY 6
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

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

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: 8,500

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 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@innovativemediasolutions.com.

ASGE.org



ASGE.org

ASGE.org, which averages **116,500 users per month**, is ASGE's most accessible and comprehensive member resource. 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://www.asge.org) to . . .

- access clinical guidelines and technology reviews
- connect with colleagues
- learn about coding and reimbursement issues
- find out about upcoming courses
- download anatomical illustrations and polyp information sheets for patient education
- access past issues of popular publications such as *ASGE Connection*[®] and *SCOPE*

Ad spaces available

Footer banner ads (548 x 62 pixels) are available on the following pages:

- Home page, to rotate with other ads (www.asge.org)
- Clinical Practice landing page (<http://www.asge.org/ClinicalPractice/>)
- Practice Management landing page (<http://www.asge.org/Practice/>)
- Publications landing page (<http://www.asge.org/Publications/>)
- Members Only landing page (<http://www.asge.org/members/>)
- Healthcare Professionals landing page (<http://www.asge.org/healthcare/>)

Button ads on right (200 x 180 pixels) are available on the following pages:

- Right side of homepage

Ad Rates and Specifications

FOOTER BANNER AD (548 X 62 PIXELS)		
3 MONTHS*	6 MONTHS*	12 MONTHS*
\$810 / MONTH	\$720 / MONTH	\$600 / MONTH
BUTTON AD (200 X 180 PIXELS)*		
3 MONTHS	6 MONTHS*	12 MONTHS*
N/A	\$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.



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 3, 2017**. Final artwork is due on **March 3, 2017**.

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.

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 11,650**, 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.

For information regarding advertising in *GIE*, please visit www.giejournal.org or contact **Bob Heiman** at Bob.rhmedia@comcast.net.

Endoscopy Marketplace



Endoscopy Marketplace

The place where ASGE members cut through the clutter to find new products!

The **Endoscopy Marketplace** is an online vendor search tool designed specifically for gastrointestinal endoscopists and their staff. The Endoscopy Marketplace enables practices to conveniently perform targeted searches for the products and services they need — without the unrelated clutter of a general internet search engine.

Find out how to get your company listed on the Endoscopy Marketplace by visiting <http://endoscopymarketplace.com/>.



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

2016

- June
- September
- December

2017

- March
- June
- September
- December

Please Note:

ASGE must approve all advertising.
We do not accept equipment advertising from non-OEMs.

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
- Button Ad

Frequency

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

Months: _____

ASGE Guide to Endoscopy at DDW® for 2017

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