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!

<table>
<thead>
<tr>
<th><strong>ASGE Connection®</strong></th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly print and digital member magazine</td>
<td></td>
</tr>
</tbody>
</table>

| **Advertising Options, Rates and Specifications** | 4 |

<table>
<thead>
<tr>
<th><strong>SCOPE e-newsletter</strong></th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly digital e-newsletter</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ASGE.org</strong></th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASGE’s main website</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ASGE Guide to Endoscopy at DDW®</strong></th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>A handy guide that helps attendees sift through DDW programming for endoscopy-related events</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>GIE®: Gastrointestinal Endoscopy</strong></th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASGE’s scientific, peer-reviewed journal</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ASGE Endoscopy Marketplace</strong></th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>An online buyer’s guide of products and services that support the GI practice</td>
<td></td>
</tr>
</tbody>
</table>

| **Advertising Contract & Insertion Order** | 9 |
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.
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).

- **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
  - **Eblast Skyscraper**
    - **FREQUENCY** | **RATE**
      - 1X | $1500
      - 2X | $1250
      - 4X | $1000

- **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

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>1/2-PAGE</th>
<th>FULL-PAGE</th>
<th>4-PAGE</th>
<th>FULL-PAGE COVER 2</th>
<th>FULL-PAGE COVER 3</th>
<th>1/2-PAGE COVER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$2000</td>
<td>$2500</td>
<td>$7500</td>
<td>$3000</td>
<td>$2750</td>
<td>$2500</td>
</tr>
<tr>
<td>2X</td>
<td>$1800</td>
<td>$2250</td>
<td></td>
<td>$2700</td>
<td>$2500</td>
<td>$2250</td>
</tr>
<tr>
<td>4X</td>
<td>$1500</td>
<td>$1875</td>
<td></td>
<td>$2400</td>
<td>$2250</td>
<td>$1875</td>
</tr>
</tbody>
</table>

- **Skyscraper**
  Right side of magazine cover. Additional charge for inside pages.

  - **SPECs**
    - 160 wide X 600 pixels high Optimized .GIF or .JPG

- **Bottom Banner**
  Across bottom cover.

  - **SPECs**
    - 468 wide X 60 pixels high Optimized .GIF or .JPG

- **Blow-in**
  Appears automatically on the cover or an inside page.

  - **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.

- **Eblast**

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

**Print Magazine**

**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

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<th>FULL-PAGE</th>
<th>4-PAGE</th>
<th>FULL-PAGE COVER 2</th>
<th>FULL-PAGE COVER 3</th>
<th>1/2-PAGE COVER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
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<td>$2250</td>
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<tr>
<td>4X</td>
<td>$1500</td>
<td>$1875</td>
<td></td>
<td>$2400</td>
<td>$2250</td>
<td>$1875</td>
</tr>
</tbody>
</table>

**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@innovativemediасolutions.com
**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**

<table>
<thead>
<tr>
<th></th>
<th>1 WEEK</th>
<th>4 WEEKS</th>
<th>8 WEEKS</th>
<th>12 WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOOTER BANNER AD</strong></td>
<td>$500 / WEEK</td>
<td>$475 / WEEK</td>
<td>$450 / WEEK</td>
<td>$400 / WEEK</td>
</tr>
<tr>
<td><strong>SKYSCRAPER AD</strong></td>
<td>$500 / WEEK</td>
<td>$500 / WEEK</td>
<td>$500 / WEEK</td>
<td>$500 / 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@innovativemedia solutions.com**.
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 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 Professinals 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

<table>
<thead>
<tr>
<th>Footer Banner Ad (548 x 62 Pixels)</th>
<th>3 Months*</th>
<th>6 Months*</th>
<th>12 Months*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$810 / Month</td>
<td>$720 / Month</td>
<td>$600 / Month</td>
</tr>
<tr>
<td>Button Ad (200 x 180 Pixels)*</td>
<td>3 Months</td>
<td>6 Months*</td>
<td>12 Months*</td>
</tr>
<tr>
<td></td>
<td>N/A</td>
<td>$450 / Month</td>
<td>$300 / Month</td>
</tr>
</tbody>
</table>

*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.
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

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

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@innovativemediaelections.com.
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

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/.
2016-2017 ASGE Advertising Contract and Insert Order

- **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:

- **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

**Please Note:**
ASGE must approve all advertising. We do not accept equipment advertising from non-OEMs.

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