

# ASA Monitor<sup>®</sup>

THE LEADING SOURCE FOR PERIOPERATIVE HEALTH CARE NEWS

58,032

Total Subscribers

10,017

Average Monthly Visits

## Website

<http://www.asamonitor.org/>

## Content Focus

The official news publication of the American Society of Anesthesiologists, the *ASA Monitor* delivers the latest specialty and industry news, and practice-changing clinical information to the perioperative health care community.



## Organizational Affiliation

Official publication of the American Society of Anesthesiologists (ASA)



## Editor-in-Chief

Steven L. Shafer, MD

## Frequency

Monthly

## Advertising Guidelines

Subject to approval by Editor and the ASA. New copy must be received by the Publisher two weeks before closing date. [View the ASA Publications Advertising Policy.](#)

## Distribution

**Print Circulation:** 44,241

**Electronic-Only Circulation:** 13,791

**Total Subscribers:** 58,032

## Website Engagement

**Average Monthly Visits:** 10,017

**Average Monthly Page Views:** 16,829

## Run of Book Rates

Rates apply to inclusion in Print issues.

Volume	King Page Color	King Page B/W (PI)	Island Full Page Color	Island Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$9,400	\$5,760	\$6,655	\$4,130	\$5,780	\$3,270
3 x	\$9,165	\$5,550	\$6,500	\$3,975	\$5,665	\$3,140
6 x	\$9,060	\$5,430	\$6,425	\$3,895	\$5,560	\$3,030
12 x	\$8,800	\$5,200	\$6,240	\$3,710	\$5,500	\$2,935
24 x	\$8,650	\$5,035	\$6,140	\$3,615	\$5,355	\$2,825

	King Page	Island Full Page	Island Full Page			
Volume	King Page Color	B/W (PI)	Color	B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
36x	\$8,500	\$4,900	\$6,040	\$3,510	\$5,305	\$2,780
48x	\$8,400	\$4,790	\$5,960	\$3,430	\$5,260	\$2,730
60x	\$8,390	\$4,780	\$5,950	\$3,420	\$5,250	\$2,720
72x	\$8,375	\$4,765	\$5,935	\$3,405	\$5,235	\$2,705
96x	\$8,345	\$4,735	\$5,905	\$3,375	\$5,205	\$2,675

## Cover and Preferred Position Rates

- Cover 2:** 35% of earned B/W (PI) page rate
- Cover 3:** 25% of earned B/W (PI) page rate
- Cover 4:** 50% of earned B/W (PI) page rate
- Other Preferred Positions:** 25% of earned B/W (PI) page rate

## Insert Rates

- 2-page:** 2.5 times earned B/W (PI) page rate
- 4-page:** 4.5 times earned B/W (PI) page rate
- 8-page:** 8.5 times earned B/W (PI) page rate

## Agency Commission

15% agency discount should be applied. All prices shown as gross.

# Career & Events Section Rates

Rates apply to inclusion in Print issues and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your Recruiting Representative for volume discounts.

King Page	1/2 Page	1/4 Page	1/8 Page
\$6,425	\$4,370	\$2,895	\$1,870

## Agency Commission

15% agency discount should be applied. All prices shown as gross.

# Online and Email Rates

Please contact your Sales Representative for digital rates and availability.

## Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

## Electronic Table of Contents (eTOCs)

- Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions.
- Exclusive advertisers can run different ads in each position for maximum exposure.

## 3rd Party Emails

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

## eNewsletters

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

## Premium Sponsorship Opportunities

Cover Tips, Belly Bands, Inserts and Outserts

Print and Digital Supplements

Supplements allow you to reach our audience of KOLs and society members and include article collections, meeting content, and companion issues.

Job Boards

Premium posting packages, social media job optimization, job wraps and job feeds are available.

Meeting Reporters

Extend your message beyond physical attendees by providing in-depth conference coverage.

Resource Centers

A multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.

Webinars

Showcase product demos, Q&A, KOL presentations – the content possibilities are endless.

Sponsored Videos

Host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum impact.

Point-of-Care Programs

Add value to our HCP relationships with branded anatomical charts, tear pads, and more.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

## Reprints

Print and digital reprints are available. Contact your Sales Representative for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
<b>January</b>	11/12/2020	11/17/2020	11/20/2020	12/3/2020	12/18/2020
<b>February</b>	12/24/2020	12/30/2020	1/5/2021	1/4/2021	1/29/2021
<b>March</b>	1/22/2021	1/27/2021	2/1/2021	1/29/2021	2/26/2021
<b>April</b>	2/22/2021	2/25/2021	3/2/2021	3/1/2021	3/26/2021
<b>May</b>	3/22/2021	3/25/2021	3/30/2021	3/29/2021	4/23/2021
<b>June</b>	4/26/2021	4/29/2021	5/4/2021	5/3/2021	5/28/2021
<b>July</b>	5/21/2021	5/26/2021	6/1/2021	5/28/2021	6/25/2021
<b>August</b>	6/18/2021	6/23/2021	6/28/2021	6/25/2021	7/23/2021
<b>September</b>	7/26/2021	7/29/2021	8/3/2021	8/2/2021	8/27/2021
<b>October</b>	8/20/2021	8/25/2021	8/30/2021	8/27/2021	9/24/2021
<b>November</b>	9/20/2021	9/23/2021	9/28/2021	9/27/2021	10/22/2021
<b>December</b>	10/18/2021	10/21/2021	10/26/2021	10/25/2021	11/19/2021

To inquire about extension dates, please contact your [Sales Representative](#).

## Online Specifications

[Download Online Advertising Specs](#)

## Print Specifications

### Type of Binding

Saddle-stitched

### Journal Trim Size

10 1/2" x 13". Safety allowance for live matter: 1/4" from trim.

### Run of Journal Page Sizes

Non-Bleed Size				Bleed Size		
	Width		Height	Width		Height
King page:	10"	x	12 1/2"	10 3/4"	x	13 1/4"
3/4 page horizontal:	10"	x	8 7/8"	10 3/4"	x	9 5/8"
3/4 page vertical:	7 1/8"	x	12 1/2"	7 7/8"	x	13 1/4"
Island page:	7 1/8"	x	8 7/8"	7 7/8"	x	9 5/8"
1/2 page horizontal:	10"	x	6"	10 3/4"	x	6 3/4"
1/2 page vertical:	4 3/4"	x	12 1/2"	5 1/2"	x	13 1/4"
1/4 page horizontal:	10"	x	2 3/4"	10 3/4"	x	3 1/2"
1/4 page vertical:	4 3/4"	x	6"	5 1/2"	x	6 3/4"

### Career & Events Section Page Sizes

Non-Bleed Size			
	Width		Height
King page:	9 2/3"	x	11 1/2"
1/2 page horizontal:	9 2/3"	x	5 2/3"
1/2 page vertical:	4 3/4"	x	11 1/2"
1/4 page:	4 3/4"	x	5 2/3"
1/8 page:	4 3/4"	x	2 3/4"

[Download Career & Events Section guidelines](#)

### Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

### Insert Requirements

**Acceptance:** King- and journal-size accepted. Sample of insert must be submitted to Sales Representative for approval.

**Sizes:** Tabloid-size inserts: Allow 1/8" head trim. Any excess will trim from face and foot. Smaller inserts, such as journal- or island-size, should be delivered with clean trim. The exception to this is a 1/8" head trim for inserts (4, 8 or 16 pages) that might be bound in the center spread, or for inserts provided with a binding flap; these should also include a 1/8" head trim. For all inserts, to allow for tipping, no live text should appear within 5/8" of the gutter.

## Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

## Advertising Representative (U.S.)

**Name:** Hilary Druker

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## Advertising Representative (Europe)

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## Recruiting Representative (U.S.)

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## Reprints Representative (Europe)

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