

BECKER'S  
**ASC REVIEW**

Practical Business, Legal and Clinical Guidance for Ambulatory Surgery Centers

BECKER'S  
**Hospital Review**

BUSINESS & LEGAL ISSUES FOR HEALTH SYSTEM LEADERSHIP

BECKER'S  
**ORTHOPEDIC & SPINE**  
REVIEW

*Business and Legal Issues for Orthopedic and Spine Practices*

## 2010 Advertising Media Kit

*Becker's ASC Review, Becker's Hospital Review and Becker's Orthopedic & Spine Review*

This media kit is comprised of four sections: (1) Print – *Becker's ASC Review, Becker's Hospital Review and Becker's Orthopedic & Spine Review* (2) E-Weeklies, (3) Websites, and (4) Seminars and Conferences

Reach your Target Audience  
Advertise and Brand Through Becker Publications

# Advertising, Marketing and Branding Opportunities



## Becker's ASC Review

[www.beckersasc.com](http://www.beckersasc.com)

### PRINT – 9 ISSUES PER YEAR

- 25,000 person distribution per issue
- Traditional print display advertisements
- Premium placement display ads
- Sponsored lists
- ASC Operating Room Manager Section of Becker's ASC Review
- Congratulations ads
- Branding ads

### LEADING JUNE AND OCTOBER CONFERENCES FOCUSED ON ORTHOPEDIC AND SPINE

- Exhibiting and sponsorship opportunities
- 600-700 attendees per conference

### WEB

- In-content options
- Leaderboard options
- Specialty focused channels

### E-WEEKLY

- 4 insertions per issue, 2 alerts and E-Weeklies per week

### WEBINARS

- Limited to one per month

## Becker's Hospital Review

[www.beckershospitalreview.com](http://www.beckershospitalreview.com)

### PRINT – 6 ISSUES PER YEAR

- 15,000 person distribution per issue
- Traditional print display advertisements
- Premium placement display ads
- Sponsored lists
- Materials and Purchasing Manager Section of Becker's Hospital Review
- Congratulations Ads
- Branding Ads

### MARCH 2010 CONFERENCE

- **Hospitals and Health Systems** – Improving and Growing Orthopedic and Spine Programs.

### WEB

- In-content options
- Leaderboard options

### E-WEEKLY

- 1 to 4 insertions per issue, 2 alerts and E-Weeklies per week

### WEBINARS

- Limited to one per month

## Becker's Orthopedic & Spine Review

[www.beckersorthopedicandspine.com](http://www.beckersorthopedicandspine.com)

### PRINT – 6 ISSUES PER YEAR

- 15,000 person distribution per issue
- Traditional print advertising display advertisements
- Premium placement display ads
- Sponsored lists
- Congratulations ads
- Branding ads

### WEB

- In-content options
- Leaderboard options

### E-WEEKLY

- 4 insertions per issue, 2 alerts and E-Weeklies per week

### WEBINARS

- Limited to one per month

## Becker's ASC Review Rates

Frequency	Full Page	1/2 Page	1/4 Page	1/12 Page	Premium Placement:	Statistics
1X	4,000	2,800	2,000	500	Back Cover.....20% Additional	Distribution 25,000
3X	3,600	2,600	1,800	450	Inside Back Cover.....20% Additional	ASC Administrators 25%
6X	3,400	2,200	1,700	400	First 8 Pages.....15% Additional	ASC Medical Directors 15-20%
9X	3,200	2,200	1,500	400	Center Spread.....15% Additional	Surgeons and Proceduralists 40%
13X	3,000	2,100	1,400	400		Becker's Mailing Lists 15-20%
21X	2,800	1,900	1,200	400		
Sponsored Lists (no editorial input permitted)				\$2000		

## Becker's Hospital Review Rates

Frequency	Full Page	1/2 Page	1/4 Page	1/12 Page	Premium Placement:	Statistics
1X	4,000	2,800	2,000	500	Back Cover.....20% Additional	Distribution 15,000
3X	3,600	2,600	1,800	450	Inside Back Cover.....20% Additional	CEOs 33%
6X	3,400	2,200	1,700	400	First 8 Pages.....15% Additional	CFOs 33%
Sponsored Lists (no editorial input permitted)				\$2000	Center Spread.....15% Additional	Material Managers 33%

## Becker's Orthopedic & Spine Review Rates

Frequency	Full Page	1/2 Page	1/4 Page	1/12 Page	Premium Placement:	Statistics
1X	4,000	2,800	2,000	500	Back Cover.....20% Additional	Distribution 15,000
3X	3,600	2,600	1,800	450	Inside Back Cover.....20% Additional	Orthopedic, Orthopedic Spine and Neurosurgeons, Hospital Directors of Orthopedics and Neurosurgery 66%
6X	3,400	2,200	1,700	400	First 8 Pages.....15% Additional	Orthopedic Practice Administrators 33%
Sponsored Lists (no editorial input permitted)				\$2000	Center Spread.....15% Additional	

## Becker's ASC Operating Room Manager and Becker's Hospital Review Purchasing and Material Manager

Website	Statistics
These are specific sections within the magazines for a discounted ad rate	Material Managers 5,000

## Web Rates

Website	Statistics
Leaderboard – 728x90 \$700/Month	Website Impressions per month 150,000
Medium Rectangle – 300x250 \$700/Month	
Square Button – 125x125 \$500/Month	
Sponsored Link \$400/Month	
E-Weekly	E-Weekly Distribution 7,000-8,000
Leaderboard – 700x90 \$700/Issue	
Small Rectangle – 200x200 \$700/Issue	E-Alert Distribution 7,000-8,000
In-content – 450x200 \$500/Issue	
E-Alert Banners	Custom Webinars Guaranteed Attendance
Small Rectangle – 200x200 \$400/Issue	
Sponsored Text Ad \$400/issue	
Custom Webinars	
Aggregate Limit of One Per Month \$7500/Webinar	

## BECKER'S ASC REVIEW

Practical Business, Legal and Clinical Guidance for Ambulatory Surgery Centers

Reach your Target Audience

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### BECKER'S ASC REVIEW EDITORIAL CALENDAR

#### January/February

- 50 Management and Development Companies to Watch for 2010
- Specialty Focus: Orthopedics, Spine and Pain Management
- ASC Resources Directory
- ASC Operating Room Manager

#### February Special Issue

- Mergers and Acquisitions and Valuation Issues
- 20 Great ASCs to Work For
- ASC Resources Directory
- ASC Operating Room Manager
- Specialty Focus Anesthesia

#### March/April

- The Compensation Issue
- Billing, Collections and Coding
- Managed Care Contracting
- 50 Great Administrators
- Specialty Focus: GI and Ophthalmology
- ASC Resources Directory
- ASC Operating Room Manager

#### May/June

##### Orthopedic, Spine and Pain Management Driven ASCs Conference Distribution

- Turning Around an ASC
- 20 Great Orthopedic, Spine and Pain Management Centers
- 20 CEOs of Physician-Owned Hospitals
- Specialty Focus: Orthopedics, Spine and Pain Management
- June Conference Brochure
- ASC Resources Directory
- ASC Operating Room Manager

#### June Special Issue

##### Orthopedic, Spine and Pain Management Driven ASCs Conference Distribution

- The Legal, Regulatory, Safe Harbor and Anti-Kickback Issue
- 50 ASC Company CEOs
- ASC Resources Directory
- ASC Operating Room Manager

#### July/August

- 100 People to Know in the ASC Industry
- Specialty Focus: GI and Ophthalmology
- Specialty Focus: Anesthesia
- ASC Resources Directory
- ASC Operating Room Manager

#### September/October

##### Annual Improving Profitability, and Business and Legal Issues for ASCs Conference Distribution

- Billing, Collections and Coding
- Out-of-Network Trends and Challenges
- 50 Great Physician ASC Leaders
- Specialty Focus: GI, Ophthalmology, ENT and Urology
- October Conference Brochure
- ASC Resources Directory
- ASC Operating Room Manager

#### October Special Issue

##### Annual Improving Profitability, and Business and Legal Issues for ASCs Conference Distribution

- The Benchmarking and Statistics Issue
- 50 Women Leaders to Know in the ASC Industry
- ASC Resources Directory
- ASC Operating Room Manager

#### November/December

- The Lists Issue
- 10 Critical ASC Management Best Practices
- 50 Things to Know About ASCs
- 25 Great Business Office Managers
- 20 Great Physician-Owned Hospitals
- ASC Resources Directory
- ASC Operating Room Manager

**BECKER'S**  
**Hospital Review**  
**BUSINESS & LEGAL ISSUES FOR HEALTH SYSTEM LEADERSHIP**

Reach your Target Audience  
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“Your communications are easy to go through and pick out items of interest. They keep me up to date and informed about many items and with no paper pushing. I can forward excerpts to others and save reference items. I think it is a great tool.”

Theresa Allen Eatherly  
Chief Financial Officer  
Doctors Hospital Parkway + Tidwell

**BECKER'S HOSPITAL REVIEW EDITORIAL CALENDAR**

**January/February**

- Benchmarking and Statistics
- 50 Great physician Leaders of Hospitals
- Specialty Focus: Cardiology and Oncology
- Hospital Resources Directory
- Hospital Materials and Purchasing Manager

**March/April**

- Revenue Cycle: Reimbursement, Billing, Coding and Collections
- Specialty Focus: Orthopedics and Neurosurgery/Spine
- 10 Ways to Improve Your Hospital's Orthopedics Program
- 15 Hospitals With Great Orthopedic Programs
- 20 Hospital Companies to Know
- Hospital Resources Directory
- Hospital Materials and Purchasing Manager

**May/June**

- The Legal and Regulatory Issue
- Physician Joint Ventures
- 50 Great Hospital CEOs
- Physician/Hospital Integration Issues
- 20 Great Physician-Owned Hospitals
- Hospital Resources Directory
- Hospital Materials and Purchasing Manager

**July/August**

- The Compensation Issue
- 20 Great Leaders of Physician-Owned Hospitals
- Building Great Hospital-Owned Physician Groups
- Specialty Focus: Orthopedics and Spine
- 15 Hospitals With Great Joint and Spine Programs
- Hospital Resources Directory
- Hospital Materials and Purchasing Manager

**September/October**

- The Lists Issue: Leadership Issues, Top Organizations and Programs, Leading Executives
- 10 Most Powerful People in Healthcare
- 25 Great Women Leaders
- Hospital Resources Directory
- Hospital Materials and Purchasing Manager

**November/December**

- Revenue Cycle: Reimbursement, Billing, Coding and Collections
- Benchmarking and Statistics
- 20 New CEOs and CFOs From 2010 to Know
- Specialty Focus: Oncology
- 10 Ways to Improve Your Hospital's Oncology Program
- 15 Hospitals With Great Oncology Programs
- Hospital Resources Directory
- Hospital Materials and Purchasing Manager

BECKER'S  
**ORTHOPEDIC & SPINE**  
REVIEW

Business and Legal Issues for Orthopedic and Spine Practices

Reach your Target Audience  
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“I appreciate your information. It is always relevant, factual and concise. It is the only information I choose to save for future reference.”

P. Denny Oreb  
Executive Vice President  
Orthopedic Institute

**BECKER'S ORTHOPEDIC & SPINE REVIEW EDITORIAL CALENDAR**

**January/February**

- 25 Great Knee Surgeons
- Managed Care Contracting
- Reimbursement, Billing, Coding and Collections
- 10 Statistics and Facts About Orthopedic Practices
- Orthopedic and Spine Resources Directory

**March/April**

- Orthopedic and Spine Ownership of ASCs and Hospitals
- Benchmarking and Statistics
- 5 Effective Ways to Grow Your Practice
- 10 Great Orthopedic Practices
- 25 Spine Surgeons to Know
- Orthopedic and Spine Resources Directory

**May/June**

- Joint Ventures
- 20 Great Orthopedic- and Spine-Driven ASCs
- 10 Great Spine Practices
- Physician Hospital Relationships
- Orthopedic and Spine Resources Directory

**July/August**

- The Compensation Issue: What Do Orthopedic and Spine Surgeons and Practice Administrators Earn
- 25 Great Orthopedic and Spine Practice Administrators
- Orthopedic and Spine Resources Directory

**September/October**

- The Lists Issue: Leadership Issues, Top Surgeons, Best Small, Medium and Large Orthopedic and Spine Practices
- The Lists Issue: Leadership Issues, Top Surgeons, Best Small, Medium and Large Orthopedic and Spine Practices
- Orthopedic and Spine Resources Directory

**November/December**

- Reimbursement, Billing, Coding and Collections and Large Orthopedic and Spine Practices
- 20 Great Orthopedic-Driven Hospitals
- Key Guidance to Maximize Spine Surgery Profits
- Orthopedic and Spine Resources Directory

## Website

ASC Communication's websites, [www.BeckersASC.com](http://www.BeckersASC.com), [www.BeckersHospitalReview.com](http://www.BeckersHospitalReview.com), and [www.BeckersOrthopedicAndSpine.com](http://www.BeckersOrthopedicAndSpine.com) are the single best source of information for ambulatory surgery centers, for hospitals and for orthopedic and spine practices. The sites focus on business guidance, statistics, lists and news for these niches.



## E-Weekly Newsletters

**Becker's ASC Review E-Weekly** is a e-newsletter distributed twice-weekly. The ASC E-Weekly provides current news, business guidance, lists and statistics for ASCs.

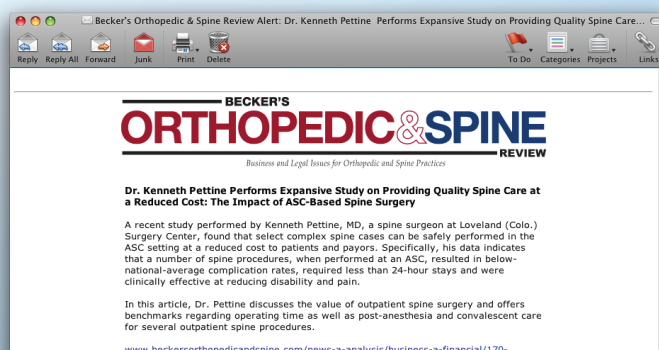
**Becker's Hospital Review E-Weekly** is a weekly e-newsletter. The Hospital Review E-Weekly provides current news, business guidance, lists and statistics for hospitals and health systems.

**Becker's Orthopedic & Spine E-Weekly** is a weekly e-newsletter. The Orthopedic & Spine E-Weekly provides current news, business guidance, lists and statistics for orthopedic and spine practices.



## E-Alerts

*Becker's ASC Review, Becker's Hospital Review and Becker's Orthopedic & Spine E-Alerts* feature single item alerts from ASC Review, Hospital Review and Orthopedic & Spine E-Weeklies.





## Custom Webinars

Excellent way to directly educate your target audience and have a personal connection with listeners across the world.

## Becker's ASC Operating Room Manager and Becker's Hospital Review Purchasing and Material Manager

The ASC Operating Room Manager is a cost-efficient and easy way to increase the awareness of your product to our readership. The shopper is another way to shorten the sales cycle, while presenting your product to the decision makers of the industry.

## Congratulations ads, Resources Ads and Branding Ads

Multiple different options for gaining exposure to our readership.

## June Conference – ASC's

**JUNE 10 – 12, 2010 | CHICAGO, ILLINOIS**

The 8<sup>th</sup> Annual

**Orthopedics, Pain Management and Spine Driven ASC Conference:  
Improving Profits, Business and Legal Issues**

## October Conference – ASC's

**OCTOBER 20 – 22, 2010 | CHICAGO, ILLINOIS**

The 16<sup>th</sup> Annual

**ASC Communications and ASC Association Conference:  
Improving Profits, and Business and Legal Issues for Ambulatory  
Surgery Centers**

## March Conference – Hospitals

**MARCH – APRIL, 2010**

**Improving Profitability of Orthopedic and Spine Programs:  
Growing Volume, Assessing Financial Relationships, and Business and  
Legal Issues**



## Advertisers

### **JCB is the leading compounding pharmacy for ASCs.**

"Becker's ASC continues to impress! From the seminars to the E-Weeklies and everything in between, *Becker's* is truly the resource for gaining insight and knowledge about the business of running an ASC. Detailed answers to questions and quick response times are a staple at *Becker's*. It is easy to find businesses that claim to have great customer service, but to find one that actually delivers is hard. *Becker's* is a rarity in today's fast-paced, "get it off my desk" world."

#### **Brian Williamson**

*CEO of JCB Laboratories*

### **Acclarent develops innovative medical devices and treatment solutions for ear, nose, and throat specialists and their patients.**

"*Becker's ASC Review* is a unique resource in the ASC market and the only must-read publication dedicated to the challenges, opportunities and dynamics associated with ambulatory surgery centers. *Becker's ASC Review* and the conferences associated with it represent the pulse of the ASC market and connects the leaders and players within this market to one another."

#### **Bob Wood**

*Vice President, Strategic Planning, Acclarent*

### **ASCOA is a top ASC management company.**

"ASCOA has been an advertiser in *ASC Review* for many years because we have come to realize that we are gaining greater access to the decision-makers than in any other venue. We have received more leads through *ASC Review* than any other advertising that we do."

#### **Dr. Brent Lambert**

*CEO of Ambulatory Surgical Centers of America*

### **SCB is one of the best billing and collections firms for ASCs.**

"Surgery Center Billing has been advertising in the *ASC Review* for many years. It is a very high-quality publication with excellent circulation."

#### **Caryl Serbin**

*President of Surgery Consultants of America and Surgery Center Billing*

### **Meridian is one of the best buyers, owners and operators of ASCs.**

"We use *Becker's ASC Review* not only as a marketing tool to deliver our message to prospective partners, but also as a resource to gain more in-depth coverage of the latest news, trends and business issues affecting the ASC industry."

#### **Kenny Hancock**

*President and Chief Development Officer at Meridian Surgical Partners*

### **VMG Health is a leading valuation firm serving ASCs.**

"*Becker's ASC Review* is the industry-leading resource for relevant information on the current legal, financial and operating issues affecting surgery centers. In a complex market, having insightful and relevant information from industry leaders isn't an option, it's a requirement. It's a standard with which VMG Health is proud to have the opportunity to be a part."

#### **Jon O'Sullivan**

*Senior Partner at VMG Health*

### **Regent is a leading company specializing in turning around ASCs, and managing ASCs and hospitals.**

"The topics in *Becker's ASC Review* are very relevant, and Regent Surgical Health considers this magazine a valuable resource to our business."

#### **Tom Mallon**

*CEO and Founder of Regent Surgical Health*

"*Becker's ASC Review* keeps us abreast of industry news, multispecialty opportunities and familiar with new technology. It's must reading for strategic thinkers involved with ASCs."

#### **Nap Gary**

*Eastern Region President at Regent Surgical Health*

"*Becker's ASC Review* covers the gamut of ASC issues and provides information for strategic planning and understanding practical business, legal and clinical issues facing ASCs today."

#### **Jeff Simmons**

*Western Region President at Regent Surgical Health*

# Production Requirements

For more information email [becker@beckersasc.com](mailto:becker@beckersasc.com)

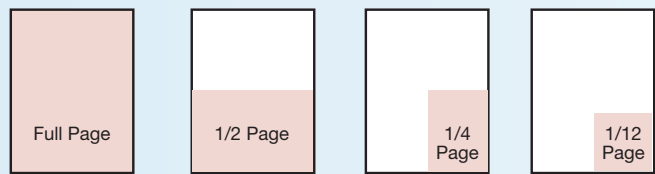


## Ad Specs for Becker's ASC Review, Becker's Hospital Review and Becker's Orthopedic and Spine Review

The preferred file format is a high resolution PDF. All embedded artwork should be at least 300 dpi and in CMYK color format. Please embed all fonts. Ads do not bleed, so there is need for crop marks. Other acceptable file formats are .tif, .eps, or high resolution JPEG.

### Print Sizes

1/12 PAGE	2" x 2"
1/4 PAGE	3.635" x 5"
1/2 PAGE	7.5" x 5"
FULL PAGE	7.5" x 10"



If you prefer the full page ad to bleed, then the size is 8.5" x 11". We would then need crop marks and .125" bleed on all four sides.

### Web Sizes

Leaderboard	728x90
Side Scraper	300x250
Square Button	125x125

Electronic materials must be received one week before scheduled ad placement.



728x90 Leaderboard

300x250 Medium Rectangle

125x125 Square Button

### E-Weekly

Leaderboard	700x90
Side Scraper	200x200
In-content	450x200

Electronic materials must be received one week before scheduled ad placement.



700x90 Leaderboard

200x200 Small Rectangle

450x200 In-content