

E-MEDIA AND WEBINAR MARKETING OPPORTUNITIES

WHY CHOOSE BECKER'S ASC REVIEW?

Trusted Source. Created by the industry's most respected advisors, *Becker's ASC Review* delivers cutting edge business strategy and legal information to ASC operators, investors and owners. Your ads will appear alongside the most thorough and up-to-date analysis in the industry from one of its most trusted sources.

Qualified Audience. *Becker's ASC Review* is now distributed to 20,000 surgeons, ASC administrators, hospital directors of surgery, other operators of surgical programs, physicians practicing specialties across the board and industry leaders – giving it few rivals for circulation. Distribution focuses on the individuals who have the authority to make strategic business and product choices for their ASCs.

Advertising with *Becker's ASC Review* means reaching key decision-makers in a context of thorough informative analysis.

**TO ADVERTISE, CALL OR FAX
ASC COMMUNICATIONS, INC.**

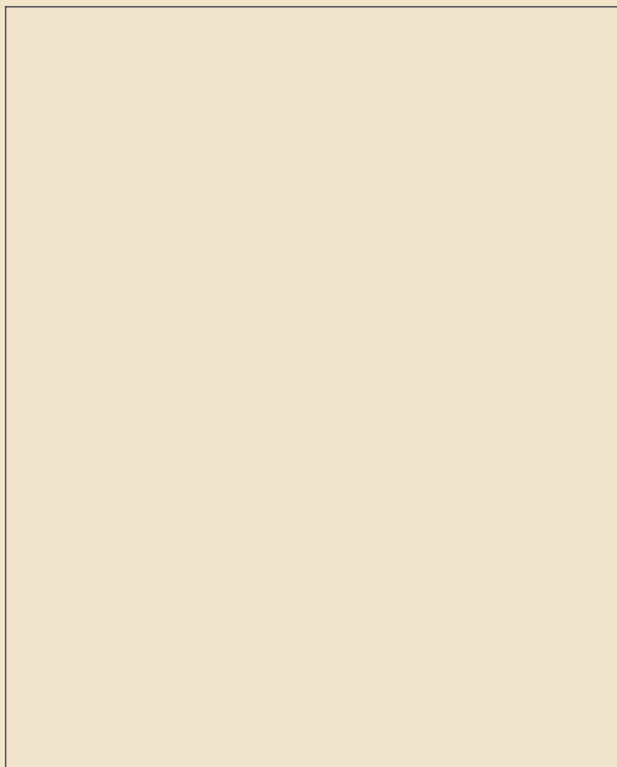
CALL: (800) 417-2035

FAX: (866) 678-5755

ASC **BECKER'S**
Review
PRACTICAL BUSINESS AND LEGAL GUIDANCE FOR AMBULATORY SURGERY CENTERS

Becker's ASC Review: E-Weekly Newsletter

Becker's ASC Review E-Weekly reaches over 5,000 ASCs, surgeons and healthcare administrators.



■ AD SPECS:

Banner Ad: 500 x 350 pixels

File Size: File should not exceed 50k

■ DEADLINE:

Materials must be received one week before scheduled ad placement.

E-Weekly Newsletter

DURATION	COST PER ISSUE
Four issues	\$400
12 issues	\$350
More than 12 issues	\$300

Becker's ASC Review Online: www.beckersasc.com

A Web site exclusively for the ASC industry. The industry looks to *beckersasc.com* for high quality content and interaction with the industry.



■ BANNER OPPORTUNITIES:

www.beckersasc.com

RATES	SIZE	COST* per month
Top banner	468 x 60	\$400*
Top skyscraper	120 x 600	\$400*
Side skyscraper	114 x 300	\$400*
Micro banner	120 x 151	\$300*

* All positions require a three-month commitment. Acceptable files: .gif, .jpg, or Flash files are acceptable; files should not exceed 25k.

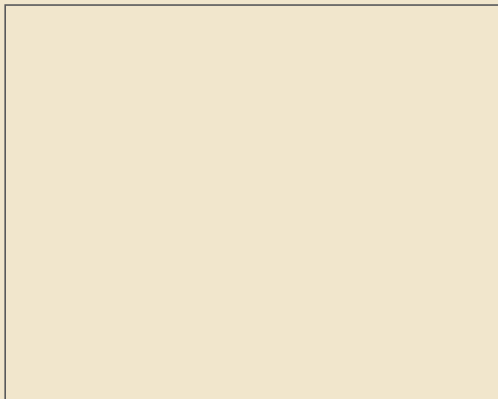
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Becker's ASC Review: Webinars

The *Becker's ASC Webinar Series* is a powerful, flexible, cost-effective way to connect with professionals with a demonstrated interest in your products and services. Webinars are issue-driven, attracting participants with a current, active interest in the topic — a pre-qualified group ready to listen to your message.

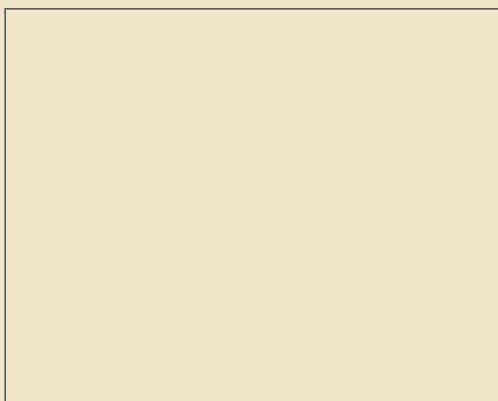
For you, there are no costly sales trips, no freight charges, no need to man a booth. You get full access to our marketing channel.



■ WEBINAR OPPORTUNITIES:

Each *Becker's ASC Review* Webinar can be supported by a maximum of three non-competitive sponsors.

- A single sponsorship to any Webinar is \$4,500.
- An exclusive sponsorship is \$7,500

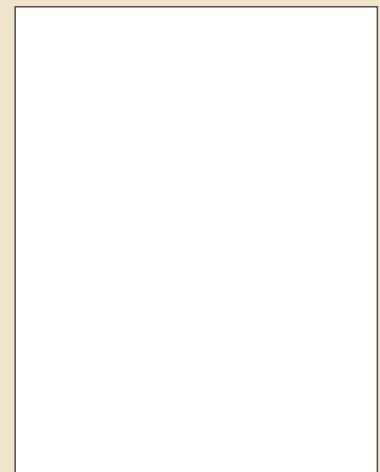


■ CUSTOM WEBINARS:

Becker's ASC Review can also create a custom Webinar on a topic of your choice. You provide a complete ready-to-go presentation. We will provide a dynamic marketing program, produce and host your Webinar, provide registration and reporting services, archive the presentation and send leads. Cost: \$8,000

Becker's ASC Review: White Papers

Share your knowledge with the ASC industry. Have your custom content written and designed by *Becker's ASC Review* editors and hosted on beckersasc.com for one year. Or post your own white papers on beckersasc.com. Receive real contact information from visitors who download the white papers. Design a marketing program around your white papers to receive real ROI every day.



- Cost: \$2,000 per page (minimum of three pages for *Becker's ASC*-generated custom white paper)
- Hosting: \$500 per month (six-month minimum)

Contact us today for more detailed information on coordinating all of these exciting, interactive programs! Call *Becker's ASC Review* at (800) 417-2035 or e-mail sbecker@mcguirewoods.com

TO ADVERTISE CALL: (800) 417-2035 FAX: (866) 678-5755

WEBINARS

Sponsorships are available for individual Webinars. There are a maximum of three sponsorship slots available for each individual Webinar. Check with your *Becker's ASC* rep for current availability.

Pre-Webinar Marketing

Logos, names and URLs of all sponsors of *Becker's ASC Review* Webinars will be featured in an active marketing campaign, promoting the Webinar to potential participants in its target audience. Depending on the Webinar, the promotion campaign will include most or all of the following.

PRE-EVENT MARKETING PROGRAMS	INSERTIONS/DURATION
Display advertising and/or listing in <i>Becker's ASC Review</i> magazine	Once*
Listing in e-Weekly newsletters where appropriate	Minimum of six*
Listing on <i>Becker's ASC Review</i> web site	Minimum of four weeks*
Webinar information and registration pages	Minimum of four weeks*
Attendee e-mail marketing, including automated reminder e-mails	Minimum of two weeks*

* based on availability

In-Seminar Marketing

Logos, names and URLs of all sponsors of *Becker's ASC Review* Webinar will be featured during the Webinar itself, and participants will be invited/directed to visit sponsor Web sites at the conclusion of the Webinar.

Post-Seminar Marketing

Logos, names and URLs of all sponsors of *Becker's ASC Review* Webinar will be featured for a minimum of six months on the pages of the Webinar.

Becker's ASC Review will provide all sponsors with a list of the names and contact information of all registrants who have opted in to receive information from sponsors. Where available, *Becker's ASC Review* will append individual results from polls or questions asked during the course of the Webinar.

Becker's ASC Review will conduct, collate and distribute a post-event evaluative survey of participants to all sponsors.

Pricing

Exclusive Webinar Sponsorship (provided by vendor) . . . **\$7,500**
Sole sponsorship of a single Webinar

Single Webinar Sponsorship **\$4,500**
Maximum of three per seminar

SPONSORSHIP OPPORTUNITIES

IMPORTANT INSTRUCTIONS

Mail original with payment to:

ASC Communications, Inc.
315 Vernon Avenue
Glencoe, IL 60022

For sponsorship questions:

Call (800) 417-2035

See www.beckersasc.com for upcoming Webinars.

COMPANY INFORMATION

Company Name _____
 Street _____
 State/Zip _____
 Telephone (____) _____
 Fax (____) _____
 Key Contact Name _____
 Title _____
 E-Mail _____
 Web Address _____

SPONSORSHIP OPTIONS

Check all that apply: Exclusive (\$7,500) Semi-Exclusive (\$4,500)

PAYMENT INFORMATION

CHECK # _____ enclosed (Payable to ASC Communications, Inc.)
 CREDIT CARD
 Total Amount \$ _____
 Credit Card Number _____
 Expiration Date _____
 Authorized Signature _____
 Billing Address (if different from above)
 Street _____
 City _____
 State/Zip _____

EVENT SPONSORSHIP TERMS

100% due upon acceptance – Acceptance of this application by *Becker's ASC Review* constitutes a contract. Applicant agrees to abide by the Contract Terms and Conditions for *Becker's ASC Review* Webinars.

Name (Please print)

Title

Authorized Signature

Date