

2008 MEDIA KIT

EDITORIAL CALENDAR

January/February

- 40 Top Companies to Watch
- How to Develop a Profitable Bariatrics Program
- From Construction to Equipment: How to Handle Obese Patients in the ASC
- 7 Key Products for Bariatrics
- Legal and Regulatory Issues
- **Bonus:** Orthopedics and Spine Medical Device Market Letter

March/April

- **Special Pullout Section:** Establishing an ASC – A Primer from A to Z
- Tips for Profitable Endoscopy in ASCs
- 10 Key Products for GI
- Hospital-Physician Joint-Ventures:
- Current Tips for Success
- June Conference Brochure
- Legal and Regulatory Issues
- **Bonus:** Orthopedics and Spine Medical Device Market Letter

May/June

Conference Distribution

- Successfully Implement Spine in Your ASC
- Costing Out ACL and Spine Procedures
- The Future of Pain Management
- Top Business and Clinical Issues for Spine and Orthopedics
- Products and Devices for Orthopedics, Spine and Neurosurgery
- June Conference Brochure
- Legal and Regulatory Issues

July/August

- 60 People to Know in the ASC Industry
- Tips for Profitable Ophthalmology and ENT
- 10 New Products for Eyes and ENT
- Legal and Regulatory Issues
- October Conference Brochure

September/October

Conference Distribution

- 33 Things to Know About ASCs
- Billing for Imaging and the New Payment Rules
- Building and Constructing an ASC
- ASC Real Estate: What Every ASC Should Know
- Legal and Regulatory Issues
- October Conference Brochure

November/December

- Turning Around ASCs
- New Products for Anesthesia
- How to Excel at Inspection and Management
- 10 Ways to Make Collections Faster and Easier
- 10 Health IT Products for ASCs
- Legal and Regulatory Issues

Contact Us!

CALL: (800) 417-2035

FAX: (866) 678-5755

WEB: www.beckersasc.com

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

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.

Advertise with *Becker's ASC Review* to reach key decision-makers in a context of expert, highly informative content.

FOUR-COLOR AD RATES

FULL-PAGE

6 issues\$17,000/ year
3 issues\$10,500/year
1 issue\$3,600/year

HALF-PAGE

6 issues\$12,000/year
3 issues\$7,200/year
1 issue\$2,500/year

QUARTER-PAGE

6 issues\$9,900/year
3 issues\$5,400/year
1 issue\$1,700/year

Print only: Add 20% for premium placement

ELECTRONIC AD RATES

E-WEEKLY BANNERS (500 X 400)

\$400/issue or 10 for \$3,200

WEB SITE BANNERS (468 X 60)

\$400/month

**FOR MORE INFORMATION
ON ADVERTISING VISIT**

www.beckersasc.com

CALL: (800) 417-2035

FAX: (866) 678-5755

WHAT OUR ADVERTISERS ARE SAYING

“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

“CitiCapital Healthcare Finance has now been an advertiser in *Becker's ASC Review* for over five years. It is one of the few select industry publications in which we advertise. The *Review* provides our staff with timely updates on trends and other key industry information. Equally important, advertising in *ASC Review* provides our business exposure to multiple decision-makers who are responsible for the selection of financing and financial service providers.”

Ken Seip
Vice President of CitiCapital

“SCA 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 Inc.,
Surgery Center Billing, LLC.

**Energize your
marketing efforts
by advertising in
Becker's ASC Review.**

Call (800) 417-2035.