

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

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

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

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

These are specific sections within the magazines for a discounted ad rate

Statistics
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	E-Alert Distribution 7,000-8,000
Small Rectangle – 200x200 \$700/Issue	
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

Advertise and Brand Through Becker Publications

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

Advertise and Brand Through Becker Publications

“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, www.BeckersHospitalReview.com, and 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.

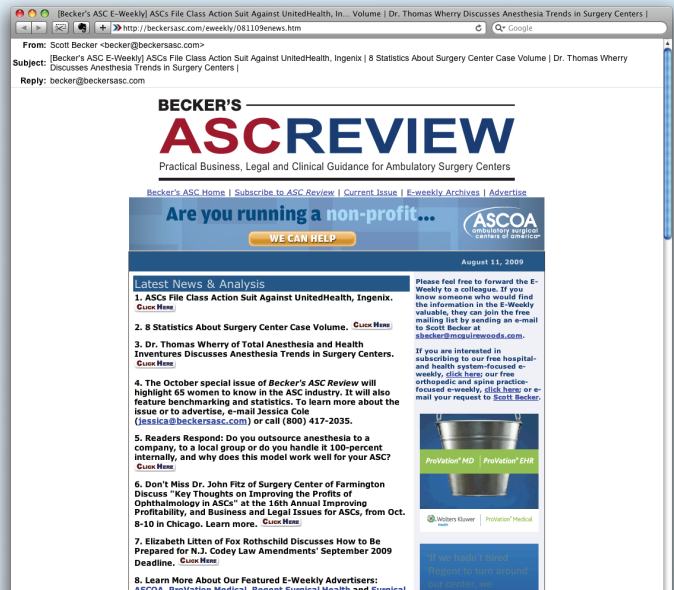


E-Weekly Newsletters

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.

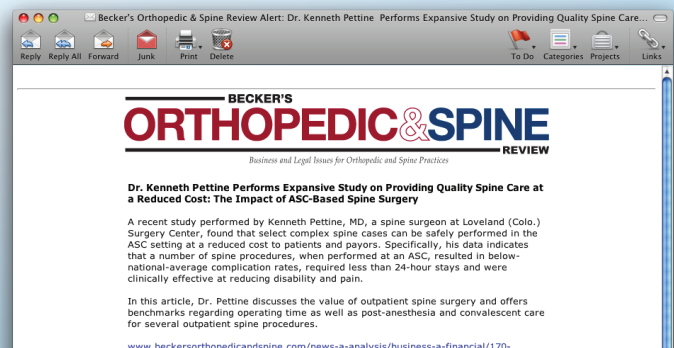
Becker's Hospital Review E-Weekly is a weekly e-newsletter. The Hospital Review E-Weekly provides current news, business guidance, lists and statistics for hospitals and health systems.

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. These unique sections are 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 | WESTIN HOTEL – CHICAGO, ILLINOIS

The 8th Annual
**Orthopedic, Spine & Pain Management Driven ASC Conference:
Improving Profitability and Business and Legal Issues ASC Conference**

October Conference – ASC's

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

The 17th Annual
**ASC Communications, Becker's ASC Review, Ambulatory Surgery
Foundation and ASC Association: Improving Profitability and Business
and Legal Issues ASC Conference**

April Conference – Hospital and Health Systems

APRIL 13–14, 2010 | WESTIN HOTEL – CHICAGO, ILLINOIS

**Hospitals and Health Systems:
Improving Profitability and Business and Legal Issues Conference**

WHAT OUR Advertisers ARE SAYING...

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

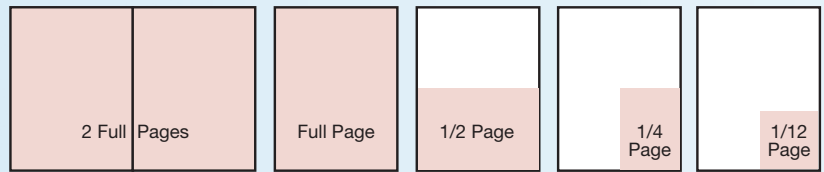


Ad Specs for Becker's ASC Review, Becker's Hospital Review and Becker's Orthopedic and Spine Review

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"
2 FULL PAGES (FULL BLEED)	17" x 11"



If you prefer the full page ad to bleed the size is 8.5" x 11" and 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