

# ASC BECKER'S Review

PRACTICAL BUSINESS AND LEGAL GUIDANCE FOR AMBULATORY SURGERY CENTERS

## ADVERTISING INFORMATION

The *ASC Review* has remained a market leader in its specific niche for a long time. For people in the outpatient surgery business, the *ASC Review* represents the best advertising opportunity available. Unlike other magazines that focus on a broader array of subjects and audiences, the *ASC Review* has a targeted focus that makes the *ASC Review* the best value in advertising.

**1. Highly Focused on Cutting Edge Business and Legal Issues.** The *ASC Review* is not diluted with a great deal of content that is of little value to the reader. Rather, for the person involved in operating a surgical program, operating a surgery center, investing in a surgery center, or owning a surgery center, there is no more focused magazine than the *ASC Review*. It covers the latest and the most important business issues related to surgery centers. Moreover, the publisher's unique perspective provides, on a constant basis, practical and useful information related to surgery centers. There is simply no more focused magazine than the *ASC Review*.

**2. Readership.** The *ASC Review* is now distributed to 20,000 people per issue. It has few rivals for circulation. The issues are provided to our own mailing list, to a mix of orthopedic surgeons, pain management physicians, ophthalmologists, gastroenterologists, neurosurgeons, ENT physicians, other surgeons, ambulatory surgical center administrators, industry leaders, hospital directors of surgery, and other operators of surgical programs.

The leadership at the *ASC Review* works incredibly hard to find and acquire the right lists to provide the right exposure to advertisers in the *ASC Review*.

We spend heavily on developing and buying mailing lists to make sure we are reaching the right target audience at all times.

**3. Lower Cost and Higher Value.** The cost to advertise and exhibit in the *ASC Review* or to exhibit at an ASC conferences is generally 20 to 40% lower than advertising in competitive magazines or exhibiting at other industry conferences. Just like ambulatory surgery centers, we provide the same value at a

lower price. In essence, you can reach the same audience for a cheaper price with better readership and better exposure. The leadership of *ASC Review* works extremely hard to make sure that our advertisers get the exposure that they deserve. We constantly look for opportunities to provide our advertisers with exposure. The combination of benefits, together with the lower price, makes advertising with the *ASC Review* and exhibiting at ASC Communications conferences, the unquestioned best value in the business.

**4. Special Opportunities for Advertising.** The *ASC Review* provides a unique combination of advertising opportunities for its advertisers and exhibitors. Specifically, every participant has several different choices for how they can reach their audience and develop a campaign to effectively reach their goals. These include advertising in the *ASC Review*, advertising on the E Weekly, exhibiting and sponsoring events at the two industry renowned conferences held each year by ASC Communications, and placing information on the *ASC Review* Website. We are also always willing to examine other special opportunities, such as special issues, editorial opportunities, companion mailings such as poly bag options, and several other options.

We love producing and publishing the *ASC Review*. We hope that you will join us in advertising and exhibiting with us to help reach your target audience. We have a unique understanding of that target audience and a product that is highly focused to appeal to that audience.

Very truly yours,



Scott Becker



## CONTACT INFORMATION

### Account Management

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### Account Management

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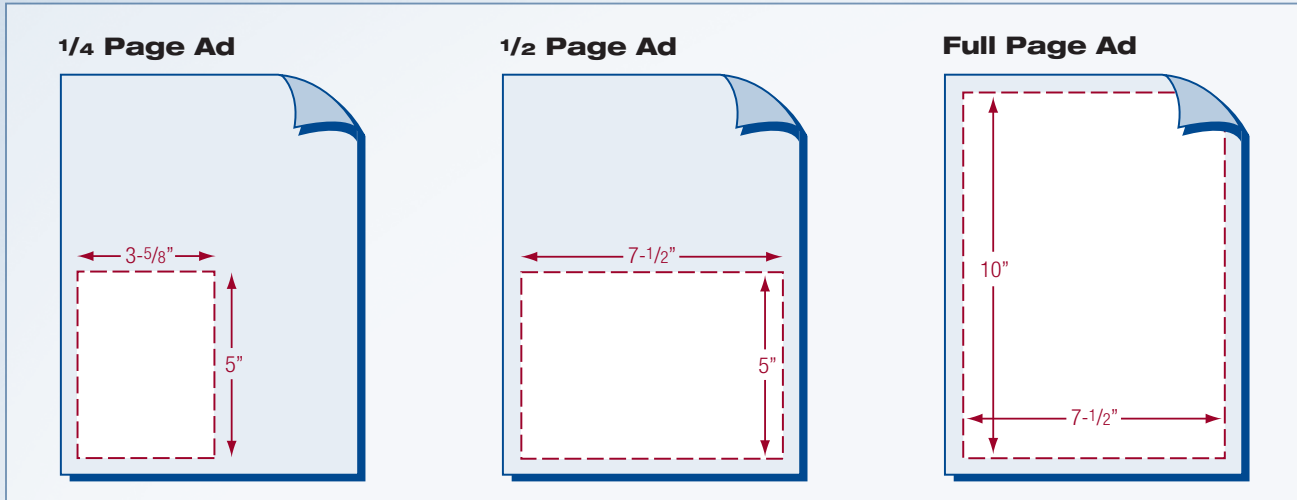
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# ASC BECKER'S Review

**PRACTICAL BUSINESS AND LEGAL GUIDANCE FOR AMBULATORY SURGERY CENTERS**

## 2007 - 2008 ADVERTISING RESERVATION FORM

The ASC Review provides practical business and legal guidance to ASCs. It is published 6 times a year. Each issue is distributed to a mix of 20,000 Surgeons, ASC Leaders, ASC Administrators, Hospital Directors of Surgery and ASC Owners.



Please complete the following section and circle your choice for ad space to reserve your ad space for 2007-2008. Please return to Ken Freeland at 858-565-9954 (Fax), or Chris Schriever at 202-337-1200 (Fax). Or please call the following for more information.

### CONTACT INFORMATION

Account Management	Account Management	Assistant Publisher	Publisher
Chris Schriever	Ken Freeland	Michelle Freeland	Scott Becker
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chris@bluehouse.us	ken@pcmisandiego.com	michelle@pcmisandiego.com	

### ALL ADS ARE FULL COLOR.

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES
<b>Full Page:</b>	\$3,200	\$9,000/year	\$15,000/year
<b>Half Page:</b>	\$2,500	\$6,900/year	\$11,000/year
<b>Quarter Page:</b>	\$1,700	\$5,400/year	\$9,900/year

Advertising in the Becker's ASC Review is not for every company. The ASC Review reserves the right to accept or reject both advertising and advertisers.

ADVERTISE IN E-WEEKLY	1 TIME	5 TIMES	10 TIMES
	\$250	\$1,000	\$1,800

Company Name: \_\_\_\_\_

Point of Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

# ASC BECKER'S Review

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Calendar	Featured Topic
January/February Issue	30 Companies to Watch
March/April Issue	Statistics; Improving Profitability
May/June Issue	Orthopedic/Spine/Pain Mgmt. ASC Conference Issue; Selling ASCs; ASC Joint Ventures
July/August Issue	50 People to Know in the ASC Business
September/October Issue	Fall Conference Issue; Construction; Building and Establishing ASCs
November/December Issue	Improving Profitability, Turning Around ASCs

- Each issue also includes the letter from the editor, news and notes, and several additional articles.
- Each issue is distributed to 20,000 people.

**Deliver your message to a powerful and focused audience of Surgeons, ASC Leaders, ASC Administrators, Hospital Directors of Surgery and ASC Owners.**

*Here is what our advertisers say about advertising in the ASC Review:*

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

— Caryl Serbin, President Surgery Consultants Inc, Surgery Center Billing, LLC.

**"CitiCapital Healthcare Finance has now been an advertiser in Becker's ASC Review for over 5 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 CitiCapital

**"Scott... This opportunity came to us as this surgeon listened to our speech on spine and gastric banding at your last conference, thank you."**

— Jeff Simmons, President, Western Region, Regent Surgical Health, LLC.

**"Scott Becker's ASC Review always contains fresh, practical, and important information on ASCs. We are pleased to support it. The ASC Review is our primary advertising vehicle and we appreciate the exposure to the decision makers it facilitates."**

— Jon Vick, President, ASCs Inc.

**"As advertisers in Becker's ASC Review, we appreciate the visibility that is created for McShane. Because of the publication's strategic distribution, we receive greater recognition from the industry's decision makers as an experienced provider of construction and real estate services for the healthcare industry. My thanks to Scott Becker for creating such a highly regarded publication."**

— John Daly, Jr., AIA, McShane Construction

*Here is what one of our readers recently said about the ASC Review:*

**"I love the ASC Review – and devour it as soon as it comes! The information and advice is always applicable to my role as an ASC administrator, and I always find one or more articles to share with my Board of Managers. Thanks for this great resource!"**

— Nancy Burden, Director of Health Services, Morton Plant Mease Health Care, Tampa Bay, FL.

**Many Becker's ASC Review advertisers consider it their very best use of their advertising dollars.**

## ASC COMMUNICATIONS CONFERENCE

**June 14-16, 2007** - Orthopedic, Spine, Neurosurgery and Pain Management  
Driven ASCs - Improving Profitability and Establishing ASCs

**October 18-20, 2007** - 14<sup>th</sup> Annual ASC Conference & Exhibits

## 2007 ADVERTISERS

### Gold Advertisers

We are extremely thankful to our 2007 advertisers. A list and website for each is set forth below.

**Alpine Surgical.** Contact Matt Sweitzer at 800-394-6911. For more information visit [www.alpinesurgical.com](http://www.alpinesurgical.com).

**Ambulatory Surgical Centers of America.** Contact Dr. Brent Lambert at 781-258-1533. For more information visit [www.ascoa.com](http://www.ascoa.com).

**American Medical Buildings.** Contact Jack Amormino at 800-779-4420. For more information visit [www.americanmedicalbuildings.com](http://www.americanmedicalbuildings.com).

**ASCs Inc.** Contact Jon Vick at 760-751-0250. For more information visit [www.ascs-inc.net](http://www.ascs-inc.net).

**CIT HealthCare.** Contact Anthony Mai at 800-547-7026. For more information visit [www.cit.com](http://www.cit.com).

**CitiCapital.** Contact Ken Seip at 847-548-3931. For more information visit [www.citicapital.com](http://www.citicapital.com).

**HealthCare Appraisers.** Contact Todd Mello at 561-330-3488. For more information visit [www.healthcareappraisers.com](http://www.healthcareappraisers.com).

**HealthMark Partners.** Contact Bill Southwick at 615-329-9000. For more information visit [www.healthmarkpartners.com](http://www.healthmarkpartners.com).

**Help International.** Contact Larry Hampton or Jim Freund at 203-733-8818. For more information visit [www.helpintl.com](http://www.helpintl.com).

**Instantia Health.** Contact Jack Amormino and Lisa Freeman to develop ambulatory surgical centers. For more information visit [www.instantiahealth.com](http://www.instantiahealth.com).

**Irscher Construction.** Contact Steve Goodman at 260-422-5572. For more information visit [www.irmscherinc.com](http://www.irmscherinc.com).

**Marcap.** Contact Peter Myhre, Brad Stern or Jeff Fox at 800-621-1677. For more information visit [www.marcapcorp.com](http://www.marcapcorp.com).

**Meridian Surgical Partners.** Contact Kenny Hancock at 615-301-8142. For more information visit [www.meridiansurgicalpartners.com](http://www.meridiansurgicalpartners.com).

**Medical Facilities Corporation.** Contact Dr. Larry Teuber at 877-402-7162. For more information visit [www.medicalfacilitiescorp.com](http://www.medicalfacilitiescorp.com).

**National Surgical Care.** Contact Rick Pence at 312-419-1033. For more information visit [www.natsurgcare.com](http://www.natsurgcare.com).

**Surgery Consultants of America and Surgery Center Billing.** Contact Caryl Serbin at 888-453-1144 or at 239-292-2720. For more information visit [www.surgecon.com](http://www.surgecon.com).

**Value Management Group.** Contact Greg Koonsman at 214-369-4888. For more information visit [www.vmghealth.com](http://www.vmghealth.com).

**Woodrum/ASD.** Contact Robert Zasa at 626-840-4248, Joe Zasa at 214-912-9502 or David Woodrum at 312-540-0662. For more information visit [www.woodrumasd.com](http://www.woodrumasd.com).

**ZChart.** Contact Tom Felstad at 866-924-2787. For more information visit [www.zchart.com](http://www.zchart.com).

### Silver Advertisers

**Advanced Practice.** Contact Ellen Swan at 877-404-6668. For more information visit [www.advancedpracticesolutions.com](http://www.advancedpracticesolutions.com).

**American Association of Ambulatory Surgery Centers, AAASC.** Contact Craig Jeffries at 423-915-1001. For more information visit [www.aaasc.org](http://www.aaasc.org).

**Regent Surgical Health.** Contact Tom Mallon at 708-408-7640. For more information visit [www.regentsurgicalhealth.com](http://www.regentsurgicalhealth.com).

**Eveia Health.** Contact Naya Kehayes at 425-657-0494. For more information visit [www.eveia.com](http://www.eveia.com).

**HBE Medical Buildings.** Contact Sandy Jacobs at 314-567-9000. For more information visit [www.hbecorp.com](http://www.hbecorp.com).

**Marasco and Associates.** Contact John Marasco at 877-728-6808. For more information visit [www.marasco-associates.com](http://www.marasco-associates.com).

**McShane HealthCare.** Contact John Daly at 847-292-4300. For more information visit [www.mcshanehealth.com](http://www.mcshanehealth.com).

**MedHQ.** Contact Tom Jacobs at 708-492-0519. For more information visit [www.medhq.net](http://www.medhq.net).

**Physicians Endoscopy.** Contact Barry Tanner at 215-589-9005 or at 877-442-3687. For more information visit [www.endocenters.com](http://www.endocenters.com).

**Pinnacle III.** Contact Ginger Farquhar at 303-550-1132. For more information visit [www.pinnacleiii.com](http://www.pinnacleiii.com).

**Prexus Health Partners.** Contact DR AJ Mangal at 513-454-1414. For more information visit [www.phcps.com](http://www.phcps.com).

**Somerset CPAs.** Contact Mike McCaslin or Steve Dobias at 317-472-2200. For more information visit [www.somersetcpas.com](http://www.somersetcpas.com).

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