

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



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