



MARKETING AND PROMOTIONAL OPPORTUNITIES OVERVIEW

Spring-Summer 2015

By partnering with the American Society of Echocardiography (ASE), your organization will have access to over 16,000 members in more than 100 countries. ASE offers a variety of ways in which your company can reach key decision makers with buying power, including renowned experts in the field of cardiovascular imaging. The following is an overview of available marketing and promotional opportunities; while not an exhaustive list, this information outlines some of the most popular and effective methods to leverage your marketing dollars and reach your target audience.

MAILING LISTS

ASE rents the use of its mailing list. All mailing material must be approved by ASE prior to distribution. **Note all prices and list numbers subject to change.**

PRICING	
Item Description	Cost per 1000 records
Basic list – Non-ASE individuals	\$ 250
Basic list – Corporates	\$ 250
Basic list – ASE members	\$ 175
Selection by geographic region	Add'l \$20

AVAILABLE LISTS	
Item Description	Approx. # of names
ASE Members – North America & International	9,000
ASE Members – US Only	7,500
All ASE Physicians	5,000
All ASE Sonographers	3,800
All ASE Members & Prospects	13,000
ASE Physicians in US only	3,900

Please contact Tricia Meeks at tmeeks@asecho.org for pricing and details or visit www.asecho.org/advertising-opportunities to download the mailing list rental form.

WEBSITE ADVERTISING

Advertising on ASE's website and Connect@ASE discussion forum offers your company outreach to over 16,000 members worldwide. In addition, our main website, www.asecho.org, is regularly accessed by non-members looking for our popular guidelines, products, and other information about cardiovascular ultrasound. Our website hits consistently average over 55,000 unique page visits per month. The table below outlines costs for various types of online ad placement. Please contact Arissa Cooper at acooper@asecho.org for more information or to place an order. **Note all prices subject to change.**

Location	Size	1 Month	3 months	6 months	12 months
Connect@ASE Homepage	Full Skyscraper 120 x 600 pixels	\$750	\$2100 (700/month)	\$3900 (650/month)	\$6600 (550/month)
	Skyscraper 120 x 240 pixels	\$650	\$1,800 (600/month)	\$3,300 (550/month)	\$5,400 (450/month)
Connect@ASE Open Forum	Button 125 x 125 pixels	\$425	\$1,200 (400/month)	\$2,250 (375/month)	\$3,900 (325/month)
	Skyscraper 120 x 240 pixels	\$550	\$1,500 (500/month)	\$2,700 (450/month)	\$4,200 (350/month)
Connect@ASE Council Page	Full Banner 468 x 60 pixels	\$750	\$2,100 (700/month)	\$3,900 (650/month)	\$6,600 (550/month)
	Full Skyscraper 120 x 600 pixels	\$650	\$1,800 (600/month)	\$3,300 (550/month)	\$5,400 (450/month)
	Skyscraper 120 x 240 pixels	\$550	\$1,500 (500/month)	\$2,700 (450/month)	\$4,200 (350/month)
ASE Home page	Corner Pop up Ad 125 x 125 pixels	\$950	\$2,700 (900/month)	\$5,100 (850/month)	\$9,600 (800/month)
ASE Guidelines page	Full banner 780 x 100 pixels	\$950	\$2,700 (900/month)	\$5,100 (850/month)	\$9,600 (800/month)
ASE Scientific Sessions webpage	Full banner 780 x 100 pixels	\$750	\$2,100 (700/month)	\$3,900 (650/month)	\$6,600 (550/month)
Echo Newsletter <i>(sent to all members every Wednesday)</i>	Full Skyscraper 492 x 2499 pixels	\$1250	\$3,600 (1200/month)	N/A	N/A
	Product Showcase 120 x 240 pixels	\$1,000	\$2,400 (800/month)		

LIVE MEETINGS & EXHIBITS

ASE organizes six live educational courses each year, including the ASE Annual Scientific Sessions.

ANNUAL SCIENTIFIC SESSIONS – Seattle, Washington June 10-14, 2016

The 2016 Exhibitor Prospectus will be available in October 2015. For more information about ASE Annual Scientific Sessions exhibits and sponsorships, please contact Kathleen Lawrence with A. Fassano & Co. at 1-856-302-0893 or kathleen.lawrence@afassanoco.com.

Note the table below includes a sampling of the opportunities, descriptions, and pricing from 2015. All are subject to change.

*** Denotes exclusive opportunity**

	Type of sponsorship	Details	Price or Price Range
*	FASE/Faculty Lounge Sponsorship	The lounge provides a location for Scientific Sessions faculty members and Fellows of the American Society of Echocardiography (FASE) to prepare their presentations, check email or simply relax between sessions. Sponsor will also have an opportunity to offer a 15-20 minute non-CME educational training session.	\$7,000
	Final Program ads	The ASE 2016 Final Program includes educational programming and special events. The publication is distributed to all attendees and is their primary reference tool during the Scientific Sessions.	\$2,500 - \$8,000
	Echo Bingo Advertising	An Exhibit Hall traffic builder will include three different bingo cards, offering a unique advertising vehicle for exhibitors. ECHO Bingo card are inserted in attendee conference bags and used throughout the conference.	\$1,500 per day
	Pre & Post Conference E-Blast	Six pre-scheduled time slots will be available in May, June, and July, allowing you a highly effective and customized vehicle to communicate with attendees.	\$2,500 per blast
*	E-Newsletter sponsorship	Sent to all ASE members, pre-registrants, and past attendees, the E-Newsletter will highlight the latest updates about the meeting. This sponsorship includes your company logo, message and link to your Web site.	\$250 - \$1000 per month; \$3,500 for exclusive package of all 8 months
*	Conference Bag sponsorship	Distributed at registration to every attendee. Showcase your company logo on the front of the Conference Bag. A complimentary bag insert is included in this price.	\$15,000
	Conference Bag Inserts	Conference Bag Inserts are a great vehicle to deliver your advertising message, promote your symposia, or other event.	\$2,500

	Type of sponsorship	Details	Price or Price Range
*	Name Badge Lanyards	Your corporate name and logo on lanyards given to each attendee at registration will increase your company's visibility.	\$7,500
*	Hotel Key Cards	Hotel Key Cards provide great visibility as they travel with the attendees all five days. Your corporate name, product, or booth location can be displayed on the front of the key card.	\$9,000

EXHIBIT RATES FOR ASE 2016 ANNUAL SCIENTIFIC SESSIONS

Exhibit Space Type	Size	Price
Inline	10' x 10'	\$3,250.00
Corner	10' x 10'	\$3,400.00
Premium Booth (near Hall's front entrance)	Per square foot	\$40.00
Island Booth	Per square foot	\$40.00

ECHO FLORIDA – October 11-13, 2015, Orlando, FL

ECHO ASE ASEAN – October 23-25, 2015, Bangkok, Thailand

ECHO HAWAII – January 18-22, 2016, Big Island, HI

STATE-OF-THE-ART ECHO SOUTHWEST – February 13-16, 2016, Tucson, AZ

ASCeXAM/ReASCE REVIEW COURSE – April 16-19, 2016, Philadelphia, PA

For more information about exhibit and sponsorship opportunities at the five courses listed above, please contact Brandi Delany at 1-919-297-7171 or bdelany@asecho.org. Future course dates and locations can be found at www.asecho.org/education.

Item Description	Details	Cost
Exhibit Space	8' x 10' Carpeted Exhibit Space, 6' Table and two chairs, Exhibit Badge(s), Acknowledgment in conference materials, and participation in the Welcome Reception	\$ 2,500
Final Program Inserts	4-color ads inserted into the final program and distributed to all attendees. Sponsor must provide printer ready artwork.	\$ 1,500
Lanyard Sponsorship	1-color imprint on approximately 500 lanyards distributed to attendees and exhibitors.	\$ 1,500
Welcome Reception Sponsorship	Your sponsorship will be visible via signage during the event, thank you in the final program, and a special verbal acknowledgement by the Program Chair at the start of the reception.	\$ 2,500

WEBINARS

There are several options for your company to partner with ASE for a Webinar. ASE will provide a full marketing package for all options, exact details of which will be specified in a formal proposal. Marketing packages will include items such as:

- Listing on front page of ASEUniversity.org for specified time period
- Dedicated e-mail blast to ASE members and prospects to announce your activity
- Social media placements throughout the product's duration on ASEUniversity, on ASE's social medial sites advertising the Webinar; includes Connect@ASE*, Facebook, and Twitter
- Inclusion in ASE's monthly Education Newsletter twice per year throughout the product's duration on ASEUniversity.org
- Sponsoring company will have the ability to market the webinar to drive people to view it as an enduring product, including the ability to link directly to the content from their own Website

* Connect@ASE is a secure online platform ASE created to enhance networking opportunities for our members. Through this site, ASE members are able to participate in discussions and connect with colleagues globally. It enables members to stay up-to-date on ASE news and have access to members-only resources and benefits.

Option 1 – On-Demand Hosted Non-CME Webinar

Your company would be able to direct and control the Webinar including agenda, content, speakers (including any speaker fees) and branding. ASE will provide logistical coordination of the recording, as well as a marketing package. This would be marketed by ASE labeled as a "Special Presentation" on ASEUniversity and no CME would be extended to the participants. This on-demand product offers premium exposure to ASE's membership and event attendees and allows you to craft the message that fits your strategies. The webinar would be hosted on ASEUniversity for 1-3 years. This option does NOT include a live event.

Option 2 – Live Non-CME Webinar with Enduring Hosting

Your company would be able to direct and control the Webinar including agenda, content, speakers (including any speaker fees) and branding. ASE will provide logistical coordination of the live event on our digital platform, as well as a marketing package. This would be marketed by ASE as a "Special Presentation" on ASEUniversity and no CME would be extended to the participants. This special marketing event offers premium exposure to ASE's membership and event attendees and allows you to craft the message that best fits your strategies. After the live event, the webinar will be hosted on ASEUniversity for 1-3 years.

Option 3 – Live CME Webinar with Enduring Hosting

ASE will develop a Webinar on a topic of interest to your company that is in alignment with ASE's guidelines and positions, pending educational grant support specific to this activity. In accordance with CME credit procedures, ASE will drive all content and meeting logistics, including faculty selection, content development, agenda, etc. After the live event, the webinar will be hosted on ASEUniversity for 1-3 years.

COST STRUCTURE

	One Year	Two Years	Three Years
Option 1 (Enduring only)	\$4,500	\$6,500	\$8,500
Option 2 (Live non-CME)	\$8,000	\$10,000	\$12,000
Option 3 (Live CME)	\$9,500	\$11,500	\$13,500

Please contact Christina LaFuria at 1-919-297-7160 or clafuria@asecho.org with any questions or to request a formal detailed proposal.

JASE ADVERTISING

The *Journal of the American Society of Echocardiography* (JASE) brings physicians and sonographers the very latest clinical, scientific, legal, and economic information regarding the use of cardiac ultrasound. The Journal's original, peer-reviewed articles cover conventional procedures as well as newer clinical techniques, such as 3D echocardiography, strain rate echocardiography, structural heart disease diagnosis and management, and new surgical interventions. JASE has a 2013 Impact Factor of 3.987 and has been ranked in the top 10 "Essential Journals for Cardiologists."

[Advertising is available in the print issues, online and/or on the iPad.](#) To purchase an ad placement or discuss premium positioning, contact Elsevier's sales office at 212-633-3721 or a.rivera@elsevier.com for all rates and online opportunities.

PRINT ISSUE BLACK AND WHITE RATES

RUN	Full Page	½ Page	¼ Page
1x	\$2,070.00	\$1,465.00	\$1,120.00
3x	\$2,025.00	\$1,435.00	\$1,080.00
6x	\$1,945.00	\$1,380.00	\$1,065.00
12x	\$1,880.00	\$1,330.00	\$1,035.00
18x	\$1,855.00	\$1,305.00	\$1,025.00
24x	\$1,840.00	\$1,280.00	\$1,005.00
36x	\$1,810.00	\$1,275.00	\$1,000.00
48x	\$1,740.00	\$1,210.00	\$930.00

OTHER ADVERTISING OPPORTUNITIES

Cover Tips \$13,500 Net
Outserts \$17,500 Net

DIGITAL ADVERTISING

Leaderboard \$90 CPM
Skyscraper \$90 CPM
Large Rectangle \$90 CPM

ASE FOUNDATION PARTNERS

The ASE Education and Research Foundation is the charitable giving arm of ASE. Through donor contributions, the Foundation advances and supports the field of cardiovascular ultrasound by participating in both domestic and international humanitarian events, awarding numerous travel grants and scholarships to fellows and sonographers, providing research awards that advance echo to the forefront of cardiac care, and committing to the dissemination and translation of invaluable echo guidelines.

Corporate funding for the ASE Foundation has a direct impact on the next generation of echocardiography practitioners and researchers, as well as hundreds and even thousands of underserved patients worldwide. The ASE Foundation Partner Marketing Package, which is available to organizations for \$12,000 (valued at over \$16,000), is a robust bundle of marketing and recognition that provides your organization with consistent exposure to Foundation supporters, as well as ASE's members. A few highlights of the package include:

- One customized, full-page advertorial in the ASE Foundation quarterly newsletter that reaches all ASE members (approx. 16,000) – copy provided by you.
- Your organization's profile on the ASE Foundation website, which reaches all ASE members and potential donors – copy provided by you.
- Two complimentary tickets to the 2016 ASE Foundation Research Awards Gala, held in Seattle, Washington during the 27th Annual Scientific Sessions. This event is the largest ASE Foundation event of the year and regularly sells out. The Gala raises funds to support cardiovascular research, and celebrates the accomplishments of the ASE's annual luminary award winners.
- The placement of your organization's advertorials, in multiple printed marketing pieces throughout the year.
- Organization logo and information on signage at the ASE Annual Scientific Sessions.
- Your organization's logo on four different ASE/ASEF websites, further increasing your visibility.

To learn more about the opportunities provided to ASE Foundation Partners, contact the ASE Foundation Coordinator, Kristen Pate at kpate@asecho.org.

EDUCATIONAL GRANTS

ASE's educational portfolio is one of the Society's top priorities, with a goal of providing opportunity for professional development and growth within the field of cardiovascular ultrasound. To accomplish these objectives, ASE maintains a core of six multi-day, multi-topic CME activities that provide a one-stop learning venue for individuals in all stages of their career development, from beginners to advanced practitioners. ASE educates over 4,000 practitioners yearly through these courses.

ASE plays a pivotal role in the adoption and expansion of new technologies, such as 3D echo, contrast usage, and focused ultrasound, through our annual live courses and other education efforts. Please visit www.asecho.org/livecourses for more information on ASE's portfolio.

By providing educational grant funding, your organization helps ASE promote quality and consistency, and keeps echocardiography on the cutting edge. For more information about educational grants, please contact Cathy Kerr, Director of Grant Activities, at ckerr@asecho.org.



**American Society of Echocardiography
ASE Research and Education Foundation
2100 Gateway Centre Boulevard, Suite 310
Morrisville, NC 27560
Phone: 1-919-861-5574
Fax: 1-919-992-8800
www.asecho.org
www.asefoundation.org
www.seemyheart.org**