

# BECOME AN AST PREFERRED EMPLOYER

## AND FIND TOP QUALITY, CERTIFIED TECHNOLOGISTS

**Be present on multiple platforms to guarantee your success**

Buy any 3 platforms: 10% discount; any 4 platforms: 15% discount;  
any 5 platforms 20% discount (custom bundles quoted on request)

### PREFERRED EMPLOYER RECRUITMENT PROGRAM

#### Benefits to YOU:

- Reach NBSTSA Certified/Educated Techs
- Brand your business with over 41,000 Techs Nationally
- Benefit from AST Endorsement at events

Advertising platforms/integrated for maximum exposure:

1. **Nationwide membership eblast** (41,000) (average open rate is 35%)—  
can be segmented by geography: \$1.25/name, \$1.00 on orders over 400
2. **Re-blast to click thru's** (average CTR 3-10%): \$.075 per name
3. **Digital promotion on AST.org** (57,000 page views per month)
  - a. Place jobs directly on member dashboard in a branded box unit,  
geo targeted directly to your job candidates: \$600/30 days
  - b. Banner ad unit on log in reaching all members: \$800/30 days
4. **Digital promotion in AST Monthly Membership ENews**  
(40,000 circ, 38% open rates): \$450/per month
5. **Print & Digital promotion in Surgical Tech Magazine**  
(40,000 circ monthly): Rates range from \$250 to \$1100 depending on the size
6. **Annual Conference Texts (2) + App Banners + ½ page ad in Conference Program**  
(Even if you don't attend the conference, we can assist in promoting to our 1800  
attendees during the conference): \$750 bundles including each element

