

AST Member Snapshot



Total members:
40,500



Percentage involved
with purchasing: 75%



Employment: 71%
work in hospitals/
surgery centers



Education: 70%
college degree, 22%
advanced degree

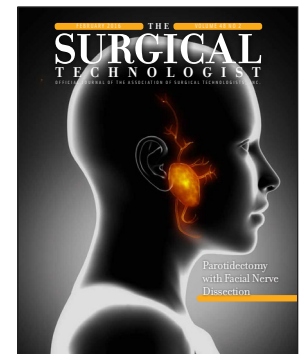


Median age: 39,
70% female

AST Journal — *The Surgical Technologist*

	Ad Size	Open	3X	6X	12X
Rates All rates are net.	Full Page	\$1,635	\$1,561	\$1,448	\$1,388
	Half Page	\$926	\$844	\$776	\$733
	1/4 Page	\$628	\$590	\$552	\$546

Special Issues: Pre-conference (Jan), Conference (May), Post-conference (Aug).
Premium Positions: Rate plus 50%.
Deadlines for Space & Ad Materials: Closes the 1st of the month preceding publication.
Supplements: Available in 4, 8, and 16 pages. Rates \$800 per page.
Inserts/Custom wrap: Contact AST Sales for costs, deadlines and requirements.



	Ad Size	Trim	Bleed	Non-bleed
Journal Specifications	Full Page	8.375" wide x 10.875" tall	8.625" wide x 11.125"	7.875" wide x 10.375" tall
	Half Page (H)	8.375" wide x 5.3125" tall	Add 1/8" bleed on all sides	7.875" wide x 4.875" tall
	Half Page (V)	4.125" wide x 10.875" tall	Add 1/8" bleed on all sides	3.75" wide x 10.375" tall
	1/4 Page		N/A	3.75" wide x 5" tall
	2-Page Spread	16.75" wide x 10.875" tall	17" wide x 11.125" tall	N/A

Publication Trim: 8.375" x 10.875." **Paper Stock:** 60lb coated enamel. **Binding:** Saddle stitch. **Printing:** Web offset. PDF files must have all high-resolution images & fonts embedded. Please email files to exhibits_advertising@ast.org.
General Requirements: All material for *The Surgical Technologist Journal* is produced computer to plate. PDF, EPS and InDesign files are accepted. Please include high-resolution images and fonts when sending PDF, EPS and InDesign files. Images must be CMYK or Grayscale, TIFF or EPS, between 300 and 400 dpi. No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles with images. Fonts must be OpenType or Type 1—no TrueType fonts or font substitutions. Please email your files to: exhibits_advertising@ast.org (no ADSEND).

Contact:
Lisa Leverenz,
Sales Manager, Advertising and Exhibits

Association of Surgical Technologists,
6 West Dry Creek Circle, Suite 200,
Littleton, CO 80120

303-694-9169 (fax)
303-325-2513 (phone)
Lisa.Leverenz@ast.org

Digital Connections

AST Website Landing Page

Net Rate Monthly

AST.org

All rates are net.

- 390,000 Page Views/Month
- 199,600 Unique Users/Month
- 3.56 Min/Avg Time on Site

* Google Analytics, Dec 2019

Digital Promotions on AST.org

37,000 page views per month

Banner Top (728 x 90):	\$800
Right Side Skyscraper (160 x 600):	\$650

Member Dashboard

29,000 Page Views/Month

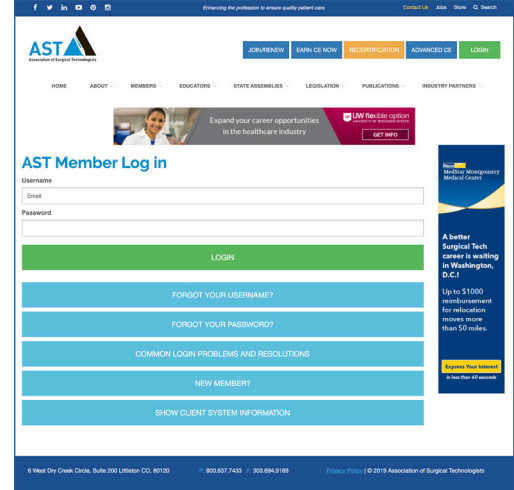
Banner Top (728 x 90):	\$600
Right Side Skyscraper (160 x 300):	\$600
Video/ad unit (500 x 500):	\$600

Conference Home Page

Banner Top (728 x 90):	\$1200
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Educators Home Page/ROS

Banner Top (728 x 90):	\$450
Right Side Skyscraper (160 x 300):	\$450
Right Side Skyscraper (160 x 600):	\$450



Mechanical Requirements

File format: GIF, animated GIF, or JPG Please include a URL link.

Rate

Geo Targeted EBlasts AND/OR Direct Mail

- 40% Avg Open Rate
- 12% Ave CTR
- Volume discounts apply, please ask for specifics.

500 name minimum per order @ \$1.50ea = \$750
 Next 2000 = @\$1.00 each
 Next 1500 = @ .75 each
 Next 2500 = @ .50 each
 Spend over \$5000 = @ .35 each
 The scale applies per order. Includes design and analytics.

Mechanical Requirements

Web banner ad: maximum 800 pixels wide **File format:** PNG, PDF, or JPG
 Minimum order 400 names. Custom content provided by client. Include a URL link.

Rate per month

ENewsletters

Newsletter	Content	Rate
AST Instructor <i>Quarterly to 250 Instructors</i>	Banner/Top (728 x 90)	\$450
	Right Side Skyscraper (160 x 300)	\$450
	Custom Content Articles (1000 words, pre-approval required)	\$900
AST Member <i>Monthly to 40,000 members</i>	Banner/Top (728 x 90)	\$450
	Right Side Skyscraper (160 x 300)	\$600
	Custom Content Articles (1000 words, pre-approval required)	\$1100

Mechanical Requirements

File format: GIF, animated GIF, or JPG Please include a URL link.

3x run = 15% Discount/ 6x run = 20% Discount, 12x run = 25% Discount

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AST Surgical Technology Conference

Exhibiting Benefits



Brand Exposure



Direct Relationship Building



Personal Messaging



Deliver Custom Education Content

The Westin Peachtree Plaza, Atlanta, GA
 May 28–30, 2020; Exhibiting May 28–29



Exhibitor Rates	Booth Size	Rate
	10' x 10'	\$1,583
Important Information Multiples of 10x10 available upon request. Add \$50 for corner booths and islands. Booth fees due upon receipt of application. Includes booth space and booth ID signage.		

MAKING CONNECTIONS special events for you to personally network with our members and grow relationships.

- Cocktail Party Wednesday Evening
- Conference Opening Dinner
- Gamification on Conference App
- Exhibit Floor Scavenger Hunt and Stamping Program
- Giveaway drawings for prizes supported by exhibitors

2020 Exhibit Hall Hours

- Thursday, May 28: 1–4pm
- Friday, May 29: 9am–noon

Exhibitors must be at their booth throughout ALL exhibit hours.

Conference Set Up:

- Wednesday, May 27: 4–6pm
- Thursday, May 28: 8–10am

Conference Floor Setup Includes:

- 6' table with drape
- 10x10 exhibit space with signage

Advertise at the Conference

CONFERENCE PROMO BUNDLES		
Conference Marketing Package 1: <ul style="list-style-type: none"> - Full page ad in Conference Guide - Full page ad in Conference Issue of <i>Surgical Technologist</i> - Pre & Post Conference Eblast to all attendees - Banner on Conference App - 4 Text Messages to all attendees during conference - Sponsor signage at Coffee Break - All member Eblast (42,000) - Tote Bag Insert <p style="text-align: right;">\$7,500</p>	Conference Marketing Package 2: <ul style="list-style-type: none"> - ½ page ad in Conference Guide - ½ page ad in Conference Issue of <i>Surgical Technologist</i> - Banner on Conference App - Pre & Post Eblast to conference attendees - 2 text messages during conference - Tote Bag Insert <p style="text-align: right;">\$5,500</p>	Conference Marketing Package 3: <ul style="list-style-type: none"> - ¼ page ad in Conference Guide - ¼ page ad in Conference Issue of <i>Surgical Technologist</i> - Banner on conference app - 1 Text Message to conference attendees - Tote Bag Insert <p style="text-align: right;">\$2,000</p>

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Events sponsorships

Quoted per, includes signage, logo on materials, personal introductions

Opening Night Party	Closing Night Party	Daily coffee breaks with snacks	Speaker and education sessions	Attendee scholarships
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Marketing

Pre- and post-conference Journals (50% discount on 2nd adv)	Tote-bag inserts \$500 (plus insert costs and shipping to AST)	Scavenger Hunt door prizes (donor choice)	Pre- and post-conference attendee email blast \$1,500
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Conference Program

Full page: \$700	½ page : \$450	2 page Spread: \$1300	Custom Wrap: \$1000
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	Ad Size	Trim	Bleed	Non-bleed
Conference Program/Exhibit Guide Specs	Full page	7" wide x 10" tall	7.25" wide x 10.25" tall	6.5" wide x 9.5" tall
	Half page (h)	7" wide x 5" tall	Add 1/8" bleed on all sides	6.5" wide x 4.5" tall
	Half page (v)	3.5" wide x 10" tall	Add 1/8" bleed on all sides	3" wide x 9.5" tall
	2-Page spread	14" wide x 10" tall	14.25" wide x 10.25" tall	

Vendors or private product/service companies are not permitted to attend the conference without purchasing an exhibit booth. Full conference attendee price applies. All sales and networking efforts are reserved exclusively for the exhibit floor and are prohibited during conference sessions/breaks.

AST Learning Hub

EXHIBITOR SEMINARS AT ANNUAL CONFERENCE

Our AST Learning Hub is held on the exhibit floor and provides you with a unique space to present your CE credit content* in an in-depth, engaging forum. These 30-minute sessions will be filled on a first come, first serve basis. Each session must be submitted in outline form to the AST Education Department for approval and award of .5 CE credits. The instructor will hand out CE Certificates upon completion of the seminar.

Opportunity Includes:	Deadlines	Presentation Times & Dates	Rate
<ul style="list-style-type: none"> - Classroom seating for up to 50 people - Panel enclosed meetings space - Standing lecturn & wireless mic - Laptop & (2) 52" LCD monitors - Technical Assistants - Advertising of sessions/logos on all conference marketing material, conference app, session signage - Text messages sent to all conference participants to promote sessions 	<p>February 1, 2020 Session commitment</p> <p>February 15, 2020 Outline due for approval</p> <p>All outlines must be approved by AST Education Department. We will notify you of approval within 72 hours of submission.</p>	<p>May 28 1:30 – 2:00 PM 2:15 – 2:45 PM 3:00 – 3:30 PM 3:45 – 4:15 PM</p> <p>May 29 9:30 – 10:00 AM 10:15 – 10:45 AM 11:00 – 11:30 AM 11:45 AM – 12:15 PM</p>	<ul style="list-style-type: none"> - \$750 if you have a 10x10 booth - \$500 if you have 2 10x10 booths - \$250 if you have 4 10x10 booths - \$250 for extra session

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