

BECOME AN AST PREFERRED EMPLOYER

AND FIND TOP QUALITY, CERTIFIED TECHNOLOGISTS

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

~CUSTOM PRICING BUNDLES QUOTED ON REQUEST~

Advertising platforms/integrated for maximum exposure:

1. Nationwide membership eblast (41,000)

2. Eblast or Direct Mail

Average open rate 40%, CTR depends on the offer, average is 12%. Can be segmented geographically.

400 name minimum per order @ \$1.25ea = \$500

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.

3. Digital promotion on AST.org

37,000 page views per month. Avg CTR 15%.

Banner 728x90 = \$800/month Skyscraper 160x600 = \$650/month

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

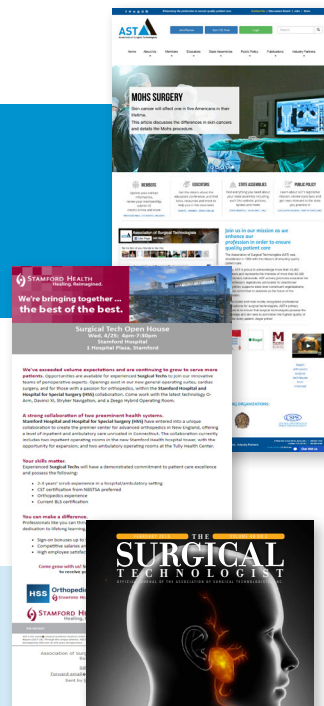
40,000 circ monthly.

Rates range from \$250 to \$1100 depending on the size

6. Annual Conference Texts (2) + App Banners + 1/2 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



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