

## 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

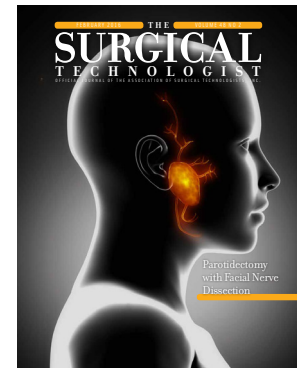


Median age: 39,  
70% female

## AST Journal — *The Surgical Technologist*

	Ad Size	Open	3X	6X	12X
<b>Rates</b> All rates gross; agency discount 15%	<b>Full Page</b>	\$1,635	\$1,561	\$1,448	\$1,388
	<b>Half Page</b>	\$926	\$844	\$776	\$733
	<b>1/4 Page</b>	\$628	\$590	\$552	\$546

**Special Issues:** Pre-conference (Jan), Conference (May), Post-conference (Aug).  
**Custom wrap:** TBD  
**Color Rates CMYK:** 4-color — \$500, 2-color — \$212 (net). **Premium Positions:** B/W 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:** Billed at B/W page rate X pages inserted. Contact AST Sales for deadlines and requirements.



	Ad Size	Live	Bleed	Trim
<b>Journal Specifications</b>	<b>Full Page</b>	7" x 10"	8.625" x 11.125"	8.375" x 10.875"
	<b>Half Page (H)</b>	7" x 5"	Allow 1/8" on bleed sides	Keep live matter 1/4" from trim
	<b>Half Page (V)</b>	3.5" x 10.25"	Allow 1/8" on bleed sides	Keep live matter 1/4" from trim
	<b>1/4 Page</b>	3.75" x 5"	N/A	
	<b>2-Page Spread</b>		17.25" x 22.25" full bleed	

**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](mailto: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](mailto: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](mailto:Lisa.Leverenz@ast.org)

# Digital Connections

	AST Website Landing Page	Net Rate Monthly
<b>AST.org</b> - 390,000 Page Views/Month - 199,600 Unique Users/Month - 3.56 Min/Avg Time on Site * Google Analytics, Dec 2017	<b>Digital Promotions on AST.org</b> 37,000 page views per month Banner Top (728 x 90): Right Side Skyscraper (160 x 600):	\$800 \$650
	<b>Member Dashboard</b> 29,000 Page Views/Month Banner Top (728 x 90): Right Side Skyscraper (160 x 300): Video/ad unit (500 x 500):	\$800 \$650 \$500
	<b>Conference Home Page</b> Banner Top (728 x 90):	\$1200
	<b>Educators Home Page/ROS</b> Banner Top (728 x 90): Right Side Skyscraper (160 x 300): Right Side Skyscraper (160 x 600):	\$800 \$400 \$600
	<b>Mechanical Requirements</b> <b>File format:</b> GIF, animated GIF, or JPG Please include a URL link.	

	Rate
<b>Geo Targeted EBlasts AND/OR Direct Mail</b> - 40% Avg Open Rate - 12% Ave CTR - Volume discounts apply, please ask for specifics.	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.
<b>Mechanical Requirements</b> <b>Web banner ad:</b> maximum 800 pixels wide <b>File format:</b> PNG, PDF, or JPG Minimum order 400 names. Custom content provided by client. Include a URL link.	

	Rate per month	
<b>ENewsletters</b>		
<b>AST Instructor</b> BiMonthly to 250 Instructors	Banner/Top (728 x 90) Right Side Skyscraper (160 x 300) Custom Content Articles (1000 words, pre-approval required)	\$900 \$700 \$900
<b>AST Member</b> Monthly to 40,000 members	Banner/Top (728 x 90) Right Side Skyscraper (160 x 300) Custom Content Articles (1000 words, pre-approval required)	\$450 \$550 \$1100
<b>Mechanical Requirements</b> <b>File format:</b> 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

## National Harbor—Washington, DC

May 30–June 1, 2019, exhibiting May 30–31



	Booth Size	Rate
<b>Exhibitor Rates</b>	10' x 10'	\$1,583
<b>Important Information</b>		
Multiples of 10x10 available upon request. Add \$50 for corner booths and islands. Booth fees due upon receipt of application. Includes booth space, 6' draped table, 2 chairs, waste basket and booth ID signage.		

## Advertise at the Conference

CONFERENCE PROMO BUNDLES		
<b>Package 1:</b> - Full page ad in Conference Program - Social Wall Logo + Tagline - Conference App Banner - Tote Bag Insert - Pre + Post Conference Attendee List - Signage (2) at Conference - Banner ad on AST.Org Conference Page \$4,700	<b>Package 2:</b> - ½ page ad in Conference Program - Social Wall Logo + Tagline - Conference App Banner - Tote Bag Insert - Pre-post Conference attendee List - Signage (1) at Conference Break \$2,500	<b>Package 3:</b> - Social Wall Logo + Tagline - Conference App Banner - Signage (1) at Conference Break \$1,000

## Be an AST Sponsor

Position your brand/products as a leader in the Surgical Technology Profession

<b>Customized Year-round corporate and conference sponsorships</b> \$20,000 to \$40,000	<b>Preferred employer/AST Career Center sponsorships</b> \$1,000 to \$2,500 monthly	<b>Customized Conference co-sponsorships</b> \$2500 to \$10,000
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## Events sponsorships

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

<b>Opening Night Party</b>	<b>Closing Night Party</b>	<b>Daily coffee breaks with snacks</b>	<b>Speaker and education sessions</b>	<b>Attendee scholarships</b>
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## Marketing

<b>Pre- and post-conference Journals</b> (50% discount on 2nd adv)	<b>Tote-bag inserts</b> \$500 (plus insert costs and shipping to AST)	<b>Scavenger Hunt door prizes</b> (donor choice)	<b>Pre- and post-conference attendee email</b> \$1,500
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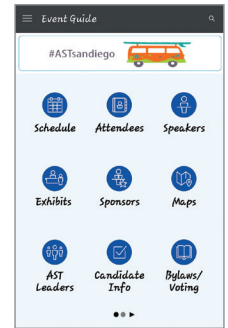
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## Social Wall

Limit 6 Advertisers, Logo and tag line message	\$750
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## Conference App Banners

Limit 10 advertisers	\$500
Please provide the following sizes for mobile and tablet banners: 640 x 150 pixels 552 x 150 pixels PNG, JPEG and GIF only	



## Conference Program

Full page: \$700	½ page : \$450	2 page Spread: \$1300	Custom Wrap: \$1000
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	Ad Size	Live	Bleed	Trim
<b>Conference Program/ Exhibit Guide Specs</b>	<b>Full page</b>	7" x 10"	8.625" x 11.125"	8.375" x 10.875"
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## Educators Conference Feb. 7-9, 2019 — Phoenix/Tempe

	Rate	Description
<b>Educators Conference Feb 7-9, 2019</b>	\$1200	Table-top display including one 6' draped table. Must be a conference exhibitor to purchase.

### Cancelation Policy

If cancel or reduce space before February 1, 2019, your deposit will be refunded, less a 25% administrative fee. AST must receive written notice of cancellation or reduce space by January 31, 2019. No refunds after February 2, 2019.

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