

ASAM WEEKLY

REACH

3,800

PSYCHIATRY, FAMILY PRACTICE, ADDICTION MEDICINE,  
INTERNAL MEDICINE AND ADDICTION PSYCHIATRY PHYSICIANS

EVERY WEEK

MEDIA KIT

ASAM

# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

The screenshot shows the ASAM Weekly website interface with several advertising placements marked with letters A through F:

- A**: A large banner for Wolters Kluwer Health, featuring a group of medical professionals and the text "Leading provider of information for professionals and students in medicine, nursing, allied health and pharmacy. 215-646-8700".
- B**: A vertical "Skyscraper" ad for Elsevier, titled "Information solutions for science & health", featuring a stack of circular images showing medical scenes.
- C**: A "Take Action" banner for MABELLAN, with the text "Ensuring high quality, affordable health care".
- C1**: A banner for practice fusion, with the text "The fastest growing Electronic Health Record community!".
- F**: A "Fisher Wallace" ad for Top doctors, with the text "Top doctors prescribe the Fisher Wallace Stimulator to treat insomnia, anxiety and depression".
- E**: A "Product Showcase" for The RxSafe Difference, featuring an image of a pharmacy workflow automation system.
- D**: A "Product Showcase" for AssureRx Health, featuring an image of a woman and the text "Cincinnati-based AssureRx Health, Inc. is a personalized medicine company which specializes in pharmacogenetics and is dedicated to helping physicians determine the right drug at the right dose for individual patients suffering from medical conditions.".
- D**: A "Product Showcase" for Global Medical Staffing, featuring an image of a woman and the text "Change your perspective. Fall in love with medicine again. Travel the world. Or stay in your own backyard. For many doctors, answering the call to locum goes well beyond medicine. It's the dream of adventure and travel. It's the dream of being your family along for the joyride. It's the dream of working a little less or working a little after retirement. It's a dream we can make a reality for you. Leave the adventure to us, we'll leave the medicine to you.".
- D**: A "Product Showcase" for PCSS Mentor, featuring an image of a woman and the text "The SAMHSA-funded Physician Clinical Support System for Methadone (PCSS-M) is a free, nationwide program through which health care providers needing information and mentoring on methadone treatment for opioid addiction and/or pain can connect with experts in the field.".

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 3,800 psychiatry, family practice, addiction medicine, internal medicine and addiction psychiatry physicians (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2950**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi. **More**

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**  
Max File Size **30k**



Callout Text Ad  
**\$2000**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis. **More**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**  
Max File Size **30k**

# CONTACT US

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. **More**

Traditional Text Ad  
**\$1500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**  
Max File Size **15k**

ASAM WEEKLY, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND  
INFORMATION TO PSYCHIATRY, FAMILY  
PRACTICE, ADDICTION MEDICINE, INTERNAL  
MEDICINE AND ADDICTION PSYCHIATRY  
PHYSICIANS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of physicians dedicated to increasing access and improving quality of addiction treatment, the ASAM Weekly keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

ASAM WEEKLY  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN ASAM WEEKLY:



## CREDIBLE SOURCE

For 50 years, our members have turned to the association as the informational authority of the industry. Advertising in the ASAM Weekly solidifies your place among weekly information provided to ASAM members.



## TARGETED DISTRIBUTION

Advertising in the ASAM Weekly allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to the ASAM Weekly have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, the ASAM Weekly ensures your ad will be seen every week by our 3,800 subscribers.



## AFFORDABLE

Advertising in the ASAM Weekly is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the ASAM Weekly has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the ASAM Weekly Update.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.