

ASTS NEWSBRIEF

REACH 1,160

TOP TRANSPLANT SURGEONS

BI-WEEKLY MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

- A LEADERBOARD**
This premier position provides your company with top exposure and quality traffic.
- B LOWER LEADERBOARD**
The lower leaderboard gives your company a prominent position right under the association's masthead.
- C/1 TOP/BOTTOM SKYSCRAPER**
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- D/1 TOP/BOTTOM BANNER**
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- E PRODUCT SHOWCASE**
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- F FEATURED COMPANY AD**
Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.
- G TRADITIONAL TEXT AD**
Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the ASTS NewsBrief website interface. At the top, there is a navigation bar with 'Home', 'The Society', 'Meetings', 'Advocacy', and 'Contact Us'. Below this, there are several content sections:

- Section A:** An advertisement for Abbott, featuring a photo of a person and the text 'Dedicated to discovering new medicines, new technologies and new ways to manage health.' A 'Learn more' link is present.
- Section B:** A news article titled 'Organ transplant recipients at greater risk for a variety of cancers'. The text mentions that researchers from the National Cancer Institute found that patients like Irene Schneider are at twice as much risk of getting cancer than the general population.
- Section C:** An advertisement for Amniox, a product for vision, with a photo of a person wearing glasses and the text 'The purpose of Surgical Telescopes is to enhance or magnify an image to meet the highest quality results in surgical procedures. We take our responsibility to surgeons and their patients seriously so all of our Surgical Telescopes provide the TRIF magnification that is expected.' A 'More info' link is provided.
- Section C/1:** A large advertisement for Cryogenic Storage Chest Freezers, featuring a photo of the freezer and the text 'Mechanical cryopreservation for long-term biological storage. Safe, more convenient than liquid systems. Our Thermo Scientific cryogenic freezers maintain uniform temperatures of -140° and -150°C, safely below the -130°C glass transition temperature of water.' A 'More info' link is provided.
- Section D/1:** A news article titled 'Draft PHS guideline for reducing HIV related; Request for public comments'. The text mentions that the Centers for Disease Control and Prevention in September released Draft Public Health Service Guideline for Reducing Transmission of Human Immunodeficiency Virus, Hepatitis B Virus, and Hepatitis C Virus Through Solid Organ Transplantation for public comment.
- Section E:** A product showcase advertisement for Medtox, featuring a photo of a laboratory instrument and the text 'The FluoSight offers high performance in a small package. Its innovative design increases signal and minimizes noise to provide unmatched fluorescence sensitivity. Twelve independent detection channels simultaneously produce large, detailed and to ten channels of fluorescence imagery of every cell.' A 'More info' link is provided.
- Section F:** A featured company advertisement for Alexion, featuring a photo of a person and the text 'Alexion is a global biopharmaceutical company that combines groundbreaking science with a steadfast commitment to meeting the needs of patients living.' A 'More' link is provided.
- Section G:** A traditional text advertisement for Bio X Cell, featuring a photo of a person and the text 'Bio X Cell offers a wide range of services in West Lebanon, NH.'

At the bottom of the page, there is a footer with the text 'ASTS NewsBrief' and 'Download media kit'.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 7 emails to 1,160 top transplant surgeons (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$3250

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3000/\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
 Lorem ipsum dolor
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 adipiscing elit, sed
 do eiusmod tempor
 incididunt ut labore et
 dolore magna aliqua.
 Ut enim ad minimum
 veniam, quis nostrud
 exercitation ullamco
 laboris nisi. [More](#)

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



Lorem ipsum dolor
 Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed do eiusmod tempor
 incididunt ut labore et dolore magna aliqua.
 Ut enim ad minimum veniam, quis. [More](#)

Featured Company Ad
\$2500

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



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit,
 sed do eiusmod tempor
 incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

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

CONTACT US

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THE ASTS NEWSBRIEF, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO
TRANSPLANT SURGEONS, PHYSICIANS, SCIENTISTS,
ADVANCED TRANSPLANT PROVIDERS AND ALLIED
HEALTH PROFESSIONALS.

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 transplant surgeons, physicians, scientists, advanced transplant providers and allied health professionals, ASTS NewsBrief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

ASTS NEWSBRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN ASTS NEWSBRIEF:



CREDIBLE SOURCE

For 37 years, our members have turned to the association as the informational authority of the industry. Advertising in ASTS NewsBrief solidifies your place among weekly information provided to ASTS members.



TARGETED DISTRIBUTION

Advertising in ASTS NewsBrief 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 ASTS NewsBrief 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, ASTS NewsBrief ensures your ad will be seen bi-weekly by our 1,160 subscribers.



AFFORDABLE

Advertising in ASTS NewsBrief 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 ASTS NewsBrief 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 ASTS NewsBrief.



TRACK CAMPAIGN EFFECTIVENESS

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