



51,943

Total Subscribers

533,653

Anesthesiology / Pain Medicine Specialty Average Monthly Visits

Format

Print and Online

Website

<http://www.anesthesiology.org/>

Specialty

Anesthesiology / Pain Medicine

Content Focus

ANESTHESIOLOGY, the official journal of the American Society of Anesthesiologists, leads the world in publication of peer-reviewed novel research that transforms clinical practice and fundamental understanding in perioperative, critical care, and pain medicine.

Organizational Affiliation

Official journal of the American Society of Anesthesiologists (ASA)

Editor-in-Chief

James P. Rathmell, M.D., M.B.A.

Frequency

12 issues per year

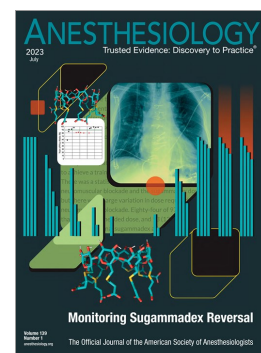
Advertising Guidelines

Subject to approval by Editor and the ASA. New copy must be received by the Publisher two weeks before closing date. [View the ASA Advertising Policy.](#)

Distribution

	US	ROW	TOTAL
Total Subscribers	50,336	1,607	51,943
Print Circulation	1,373	106	1,479
Online-Only Circulation	48,963	1,501	50,464

Digital Audience Engagement



	US	ROW	TOTAL
Anesthesiology / Pain Medicine Specialty Average Monthly Visits	216,351	317,302	533,653
Anesthesiology / Pain Medicine Specialty Average Monthly Page Views	302,164	531,947	834,111

Digital Advertising

Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Receive 100% SOV with two ad positions and ability to have different ads in each position. On average 60,000 subscribers; 43% average open rate.

ASAP Weekly Enewsletter

The official enewsletter of the ASA, sent to members weekly. ASAP Weekly is a collection of timely ASA news, products, and services announcements, advocating for anesthesiologists and insights into the ANESTHESIOLOGY journal. 37,000 average weekly sends; 28-33% average open rate.

Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

Premium Sponsorship

ANESTHESIOLOGY Podcast

Podcasts from ANESTHESIOLOGY journal include a monthly overview of new journal content from Editor-in-Chief Evan D. Kharasch, M.D., Ph.D. as well as issue overviews, translations and author interviews. Your 15 second audio ad will be read by the podcast host at the beginning of the episode. Podcasts from ANESTHESIOLOGY journal include a monthly overview of new journal content from Editor-in-Chief Evan D. Kharasch, M.D., Ph.D. as well as issue overviews, translations and author interviews. Your 15 second audio ad will be read by the podcast host at the beginning of the episode. On Average 30,000 global downloads.

Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

Journal Advertising

Print Ads

Place your message within our award-winning publications and peer-reviewed journals in medical, nursing, and allied health. Multiple sizes available as well as premium positions.

Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements may be developed in print as well as electronic formats, enabling inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

Reprints

Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

Run of Book Rates

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$7,175	\$4,185	\$6,465	\$3,475
6 x	\$6,960	\$3,970	\$6,315	\$3,325
12 x	\$6,740	\$3,750	\$6,140	\$3,150
24 x	\$6,500	\$3,510	\$5,920	\$2,930
36 x	\$6,405	\$3,415	\$5,850	\$2,860
48 x	\$6,205	\$3,215	\$5,690	\$2,700

Cover and Preferred Position Rates

- Cover 2:** 50% of earned B/W (PI) page rate
- Cover 3:** 25% of earned B/W (PI) page rate
- Cover 4:** 35% of earned B/W (PI) page rate
- Other Preferred Positions:** 25% of earned B/W (PI) page rate

Insert Rates

- 2-page:** 2.5 times earned B/W (PI) page rate
- 4-page:** 4.5 times earned B/W (PI) page rate
- 8-page:** 8.5 times earned B/W (PI) page rate

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues. All rates include free color. Contact your [Sales Representative](#) for volume discounts.

Full Page	1/2 Page	1/4 Page
\$7,175	\$5,640	\$3,735

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Digital Rates

Please contact your [Sales Representative](#) for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints Rates

Print and digital reprints are available. Contact your [Sales Representative](#) for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/3/2020	11/4/2020	11/13/2020	11/18/2020	12/8/2020
February	12/8/2020	12/9/2020	12/18/2020	12/23/2020	1/12/2021
March	1/7/2021	1/8/2021	1/19/2021	1/22/2021	2/9/2021
April	2/3/2021	2/4/2021	2/16/2021	2/19/2021	3/9/2021
May	3/11/2021	3/12/2021	3/23/2021	3/26/2021	4/13/2021
June	4/8/2021	4/9/2021	4/20/2021	4/23/2021	5/11/2021
July	5/5/2021	5/6/2021	5/17/2021	5/20/2021	6/8/2021
August	6/9/2021	6/10/2021	6/21/2021	6/24/2021	7/13/2021
September	7/8/2021	7/9/2021	7/20/2021	7/23/2021	8/10/2021
October	8/11/2021	8/12/2021	8/23/2021	8/26/2021	9/14/2021
November	9/9/2021	9/10/2021	9/21/2021	9/24/2021	10/12/2021
December	10/7/2021	10/8/2021	10/19/2021	10/22/2021	11/9/2021

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Perfect

Journal Trim Size

8 1/8" x 10 7/8"

Run of Journal Page Sizes

Non-Bleed Size	Bleed Size
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	Width		Height	Width		Height
Full page spread:	15"	x	10"	16 1/2"	x	11 3/16"
Full page:	7"	x	10"	8 3/8"	x	11 3/16"
1/2 page H spread:	15"	x	4 7/8"	16 1/2"	x	5 1/2"
1/2 page vertical:	4 7/8"	x	7"	5 1/2"	x	8 3/8"

Career & Events Section Page Sizes

Non-Bleed Size			
	Width		Height
Full page:	7 1/4"	x	9 7/8"
1/2 page horizontal:	7 1/4"	x	4 3/4"
1/2 page vertical:	3 1/2"	x	9 7/8"
1/4 page:	3 1/2"	x	4 3/4"

[Download Career & Events Section guidelines](#)

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Open Type fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: Submit a sample of proposed insert to your Sales Representative for approval.

Sizes: 8 3/8" x 11 3/16", includes 3/16" trim from top, 1/8" bottom, outside edges and gutter; live matter to be 1/2" from trim. Jogs to top. Supply multiple leaf inserts folded; if back-up required, supply flat. Multiple leaf inserts over 4 pages must be delivered to the printer folded and sealed at the head (unless spot glued) for proper binding.

Paper Stock: 100 lb. textweight maximum for single leaf; 80 lb. textweight maximum for multiple leaf.

Quantity: Contact your Production Associate.

BRMs: 4 1/4" x 6" minimum; allow 3/16" head and gutter trim and 1/2" from perforation to binding edge. Jogs to top. Reply part must meet USPS regulations. Minimum card stock .007.

Packing Instructions: Carton packing preferred. Quantity, publication and issue must be marked on outside of carton.

Shipping Address: Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

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