

ASA Monitor

49,138

Total Subscribers

510,239

Anesthesiology / Pain Medicine Specialty Average Monthly Visits

Format

Print and Online

Website

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

Specialty

Anesthesiology / Pain Medicine

Content Focus

The official news publication of the American Society of Anesthesiologists, the *ASA Monitor* delivers the latest specialty and industry news, and practice-changing clinical information to the perioperative health care community.

Organizational Affiliation

Official publication of the American Society of Anesthesiologists (ASA)

Editor-in-Chief

Thomas R. Vetter, MD, MPH, MFA

Chief of Anesthesia and Perioperative Medicine

Director of Perioperative Care

Director of Comprehensive Pain Management

Professor, Department of Surgery and Perioperative Care

Dell Medical School

The University of Texas at Austin

Austin, TX

Frequency

Monthly

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



[Additional Audience Data](#)



	US	ROW	TOTAL
Total Subscribers	49,128	10	49,138

Print Circulation	49,128	10	49,138
Online-Only Circulation	0	0	0

Digital Audience Engagement

	US	ROW	TOTAL
Anesthesiology / Pain Medicine Specialty Average Monthly Visits	209,625	300,614	510,239
Anesthesiology / Pain Medicine Specialty Average Monthly Page Views	304,401	520,525	824,926

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.

Enewsletters

ASA Monitor Insights: Newsletter features your brand alongside recently published, hand-picked editorial content. 100% SOV. 60,000 average monthly sends; 39% average open rate.

ASA Monitor Today: The official newsletter of the ASA, sent to members Tuesday-Friday. ASA Monitor Today provides members with the latest news on relevant happenings in medicine and the field of anesthesiology.

ASA Monitor News Now: This newsletter is deployed monthly and “previews” 3-4 articles that will appear in the next month’s print edition of *ASA Monitor*. 67,000 average monthly sends; 40% 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

Podcasts

Exclusive opportunity to align with top of class podcast content by directly speaking to target audience through a brief 15 second audio ad read by the podcast host at the beginning of the episode.

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

ASA Monitor

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	King Page Color	King Page B/W (PI)	Island Full Page Color	Island Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	\$10,970	\$6,755	\$9,060	\$4,845	\$8,055	\$3,840
3x	\$10,770	\$6,555	\$8,915	\$4,700	\$7,945	\$3,730
6x	\$10,565	\$6,350	\$8,775	\$4,560	\$7,835	\$3,620
12x	\$10,380	\$6,165	\$8,645	\$4,430	\$7,725	\$3,510
24x	\$10,200	\$5,985	\$8,515	\$4,300	\$7,625	\$3,410
36x	\$10,025	\$5,810	\$8,385	\$4,170	\$7,525	\$3,310
48x	\$9,855	\$5,640	\$8,260	\$4,045	\$7,430	\$3,215
60x	\$9,690	\$5,475	\$8,145	\$3,930	\$7,335	\$3,120
72x	\$9,535	\$5,320	\$8,030	\$3,815	\$7,245	\$3,030
96x	\$9,380	\$5,165	\$7,915	\$3,700	\$7,155	\$2,940

Cover and Preferred Position Rates

Cover 2: 35% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 50% 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

ASA Monitor/ANESTHESIOLOGY Combination Rates

Receive a king page print ad in *ASA Monitor* and a full page print ad in *ANESTHESIOLOGY* at a discounted bundle rate. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Color	B/W (PI)
1 x	\$13,112	\$7,940
6 x	\$12,712	\$7,540
12 x	\$12,492	\$7,320
24 x	\$12,280	\$7,108
36 x	\$12,072	\$6,900
48 x	\$11,872	\$6,700

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.

King Page	1/2 Page	1/4 Page	1/8 Page
\$7,020	\$4,775	\$3,165	\$2,045

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.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/11/2025	11/14/2025	11/19/2025	11/19/2025	12/19/2025
February	12/8/2025	12/12/2025	12/16/2025	12/16/2025	1/23/2026
March	1/21/2026	1/27/2026	1/30/2026	1/30/2026	2/27/2026
April	2/17/2026	2/20/2026	2/25/2026	2/25/2026	3/27/2026
May	3/20/2026	3/24/2026	3/27/2026	3/27/2026	4/24/2026
June	4/17/2026	4/21/2026	4/24/2026	4/24/2026	5/22/2026
July	5/19/2026	5/22/2026	5/29/2026	5/29/2026	6/26/2026
August	6/16/2026	6/22/2026	6/26/2026	6/26/2026	7/24/2026
September	7/24/2026	7/28/2026	7/31/2026	7/31/2026	8/28/2026
October	8/18/2026	8/21/2026	8/26/2026	8/26/2026	9/25/2026

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
November	9/16/2026	9/21/2026	9/25/2026	9/25/2026	10/23/2026
December	10/14/2026	10/19/2026	10/23/2026	10/23/2026	11/20/2026

To inquire about extension dates, please contact your Sales Representative.

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Saddle-stitched

Journal Trim Size

10 1/2" x 13". Safety allowance for live matter: 1/4" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
King page:	10"	x	12 1/2"	10 3/4"	x	13 1/4"
3/4 page horizontal:	10"	x	8 7/8"	10 3/4"	x	9 5/8"
3/4 page vertical:	7 1/8"	x	12 1/2"	7 7/8"	x	13 1/4"
Island page:	7 1/8"	x	8 7/8"	7 7/8"	x	9 5/8"
1/2 page horizontal:	10"	x	6"	10 3/4"	x	6 3/4"
1/2 page vertical:	4 3/4"	x	12 1/2"	5 1/2"	x	13 1/4"
1/4 page horizontal:	10"	x	2 3/4"	10 3/4"	x	3 1/2"
1/4 page vertical:	4 3/4"	x	6"	5 1/2"	x	6 3/4"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
King page:	9 2/3"	x	11 1/2"
1/2 page horizontal:	9 2/3"	x	5 2/3"
1/2 page vertical:	4 3/4"	x	11 1/2"
1/4 page:	4 3/4"	x	5 2/3"
1/8 page:	4 3/4"	x	2 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: King- and journal-size accepted. Sample of insert must be submitted to Sales Representative for approval.

Sizes: Tabloid-size inserts: Allow 1/8" head trim. Any excess will trim from face and foot. Smaller inserts, such as journal- or island-size, should be delivered with clean trim. The exception to this is a 1/8" head trim for inserts (4, 8 or 16 pages) that might be bound in the center spread, or for inserts provided with a binding flap; these should also include a 1/8" head trim. For all inserts, to allow for tipping, no live text should appear within 5/8" of the gutter.

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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