

# ASA Monitor

43,943

Total Subscribers

533,653

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

Steven Shafer, MD, FASA

## 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

	US	ROW	TOTAL
Total Subscribers	43,932	11	43,943
Print Circulation	43,932	11	43,943
Online-Only Circulation	0	0	0

## Digital Audience Engagement

	US	ROW	TOTAL
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	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; 30% average open rate.

### Enewsletters

**ASA Monitor Insights:** Newsletter features your brand alongside recently published, hand-picked editorial content. 100% SOV. 60,000 average weekly sends; 28-33% 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. 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

### 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)
1 x	\$10,340	\$6,360	\$8,540	\$4,560	\$7,595	\$3,615
3 x	\$10,150	\$6,170	\$8,405	\$4,425	\$7,490	\$3,510
6 x	\$9,965	\$5,985	\$8,275	\$4,295	\$7,385	\$3,405
12 x	\$9,790	\$5,810	\$8,150	\$4,170	\$7,285	\$3,305
24 x	\$9,620	\$5,640	\$8,025	\$4,045	\$7,190	\$3,210
36 x	\$9,455	\$5,475	\$7,905	\$3,925	\$7,095	\$3,115
48 x	\$9,295	\$5,315	\$7,790	\$3,810	\$7,005	\$3,025
60 x	\$9,140	\$5,160	\$7,680	\$3,700	\$6,915	\$2,935
72 x	\$8,990	\$5,010	\$7,570	\$3,590	\$6,830	\$2,850
96 x	\$8,840	\$4,860	\$7,465	\$3,485	\$6,745	\$2,765

### 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	\$12,274	\$7,410
6 x	\$11,914	\$7,050
12 x	\$11,708	\$6,844
24 x	\$11,509	\$6,645
36 x	\$11,314	\$6,450
48 x	\$11,127	\$6,263

### 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
\$6,615	\$4,500	\$2,980	\$1,925

### 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	11/10/2023	11/15/2023	11/21/2023	11/21/2023	12/22/2023
February	12/11/2023	12/15/2023	12/19/2023	12/19/2023	1/26/2024
March	1/19/2024	1/23/2024	1/26/2024	1/26/2024	2/23/2024
April	2/16/2024	2/20/2024	2/23/2024	2/23/2024	3/22/2024
May	3/22/2024	3/26/2024	3/29/2024	3/29/2024	4/26/2024
June	4/19/2024	4/23/2024	4/26/2024	4/26/2024	5/24/2024
July	5/21/2024	5/24/2024	5/31/2024	5/31/2024	6/28/2024
August	6/18/2024	6/24/2024	6/28/2024	6/28/2024	7/26/2024
September	7/19/2024	7/23/2024	7/26/2024	7/26/2024	8/23/2024
October	8/21/2024	8/26/2024	8/30/2024	8/30/2024	9/27/2024
November	9/20/2024	9/24/2024	9/27/2024	9/27/2024	10/25/2024
December	10/18/2024	10/22/2024	10/25/2024	10/25/2024	11/22/2024

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"	13 1/4"
3/4 page horizontal:	10"	x	8 7/8"	10 3/4"	9 5/8"
3/4 page vertical:	7 1/8"	x	12 1/2"	7 7/8"	13 1/4"
Island page:	7 1/8"	x	8 7/8"	7 7/8"	9 5/8"
1/2 page horizontal:	10"	x	6"	10 3/4"	6 3/4"
1/2 page vertical:	4 3/4"	x	12 1/2"	5 1/2"	13 1/4"
1/4 page horizontal:	10"	x	2 3/4"	10 3/4"	3 1/2"
1/4 page vertical:	4 3/4"	x	6"	5 1/2"	6 3/4"

### Career & Events Section Page Sizes

Non-Bleed Size		
	Width	Height
King page:	9 2/3"	11 1/2"
1/2 page horizontal:	9 2/3"	5 2/3"
1/2 page vertical:	4 3/4"	11 1/2"
1/4 page:	4 3/4"	5 2/3"
1/8 page:	4 3/4"	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.

## Advertising Representative (U.S.)

**Name:** Kelle Gray

**Phone:** 843-261-4221

**Email:** [kelle.gray@wolterskluwer.com](mailto:kelle.gray@wolterskluwer.com)

## Advertising Representative (Europe)

**Name:** Farah Sheikh

**Phone:** +44 7855 162463

**Email:** [farah.sheikh@wolterskluwer.com](mailto:farah.sheikh@wolterskluwer.com)

## Recruiting Representative (U.S.)

**Name:** Dave Wiegand

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## Reprints Representative (U.S.)

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