

2024 ADVERTISING & SPONSORSHIP OPPORTUNITIES

The ASBrS is pleased to provide advertising and sponsorship opportunities for industry through our website and media platforms to reach our members. [View ASBrS member demographics here.](#)

Please note: ASBrS is unable to promote any program that is scheduled to take place within 60 days of any ASBrS sponsored educational programming, including its annual meeting. ASBrS has the right to refuse any promotion. It is prohibited to use the ASBrS logo or show logo as part of any promotion without prior written approval from The American Society of Breast Surgeons.

MEMBER MESSAGING AND MEDIA

E-News Banner Ad

This electronic newsletter is a comprehensive update on all things ASBrS – legislation, events, member services, committees, new members, etc. Your banner ad will be one of up to 3 per issue and spaced throughout the content. Ad Specs: 532x68 pixels maximum; PNG, JPG, & GIF file formats are accepted

Reach: Delivered to 3,200+ members; 4 times annually -

Fee: \$5,000 per ad, per issue

E-NEWS AD SPECS



Ad Specs:

532x68 pixels maximum; PNG, JPG, & GIF file formats are accepted

SAMPLE OF E-NEWS BANNER AD

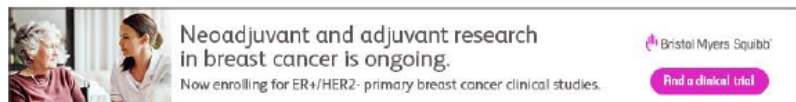


[view in browser](#)



In This Issue...

- President's Message
- #ASBRS22 — Annual Meeting Registration Is Open
- Call For Videos Deadline Is January 5
- Need Self-Assessment Credit? Purchase BESAP III Today
- The Society's Efforts to Avoid January 1 Reimbursement Cuts
- Breast Imaging Technologies Certification
- Year End Industry Events and Resources
- 2022 ASBrS Call for Committee Volunteers
- Congratulations & Welcome to Our New ASBrS Members



Membership Postal Mailing List

The ASBrS membership postal mailing list offers the opportunity to reach a targeted audience of breast surgeons to send a pre-approved marketing piece. The membership postal mailing list is a one-time use-only opportunity and consists of approximately 3,400 members for the entire list. ASBrS can offer our full membership postal mailing list for \$3,000 or a customized sort by state at the rate of \$1.50 per name plus a \$100 administrative fee. For more information or to rent the mailing list, please contact Mara Lang at mlang@breastsurgeons.org

Reach: 3,400+ members

Fee: \$3,000 for entire list or \$1.50 per name plus \$100 administrative fee for customized sort option

☐ Member Forum Daily Digest – Advertisement

The ASBrS Member Forum - a virtual destination designed to bring members together and engage with them through ongoing, meaningful interactions. The ASBrS Member Forum Daily Digest is one of the most active media resources for our members. Emailed to members daily, the Daily Digest is a summary of the previous day's exchanges in the Member Forum Community, which members use to ask questions, share knowledge, and interact with their colleagues. Your ad can have an embedded link to your site and will be prominently at the top of the Forums Digest, directly under the ASBrS' logo. Ad Specs: 261x69 pixels maximum; PNG, JPG, & GIF file formats are accepted

Reach: Delivered to 2300+ members daily;
average open rate – 30.7%

Fee: \$3,000 for two weeks



Ad Specs:

261x69 pixels maximum;
PNG, JPG, & GIF file formats are accepted

SAMPLE OF MEMBER FORUM DAILY DIGEST AD

Discover something worth discussing—check out this week's members-only [Focus Poll!](#)



sponsored promotion



Dec 27, 2020

Discussions

started 5 days ago, Michaela Quinn, MD (5 replies)

Product and axillary dissection

1. Excepteur sint obcaecat cupiditat non proident... Alan Quartermaine, MD

started 18 days ago, Benjamin Pearce, MD (8 replies)

Product talk ABCS

2. Quis aute iure reprehenderit in voluptate... Miranda Bailey, MD

3. Ut enim ad minim veniam, quis nostrum... Marcus Welby, MD

top

next

1. Re: Product and axillary dissection

[Reply to Group](#)

[Reply to Sender](#)



Dec 27, 2020 11:23 AM
Alan Quartermaine, MD

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Alan Quartermaine, MD
General Hospital
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[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#) [Flag as Inappropriate](#)

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VIRTUAL EDUCATION & WEBSITE PROMOTIONAL SERVICES

Industry-Supported Events

ASBrS is pleased to offer Industry-Supported Events to the breast surgery community. Events include programs sponsored and funded by an outside organization, independently organized, and offered, and have been made possible through marketing support. They are not part of the official education program of the ASBrS and are free to all members.

ASBrS will promote these programs on the [ASBrS Industry Events webpage](#), including how to register, who to contact for more information, as well as in emails, member alerts on social media, and in its member forums. Additionally, links to previously offered programs will be accessible to those who missed the live event through the end of 2024.

☐ **Industry-Supported Webinars** – These programs are designed and offered by the supporters as a standalone program on a date and time determined by the sponsor. ASBrS will promote and link your virtual programming in the form of webinars and on-demand programming to our members. Links will be posted on the ASBrS Industry Events webpage and advertised on the website and in the eNewsletters, emails, and alerts to members. You may view the programs currently offered here: [Industry Events | ASBrS \(breastsurgeons.org\)](#)

Reach: Webinar attendance varies from 50–200 attendees with twice the number of registrants

Fee: \$10,000 per event

Companies offering a webinar receive the following benefits:

1. Supporters are recognized on all ASBrS sponsored virtual programs.
2. Supporters are recognized on the ASBrS website, all event marketing, thanking them for their generous support.
3. Supporters are invited to listen to the online presentations. Please note that space is limited and is available on a first come first serve basis.
4. ASBrS will send each supporter a link to the ASBrS supported webinar to share with their team once it is available.
5. Links to industry supported events will be posted on the ASBrS website.

For more information or to offer a webinar to ASBrS members, please contact Marti Boyer or Jane Conway at mboyer@breastsurgeons.org or jconway@breastsurgeons.org

Calendar of Breast Surgery Events

ASBrS is offering the opportunity to post key information about upcoming breast surgery events, organized by non-profits or their third-party organizer, who want to promote their programs to ASBrS members.

Information about your program will be posted on the [ASBrS Industry Events webpage](#) and includes a link to your organization's website/registration page. Promotion to members will be sent through a variety of media - eblasts, ASBrS Member Forums, and 1 program-specific post on each of the ASBrS social media sites – Twitter, Facebook, and LinkedIn. In addition to pre-event promotions, you have the option to have your post event details on the Past Events page to reach our members who missed the program.

Reach: *Industry Events is the 7th most popular page of the ASBrS website with 7,000 visits in the last year*

Fee: *\$5,000 per event*

Industry Product Showcase

This resource for general surgeons is accessible to the public on the ASBrS website and offers industry participants a cost-effective platform to showcase their products and services. The [Industry Product Showcase](#) is promoted through many of our member communications. Company profiles consist of a corporate logo, company name, 300-word description, sales contact information, website link, social media links, (2) promotional literature links, and an embedded demonstration video. *The site will remain active through December 31, 2024.*

Industry Relations Council (IRC) participants and exhibitors at the ASBrS 2024 Annual Meeting receive a complimentary listing.

Reach: 3400+ members and open to the public

Fee: *\$2,000 per company profile*

SOLE SPONSORSHIP OF ASBrS WEBSITE

Sole Sponsorship of ASBrS Website

Your company earns the distinction of being the sole sponsor of the ASBrS website. An acknowledgment statement will appear at the bottom of every webpage of the ASBrS website, and a link to your website to recognize your company's generous support. Statement will read: *The American Society of Breast Surgeons gratefully acknowledges (your company) for supporting the Society's website. Support received helps the ASBrS continue its mission.*

Reach: Website accessed over 225,000 times/over 630,000 page views annually

Fee: \$50,000 annually (*Website Sponsorship Package*)

In addition, the website sponsorship offers additional opportunities (a \$13,000 value) to create an inclusive support package:

- E-News Banner Ad (Value: \$5,000 - details above)
 - Member Forum Daily Digest – Corporate logo (Value: \$3,000 - details above)
 - Membership Mailing List (Value: \$3,000 - details above)
 - Industry Product Showcase (Value: \$2,000 – details above)
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2024 ADVERTISING & SPONSORSHIP OPPORTUNITIES ORDER FORM

Please note: : ASBrS is unable to promote any program that is scheduled to take place within 60 days of any ASBrS sponsored educational programming, including its annual meeting. ASBrS has the right to refuse any promotion. It is prohibited to use the ASBrS logo or show logo as part of any promotion without prior written approval from The American Society of Breast Surgeons

TO BE COMPLETED BY SUPPORTING COMPANY:

Company Name:

Product Name:

Street Address:

City/State/Postal Code/Country:

Website Address:

Contact Name:

Contact Email:

Contact Phone:

Contact Cell:

PLEASE INDICATE YOUR COMPANY'S COMMITMENT TO ADVERTISING AND/OR SPONSORSHIP OPPORTUNITIES BELOW:

MEMBER MESSAGING & MEDIA

- | | |
|--|---|
| <input type="checkbox"/> E-News Banner Ad | \$5,000 per ad, per issue |
| <input type="checkbox"/> Member Forum Daily Digest - Logo Ad | \$3,000 / two weeks |
| <input type="checkbox"/> Membership Mailing List | \$3,000 for all members or \$1.50 per name plus \$100 administrative fee for customized sort option |

VIRTUAL EDUCATION & WEBSITE PROMOTIONAL SERVICES

- | | |
|--|-----------------------------|
| <input type="checkbox"/> Industry Supported Webinars | \$10,000 per webinar |
| <input type="checkbox"/> Calendar of Breast Surgery Events | \$5,000 per event |
| <input type="checkbox"/> Industry Product Showcase | \$2,000 per company profile |

SOLE SPONSORSHIP OF ASBrS WEBSITE

- | | |
|--|-------------------|
| <input type="checkbox"/> Sole Sponsorship of Website Package | \$50,000 annually |
|--|-------------------|
- I am an authorized representative of my company and commit to the ASBrS opportunities indicated above. I understand that my company will be invoiced for these committed opportunities.

Signed (electronic signature):

Date:

Submit supporting attachments with this form. Please forward application to:

Marti Boyer mboyer@breastsurgeons.org and Jane Conway jconway@breastsurgeons.org

TO BE COMPLETED BY ASBrS

Accepted by:

Total amount to be invoiced: \$

Signed:

Date: