

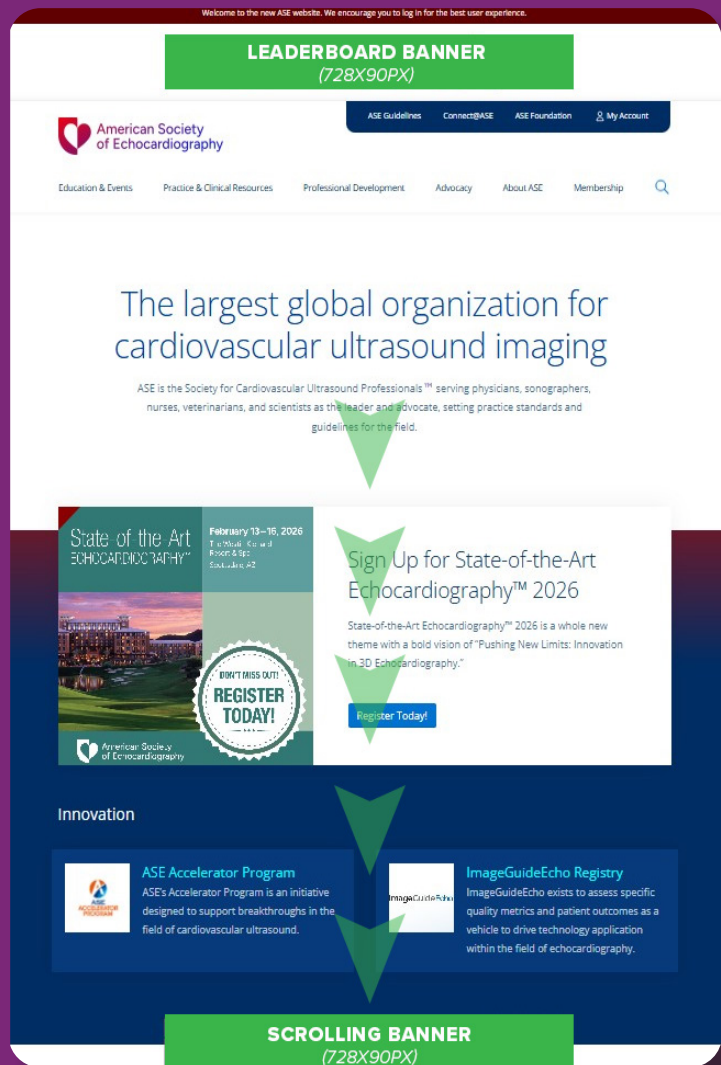


American Society  
of Echocardiography

## MEDIA KIT

# ASECHO.ORG WEBSITE

ASE is the Society for Cardiovascular Ultrasound Professionals™. With over 21,500 physicians, sonographers, nurses, veterinarians, and scientists as members - ASE is the largest global organization for cardiovascular ultrasound imaging. The Society is committed to improving the practice of ultrasound and imaging of the heart and cardiovascular system for better patient outcomes. The ASE website banner allows for your company message to be displayed prominently throughout ASECHO.ORG.



## PRICING

### LEADERBOARD BANNER

Image: 728x90px

Placement: Run of Site

Positions: Exclusive to 10 Companies

**\$5,000/Year**

### SCROLLING BANNER

Image: 728x90px

Placement: Run of Site

Positions: Exclusive to 10 Companies

**\$7,500/Year**

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

## Looking to expand your reach with the ASE audience?

Leveraging ASE's website traffic helps your company stay in front of over 21,500+ members on the websites they visit most! Retargeting will help your company enhance your brand awareness with ASE's niche audience, and drive quality traffic to your website.

### BANNER PACKAGE + RETARGETING

**250,000 Impressions: \$9,500 or \$11,875**

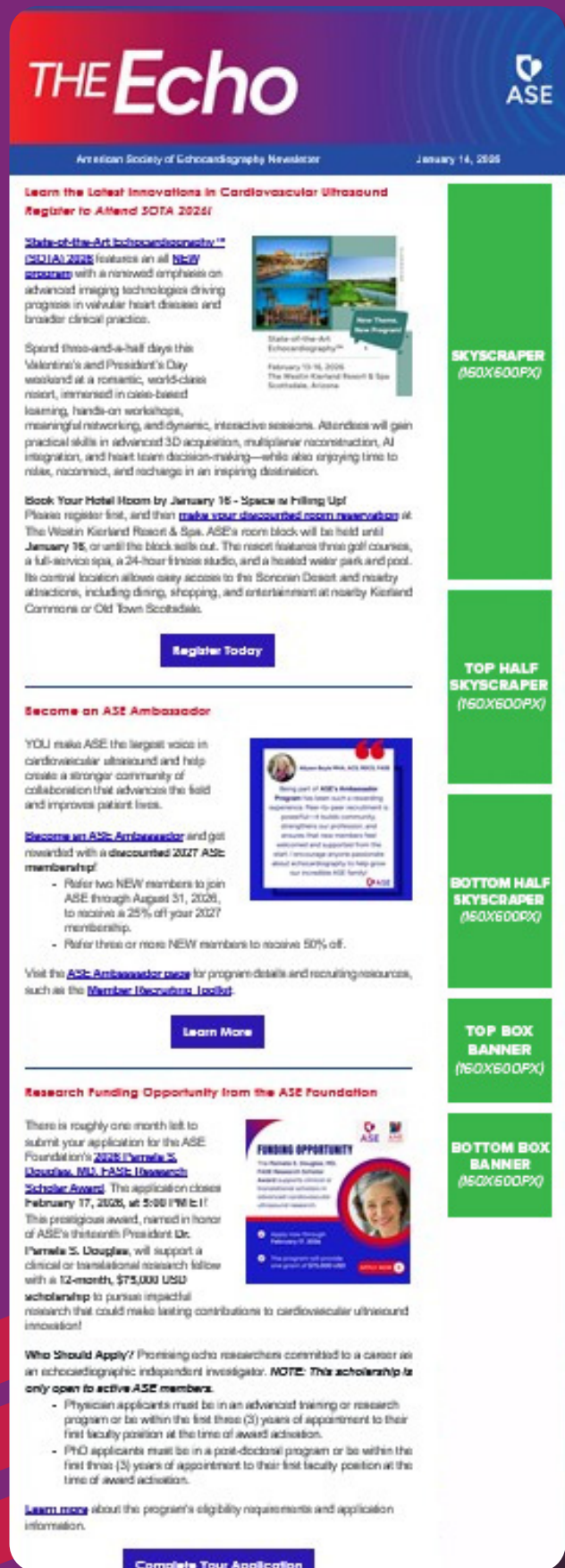
**500,000 Impressions: \$12,600 or \$16,650**

**1 Million Impressions: \$17,850 or \$19,975**



# THE ECHO NEWSLETTER

ASE's member eNewsletter, *The Echo*, is sent weekly to ASE's active membership - reaching over 12,000+ subscribers with Society updates and happenings. The banner placements allow for your company message to be displayed prominently within the publication.



## PRICING

### SKYSCRAPER BANNER

Image: 160x600px

Accepted Formats: JPG or PNG

**\$5,000/Qtr**

### TOP HALF SKYSCRAPER BANNER

Image: 160x300px

Accepted Formats: JPG or PNG

**\$4,000/Qtr**

### BOTTOM HALF SKYSCRAPER BANNER

Image: 160x300px

Accepted Formats: JPG or PNG

**\$3,500/Qtr**

### TOP BOX BANNER

Image: 160x160px

Accepted Formats: JPG or PNG

**\$2,750/Qtr**

### BOTTOM BOX BANNER

Image: 160x160px

Accepted Formats: JPG or PNG

**\$2,500/Qtr**

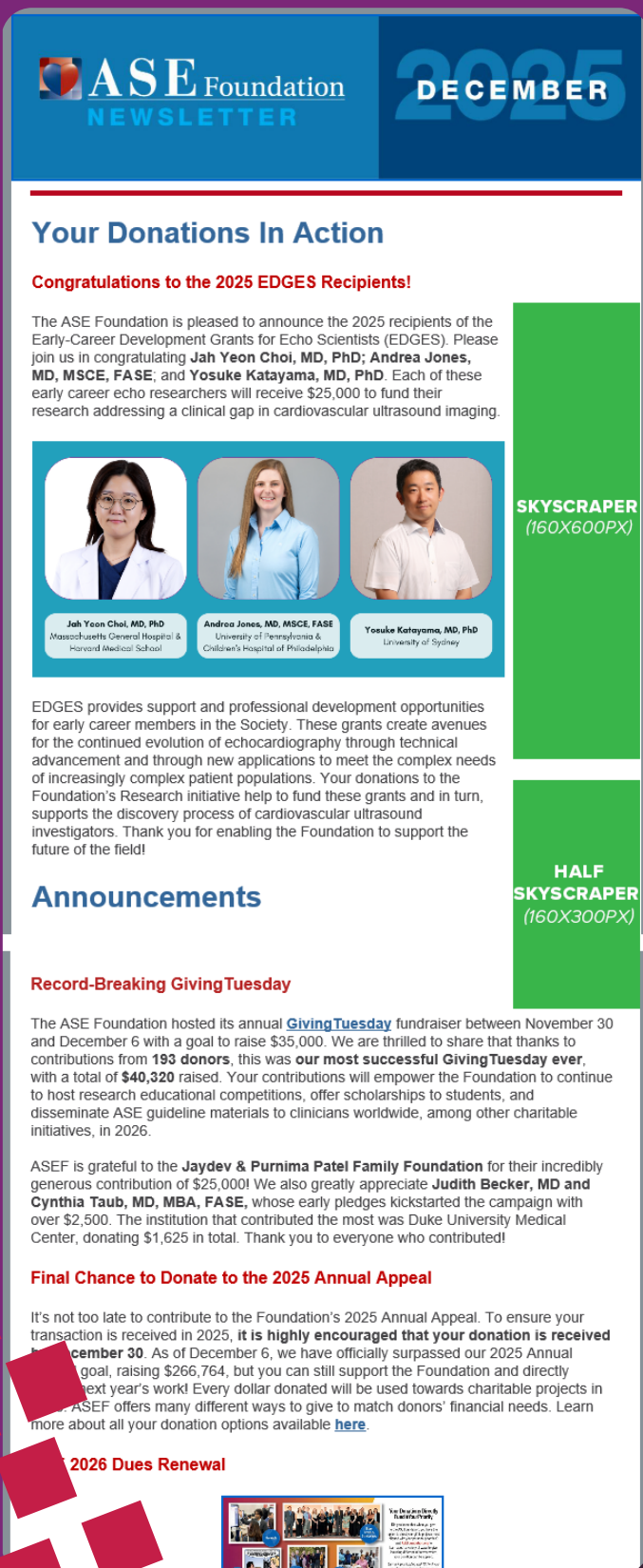
**\*\*All positions are available on a first-come, first-serve basis.\*\***

### Need Help With Ad Design?

**OUR GRAPHIC SERVICES ARE INCLUDED.**

# ASE FOUNDATION NEWSLETTER

The ASE Foundation (ASEF) eNewsletter is sent monthly to active ASE members - providing over 12,000+ recipients with ASEF research funding opportunities, Foundation announcements and news, and details about the Annual Appeal. The banner placements allow for your company message to be displayed prominently within the publication.



## PRICING

### SKYSCRAPER BANNER

Image: 160x600px

Accepted Formats: JPG or PNG

**\$5,000/Qtr**

### HALF SKYSCRAPER BANNER

Image: 160x300px

Accepted Formats: JPG or PNG

**\$3,500/Qtr**

**\*\*All positions are available on a first-come, first-serve basis.\*\***

### Need Help With Ad Design?

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# ASE WEBSITE RETARGETING SOLUTIONS



American Society  
of Echocardiography

## TARGET THE MEMBERS OF ASE

Leverage ASE's website traffic to help your organization stay in front of over 21,500+ members on the websites they visit most! Through ASE's website retargeting program, you may take advantage of ad placements on thousands of websites across the internet, helping you enhance your brand awareness with ASE's niche audience, and drive quality traffic to your website.



*Association Revenue Partners is proud to work with ASE. We have teamed up to provide an online marketing solution to reach the visitors to ASE's website through programmatic website retargeting.*

### **ASE Website Annual Metrics**

Average Page Views: 1,370,229  
Average Unique Page Views: 420,670  
Average Time on Site: 2:22

### **ASE Member Information:**

21,500+ Cardiologists, Cardiac Imaging, Echocardiographers, Sonographers, Cardiac Anesthesiologists, Vascular imaging, Emergency Room physicians, Critical Care physicians, Cardiovascular Veterinarians, Cardiovascular Researchers

250,000 Impressions  
**\$5,000**

500,000 Impressions  
**\$9,000**

1 Million Impressions  
**\$16,000**

### BENEFITS:



**CAMPAIGN SET UP  
FEE WAIVED**



**TARGETED ASE  
MEMBER AUDIENCE**



**COMPLIMENTARY  
CREATIVE SERVICES**



**MOBILE  
OPTIMIZATION**



**MONTHLY REPORTING  
UPON REQUEST**