

Media Kit



ASIPP Sponsorships

Promotional Opportunities with the American Society of Interventional Pain Physicians

Pain Physician

The Official Journal of the American Society of Interventional Pain Physicians

ASIPP News

The Official Newsletter of the American Society of Interventional Pain Physicians

Other Advertising Solutions

Classified ads for physicians wanted and Enews advertising



ASIPP® Sponsor Levels

DIAMOND SPONSOR

Annual fee: \$100,000 per year or \$10,000 per month

- Logo and link to Web site in each weekly eNews e-mail to members
- Total of 12 four-color, full-page ads annually in *Pain Physician* journal
Priority level placement(s) on an alternating schedule with same level sponsors
- Two four-color, full-page ads, preferred position in each quarterly issue of *ASIPP® News*
- 100 copies of each issue of *Pain Physician* journal and *ASIPP® News*
- Two table top exhibits at ASIPP® annual meeting and four additional meetings
- Associate ASIPP membership for 10 members of your corporation
- Access to the ASIPP® Board of Directors, Executive Committee, and ASIPP® lobbyist

PLATINUM SPONSOR

Annual fee: \$75,000 per year or \$7,500 per month

- Logo and link to Web site in each weekly eNews e-mail to members
- Total of 10 four-color, full-page ads annually in *Pain Physician* journal
Priority level placement(s) on an alternating schedule with same level sponsors
- One four-color, full-page ad in each quarterly issue of *ASIPP® News*
- 75 copies of each issue of *Pain Physician* journal and *ASIPP® News*
- Table top exhibit at ASIPP® annual meeting and three additional meetings
- Associate ASIPP® membership for eight members of your corporation
- Access to the ASIPP® Board of Directors, Executive Committee, and ASIPP®'s lobbyists

GOLD SPONSOR

Annual fee: \$50,000 per year or \$5,000 per month

- Total of 8 four-color, full-page ads annually in *Pain Physician* journal
Priority level placement(s) on an alternating schedule with same level sponsors
- One four-color, full-page ad in each quarterly issue of *ASIPP® News*
- 50 copies of each issue of *Pain Physician* journal and *ASIPP® News*
- Table top exhibit at ASIPP® annual meeting and two additional meetings
- Associate ASIPP® membership for six members of your corporation
- Access to the ASIPP® Board of Directors, Executive Committee, and ASIPP®'s lobbyists

SILVER SPONSOR

Annual fee: \$25,000 per year or \$2,500 per month

- Total of 6 four-color, full-page ads annually in *Pain Physician* journal
Priority level placement(s) on an alternating schedule with same level sponsors
- One four-color, half-page ad in three issues of the quarterly *ASIPP® News*
- 25 copies of each issue of *Pain Physician* journal and *ASIPP® News*
- Table top exhibit at ASIPP® Annual Meeting and one additional meeting
- Associate ASIPP® membership for four members of your corporation
- Access to the ASIPP® Board of Directors

BRONZE SPONSOR

Annual fee: \$10,000 per year or \$1,000 per month

- Total of 3 four-color, full-page ads annually in *Pain Physician* journal
Priority level placement(s) on an alternating schedule with same level sponsors
- One four-color, half-page ad in two issues of the quarterly *ASIPP® News*
- 10 copies of each issue of *Pain Physician* journal and *ASIPP® News*
- 50% discount for table top exhibit at ASIPP® annual meeting and one additional meeting
- Associate ASIPP® membership for two members of your corporation
- Access to the ASIPP® Board of Directors



ASIPP®

American Society of Interventional Pain Physicians

81 Lakeview Drive, Paducah, KY 42001

Phone: 270.554.9412 | Fax: 270.554.5394.

Web site: www.asipp.org | Email: asipp@asipp.org

Contact Information

Sponsors: Ray Lane, rlane@asipp.org

Editorial: Molly White, mwhite@asipp.org

ASIPP® Sponsor Form

NAME OF CORPORATION _____

CONTACT INFORMATION

CONTACT PERSON _____

CORPORATE ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

ASSOCIATE MEMBERSHIPS – List those in your company who will serve as your ASIPP Associate Members. *Diamond, 10; Platinum, 8; Gold, 6; Silver, 4; Bronze, 2.*

NAME/TITLE _____ NAME/TITLE _____

NAME/TITLE _____ NAME/TITLE _____

NAME/TITLE _____ NAME/TITLE _____

NAME/TITLE _____ NAME/TITLE _____

NAME/TITLE _____ CHIEF EXECUTIVE OFFICER _____

BUSINESS SECTOR Please check all that apply

- Manufacturer Technology Service Provider
- Distributor Pharmaceutical Other: _____

ASIPP SPONSOR LEVEL

- Diamond Sponsorship..... \$100,000 Silver Sponsorship \$25,000
- Platinum Sponsorship \$75,000 Bronze Sponsorship..... \$10,000
- Gold Sponsorship..... \$50,000 Contribution \$_____

SIGNATURE OF AUTHORIZED REPRESENTATIVE _____ DATE _____

PAYMENT METHOD Please check one

- MASTERCARD VISA AMERICAN EXPRESS DISCOVER CHECK

CARDHOLDER NAME _____ SECURITY CODE _____

CARD NUMBER OR CHECK NUMBER _____ EXPIRATION DATE _____

Fax completed form to 270-554-5394.

If paying by check, make check payable to: **American Society of Interventional Pain Physicians**



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Contact Information

Sponsors: Ray Lane, rlane@asipp.org
Editorial: Molly White, mwhite@asipp.org

Pain Physician Overview

Pain Physician, the official publication of the American Society of Interventional Pain Physicians (ASIPP), is published bi-monthly in January/February, March/April, May/June, July/August, September/October, and November/December. In addition, *Pain Physician* publishes special topical issues each year. These issues might cover ethics, health policy, practice management, opioid guidelines, etc.

Pain Physician is a peer-reviewed, multi-disciplinary journal written by and directed to an audience of interventional pain physicians, clinicians, and basic scientists with an interest in interventional pain management and pain medicine.

Pain Physician presents the latest studies, research, and information vital to those in the emerging specialty of interventional pain management — and critical to the patients they treat.

Pain Physician was first published in 1999 to create a forum for scientific and clinical developments in interventional pain management and to take an active role in promoting regulatory changes, compliance, and practice management in an increasingly complex health care environment. The journal has been selected for listing on the Thomson Scientific's ISI Web of Knowledge. In addition, *Pain Physician* is listed in Excerpta Medica, EMBASE, Index Medicus, Medline, and PubMed.

The growth and success of *Pain Physician* reflects the outstanding work of a large number of physicians and scientists dedicated to the advancement of interventional pain management. Today, interventional pain management is a recognized medical specialty with its own identity and representation at state and national levels. Physicians practicing interventional pain management are referred to as interventional pain physicians regardless of their primary medical specialty (e.g., pain management anesthesiologist, pain management neurologist, pain management physiatrist, etc.). This spirit of unity among the various component specialties has helped foster an environment conducive to the promotion of scientific and clinical innovations.

Pain Physician is an open-access journal available online at www.painphysicianjournal.com



The journal is published on a bi-monthly basis to furnish subscribers with more timely information.



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Contact Information

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Editorial: Molly White, mwhite@asipp.org

Advertising Rates

Four-Color	1X	3X	6X
Cover 4/Back Cover	\$ 3,000	\$ 2,700	\$ 2,400
Cover 2/Inside Front	\$ 2,500	\$ 2,250	\$ 2,000
Cover 3/Inside Back	\$ 2,300	\$ 2,075	\$ 1,850
Full page	\$ 1,900	\$ 1,700	\$ 1,525
Half-page horizontal	\$ 1,000	\$ 900	\$ 800
Half-page vertical	\$ 1,000	\$ 900	\$ 800
Classifieds/Grayscale	1X	3X	6X
Full page	\$ 1,700	\$ 1,550	\$ 1,350
Half-page horizontal	\$ 900	\$ 800	\$ 700
Half-page vertical	\$ 900	\$ 800	\$ 700
Quarter-page	\$ 500	\$ 450	\$ 400

Sponsor Advertising Benefits: Complimentary full-page, four-color ads and priority level placement, on a predetermined schedule, are among the many benefits of ASIPP annual sponsorships.

Sponsor Pages: *Diamond, 12; Platinum, 10; Gold, 8; Silver, 6; Bronze, 3.* If you run multiple ads, consider a sponsorship to save money and gain extra benefits for your company.

Closing Dates: Pain Physician is a bi-monthly publication. The deadline for insertion order and complete artwork is one month prior to the publication date. Regular issue months:

Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec

Insertion Information: To place an ad, confirm availability of premium positions and their cost, discuss ad specs, or for any other advertising information, please contact Molly White at 270.554.9412 x 204.



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 81 Lakeview Drive, Paducah, KY 42001
 Phone: 270.554.9412 | Fax: 270.554.5394.
 Web site: www.asipp.org | Email: asipp@asipp.org

Contact Information

Sponsors: Ray Lane, rlane@asipp.org
 Editorial: Molly White, mwhite@asipp.org

Insertion Order

INSERTION #: _____

This insertion order serves as an advertising contract in lieu of any other binding document.

ADVERTISER

Ad is being booked by:

- corporate advertising other

Send billing to:

- corporate advertising other

Send free copies to:

- corporate advertising other

CORPORATE CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

E-MAIL _____

ADVERTISING/OTHER CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

E-MAIL _____

RUN DATE(S)

- Jan/Feb 2010 May/June 2010 Sep/Oct 2010
 Mar/Apr 2010 Jul/Aug 2010 Nov/Dec 2010
 Special Issue *Specify* _____

SIZE/PLACEMENT

- Cover 4/Back Cover Full page
 Cover 2/Inside Front Half-page horizontal
 Cover 3/Inside Back Half-page vertical
 Two-page spread Quarter page

COLOR

- cmyk color Yes
 grayscale No

BLEED

- Yes
 No

PICK-UP AD

- Yes: P/U Date: _____
 No

RATE

- 1x rate \$ _____
 3x rate \$ _____
 6x rate \$ _____

Sponsorship Advertising *Complimentary*

- Diamond Sponsor Silver Sponsor
 Platinum Sponsor Bronze Sponsor
 Gold Sponsor

Sponsorship Upgrade

- additional ad \$ _____
 upgrade ad size/color \$ _____

ORDER FORM SUBMITTAL

Please fax the completed form for **each** ad to 270.554.5394.

AD DOCUMENT SUBMITTAL

Submit by:

- CD: Mail to ASIPP, 81 Lakeview Dr, Paducah, KY 42001
 E-mail: mwhite@asipp.org
 FTP: E-mail mwhite@asipp.org for set-up and instructions

Rates and specifications for custom orders and special inserts are available upon request.

COMMENTS

APPROVED BY

TITLE

SIGNATURE

DATE



ASIPP®

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Contact Information

Sponsors: Ray Lane, rlane@asipp.org
Editorial: Molly White, mwhite@asipp.org

ASIPP News Overview

ASIPP News is the official quarterly newsletter of the American Society of Interventional Pain Physicians (ASIPP®).

Interventional pain management is a recognized medical specialty with representation at the state and national level. Physicians practicing this specialty are referred to as interventional pain physicians, regardless of the primary focus of their practice. This spirit of unity amongst the various component specialties fosters an environment conducive to the communication of news and information.



ASIPP News offers the latest news and information vital to those engaged in the emerging specialty of interventional pain management. Each issue contains contributions from members, guest writers, and interventional pain experts.

More than 9,000 copies of ASIPP News are circulated worldwide, meaning your ad will be sent to society members, interventional pain physicians, medical school libraries, and hospital libraries. Remaining copies are included in attendee packets at ASIPP® courses, workshops, and meetings.

ASIPP News is available free online at www.asipp.org



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Contact Information
 Sponsors: Ray Lane, rlane@asipp.org
 Editorial: Molly White, mwhite@asipp.org

Advertising Rates

Four-Color	1X	2X	4X
Cover 4/Back Cover	\$ N/A	\$ N/A	\$ N/A
Cover 2/Inside Front	\$ 2,000	\$ 1,800	\$ 1,625
Cover 3/Inside Back	\$ 1,900	\$ 1,750	\$ 1,550
Full page	\$ 1,700	\$ 1,550	\$ 1,350
Half-page horizontal	\$ 900	\$ 800	\$ 725
Half-page vertical	\$ 900	\$ 800	\$ 725
Classifieds/Grayscale	1X	2X	4X
Full page	\$ 1,600	\$ 1,450	\$ 1,275
Half-page horizontal	\$ 825	\$ 750	\$ 700
Half-page vertical	\$ 825	\$ 750	\$ 700
Quarter-page	\$ 450	\$ 400	\$ 375

Sponsor Advertising Benefits: Complimentary four-color ads and priority level placement, on a predetermined schedule, are among the many benefits of ASIPP annual sponsorships.

Sponsor Pages: *Diamond*, two full-page ads in each issue; *Platinum*, one full-page ad in each issue; *Gold*, one full-page ad in each issue; *Silver*, one half-page ad in three issues; *Bronze*, one half-page ad in two issues. If you run multiple ads, consider a sponsorship to save money and gain extra benefits for your company.

Closing Dates: ASIPP News is a quarterly publication. The deadline for insertion order and complete artwork is one month prior to the publication date.

Winter 2010 (Mid-February) Spring (Mid-May) Summer (Mid-August) Fall (Mid-November)

Insertion Information: To place an ad, confirm availability of premium positions and their cost, discuss ad specs, or for any other advertising information, please contact Helen Squire at 270.554.9412 x 216.



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American Society of Interventional Pain Physicians

81 Lakeview Drive, Paducah, KY 42001

Phone: 270.554.9412 | Fax: 270.554.5394.

Web site: www.asipp.org | Email: asipp@asipp.org

Contact Information

Sponsors: Ray Lane, rlane@asipp.org

Editorial: Molly White, mwhite@asipp.org

Insertion Order

INSERTION #: _____

This insertion order serves as an advertising contract in lieu of any other binding document.

ADVERTISER

Ad is being booked by:

corporate advertising other

Send billing to:

corporate advertising other

Send free copies to:

corporate advertising other

CORPORATE CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

E-MAIL _____

ADVERTISING/OTHER CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

E-MAIL _____

RUN DATE(S)

Winter Spring Summer Fall

SIZE/PLACEMENT

Cover 4 (N/A) Full page
 Cover 2/Inside Front Half-page horizontal
 Cover 3/Inside Back Half-page vertical
 Two-page spread Quarter page

COLOR

cmyk color Yes
 grayscale No

BLEED

Yes No

PICK-UP AD

Yes: P/U Date: _____
 No

RATE

1x rate \$ _____
 2x rate \$ _____
 4x rate \$ _____

Sponsorship Advertising *Complementary*

Diamond Sponsor Silver Sponsor
 Platinum Sponsor Bronze Sponsor
 Gold Sponsor

Sponsorship Upgrade

additional ad \$ _____
 upgrade ad size/color \$ _____

ORDER FORM SUBMITTAL

Please fax the completed form for **each** ad to 270.554.5394.

AD DOCUMENT SUBMITTAL

Submit by:

CD: Mail to ASIPP, 81 Lakeview Dr, Paducah, KY 42001
 E-mail: mwhite@asipp.org
 FTP: E-mail mwhite@asipp.org for set-up and instructions

Rates and specifications for custom orders and special inserts are available upon request.

COMMENTS

APPROVED BY _____ TITLE _____ SIGNATURE _____ DATE _____



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Specifications

Pain Physician & ASIPP News

Ad Preparation Instructions:

When doc is complete,

1. Select Print
2. Select PostScript File
3. PPD is Adobe PDF
4. Select your page size 8.75 by 11.25
5. Select your orientation: Centered
6. Use no marks
7. Use no document bleeds
8. Make sure bleeds are in bleed box .125 in all four
9. Select CMYK
10. Graphics: all
11. Fonts: complete
12. Check download PPD fonts
13. Postscript level 3

Advanced:

14. Do not use OPI
15. Select high res for transparency flattener

Color Management:

16. Let InDesign determine
17. Save the file
18. Open Distiller (a separate program)
19. Select the settings
20. Select the Edit Adobe Pdf settings
21. General Set res to 2400
22. Do not select any downsampling or compression

Fonts:

23. Embed all fonts
24. Cancel job if embed fails
25. Remove any fonts from the windows always and never

Advanced:

26. Check boxes 3, 4, 5, 5a under options
27. Check Process DSC comments and check preserve doc info from DSC
28. Save as PPJ settings
29. Drag postscript doc to distiller.

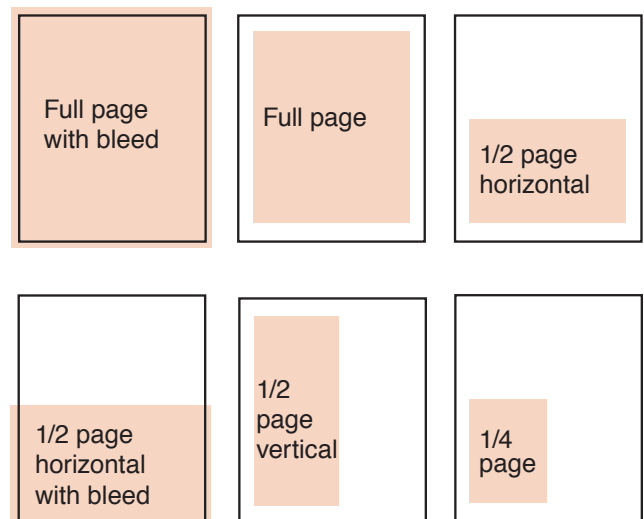
E-mail Molly White at mwhite@asipp.org for a link to the FTP site.

Finished

SPECIFICATIONS

Cover 4/Back Cover	* 8.75" x 11.25"
Cover 2/Inside Front	* 8.75" x 11.25"
Cover 3/Inside Back	* 8.75" x 11.25"
Full Page	* 8.75" x 11.25"
Half-page horizontal	6.5" x 4.375"
Half-page horizontal w/ bleed	8.75" x 5.5"
Half-page vertical	3.125" x 9"
Half-page vertical with bleed	4.25" x 11.25"
Quarter-page	3.125" x 4.375"

* dimensions include .125" of bleed area



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Contact Information

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Physicians Wanted Classifieds Online | asipp enews

This insertion order serves as an advertising contract in lieu of any other binding document.

ADVERTISER

Ad is being booked by:

corporate advertising other

Send billing to:

corporate advertising other

Send free copies to:

corporate advertising other

CORPORATE CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

E-MAIL _____

ADVERTISING/OTHER CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

E-MAIL _____

COMMENTS

APPROVED BY _____ TITLE _____ SIGNATURE _____ DATE _____

In addition to the Physician Wanted ads available in the *Pain Physician Journal* and *ASIPP News*, ASIPP offers classified-style advertisement at <http://www.asipp.org/jobs.html>, the official web site for the American Society of Interventional Pain Physicians. The cost is \$240 every three months, discounted to \$120 if the same ad runs in *Pain Physician*.

Ad placement is also available in *ASIPP eNews*, a weekly e-mail newsletter that is distributed to approximately 6,000 members, faculty, and others. Ads are available to Diamond and Platinum sponsors at no charge and available to corporate advertisers at \$150 per insertion. For more info, contact Molly White at 270.554.9412 x 204.

INSERTION ORDER

Physicians Wanted Online *ASIPP eNews* Both

ONLINE CLASSIFIED RUN DATES

Jan/Feb/March April/May/June

July/August/Sept Oct/Nov/Dec

Logo Specs: Minimum 72 dpi, JPG format.

ENEWS AD INSERTION

Date _____

eNews Specs: 175 pixels wide X up to 500 pixels deep, 72 dpi, JPG format.

RATE

\$ _____ X Insertions _____ = _____

ORDER FORM SUBMITTAL

Please fax the completed form for **each** ad to 270.554.5394.

AD DOCUMENT SUBMITTAL

Submit by:

CD: Mail to ASIPP, 81 Lakeview Dr, Paducah, KY 42001

E-mail: mwhite@asipp.org

FTP: E-mail mwhite@asipp.org for set-up and instructions



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 Editorial: Molly White, mwhite@asipp.org



The American Society of
Interventional Pain Physicians®

82 Lakeview Drive, Paducah, KY 42001
The Voice of Pain Management since 1998

PRSRT STD
U.S. POSTAGE
PAID
PADUCAH, KY
PERMIT #44

An Advertising Message from the Chairman of the Board

In response to the rapid growth of our *Pain Physician* and *ASIPP News* publications, we have updated our advertising schedules and rates. Please use this media kit as a handy reference for the 2010-11 advertising schedule.



■ ***Pain Physician*** is now bi-monthly. Each journal contains the latest studies and research vital to those in the emerging specialty of interventional pain management (IPM) and pain medicine. Additionally, we offer advertising opportunities in the various topical issues we publish. You can be assured that the *Pain Physician* reaches the people who need to know!

■ ***ASIPP News*** is targeted to both members and others who are interested in the specialty's latest news and information. This quarterly publication is filled with information relevant to IPM professionals. Each issue features articles and information on regulatory changes, compliance, practice management, and governmental issues; need to know information in an increasingly complex health care environment.

■ **Online Solutions** — as seen on our Web site, www.asipp.org — contains a Physician Classified section. Advertising discounts apply to print and web combination ads.

ASIPP sponsors receive additional advertising benefits including complimentary ads and priority level placement. We always have the best interest of our sponsors and advertisers at heart. We appreciate you choosing *Pain Physician* and *ASIPP News*. Your loyalty makes our efforts gratifying. When you advertise with us, you can expect optimum exposure to your targeted audience.

I, personally, want to thank you for your continuing support.

Sincerely,

Laxmaiah Manchikanti, MD
Chairman of the Board, American Society of Interventional Pain Physicians