

2015

MEDIA KIT

ADVERTISING OPPORTUNITIES



ABOUT US

THE MISSION of the *AMERICAN SOCIETY OF COSMETIC PHYSICIANS (ASOCP)*

is to deliver cosmetic procedure education to all medical professionals which is unbiased, promotes high standards of patient care, comprehensive knowledge of cosmetic procedures and ethical standards through jointly sponsored CME accredited workshops and yearly conferences.

OUR MEMBERSHIP consists of a wide range of medical specialties including Phlebologists, Family Physicians, Internists, Gynecologists, Plastic Surgeons, OB/Gyns, Dermatologists, General Surgeons, Cardiovascular Surgeons, Thoracic Surgeons, Urologists and more.

The ASOCP is currently offering live workshops each month at various locations throughout the America's and around the world. The cosmetic workshops vary in topic and include: Patient Care, Practice Management, Botulinum Toxin, Cosmetic Fillers, Microdermabrasion, Chemical Peels, Sclerotherapy, Endovenous Laser Ablation, Liposuction, Laser Liposuction, Breast Augmentation, Abdominoplasty, Vaginal Rejuvenation, Large Volume Fat Grafting and Facial Fat Grafting.

OUR VISION is that by creating an open forum for the exchange of ideas between members and faculty, offering formalized educational programs for cosmetic procedures, expanding workshop topics to include all cosmetic procedures and expanding workshop training locations throughout the world; we will be the leading resource for cosmetic procedure education.

The ASOCP holds its annual conference at different venues every year. The annual cosmetic conference has created an environment which lends itself to growth and success for attending physicians and medical professionals. The format has evolved and now includes interactive case studies, discussions, and video demonstrations which encourage participant interaction.



PROGRAM BENEFITS

The ASOCP believes in unabiding and transparent relationships with industry partners so that each of us can appropriately leverage the work of the other. By working together, we can serve and communicate among the cosmetic medicine market.

Our corporate partners are able to demonstrate their commitment to the industry while gaining direct access to the specialist.

Preferred Partner Membership:

Our premier year-round industry program is designed to generate maximum exposure and interaction for participating companies

Advertising:

The ASOCP offers numerous advertising opportunities to raise awareness of your products and services among our members

Exhibits:

The ASOCP's Annual Meeting is the foremost event to showcase your products and services

*Benefits and Recognition: (*benefits or recognition based on advertisement selection)

- ◆ Access to Decision Makers
- ◆ Recognition in Society publications
- ◆ Listing on the ASOCP website
- ◆ Year-Round Recognition
- ◆ Annual Meeting Visibility
- ◆ Website link on ASOCP Annual Meeting home page
- ◆ Logo in thank-you ad or grouping of company logos in the ASOCPConnect, and annual meeting program book



MECHANICAL REQUIREMENTS

Resolution:

Image resolution for all graphics should be 300 dpi or higher. CMYK files only, no RGB. It is recommended that you submit files two weeks prior to the deadline. Please include name and all versions of software program used to create native file.

Electronic Files:

The following file types are acceptable (PC or MAC format):
Adobe Acrobat PDF, JPEG and EPS



Submit all electronic and print ad materials, insert samples and other advertising files to:

Grace Alas
American Society of Cosmetic Physicians
8000 South Kolb Rd, Suite 101 | Tucson, AZ 85756
phone: 520-574-1050 | fax: 520-545-1254
grace@cosmeticphysicians.org



Centered on communication, the aim of this newsletter is to facilitate the transmission of information in the stadium of Cosmetic Medicine.

The newsletter will be published on a bi-monthly basis with contributions from our faculty, members and vendors. Information on new initiatives, workshops, annual conferences and membership will be displayed throughout. The newsletter will be infused with fun articles, member spotlights and practice management articles from contributing authors.

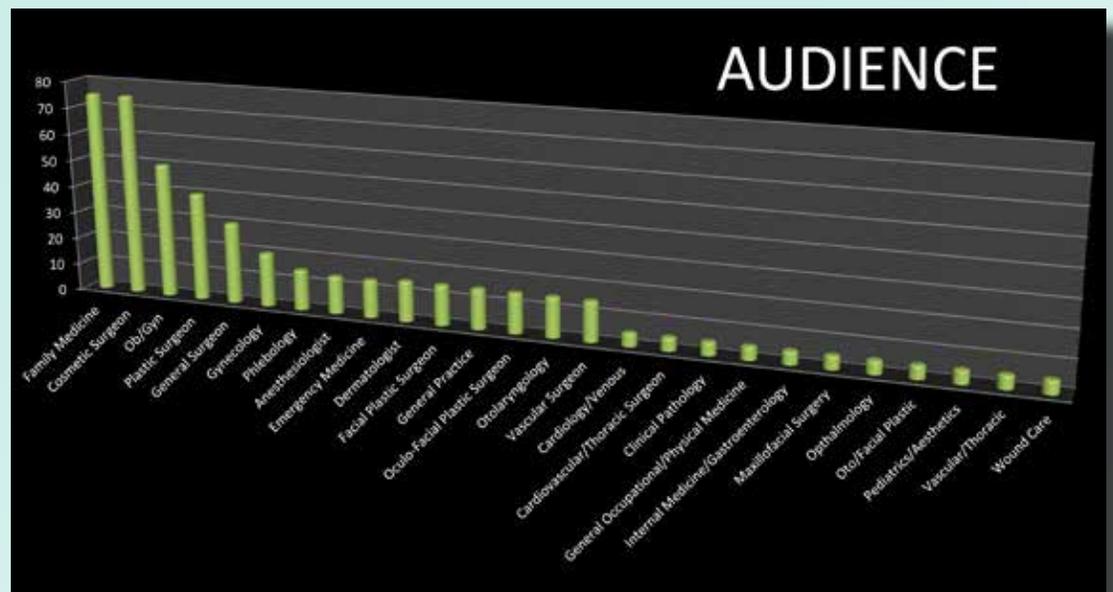
TOTAL DISTRIBUTION: 10,175

ASOCPconnect targets all Cosmetic Medicine practices. The medical professionals who read ASOCPconnect have buying power and view the newsletter as a trusted resource for their industry. ASOCPconnect is a useful tool to communicate with medical professionals in the cosmetic medicine field.

REACH THE DECISION MAKERS WHO IMPACT YOUR BUSINESS!

ASOCPconnect is...

- ✓ 12 pages in length
- ✓ professionally designed and printed
- ✓ direct mailed to all medical professionals
- ✓ mailed 4-6 times throughout the year (mailed every other month)



AD SPECS AND ADVERTISING RATES:

- Maximum ad size: 300dpi
- Description: ad will contain logos, images and educational content/description
- Minimum Words: 100

*In an effort to truly educate the potential buyer, the ASOCP is requiring no less than 100 words to be included in your advertisement. The aim is to provide as much information and education on the product or service being advertised, as possible.

- Quantity: Single issue
- Preferred ad formats: hi-res PDF, JPEG and EPS only
- Size: 3.5" x 5" and 7.5" x 2.5" (see examples below)
- All graphics must be CMYK
- Graphics must be at least 300 dpi with fonts embedded and print optimized
- Images sent in any format other than stated are not acceptable and will need to be resubmitted in the correct format
- Acceptable programs: Adobe Indesign, Adobe Photoshop, Adobe Illustrator
- All media should be labeled with publication name, issue date and advertiser name

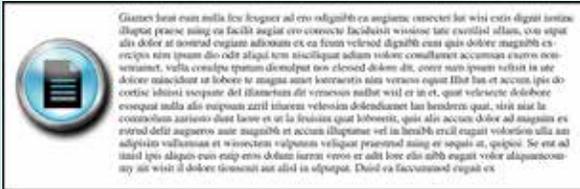
Please submit all ads to grace@cosmeticphysicians.org two weeks prior to the closing date.

2015 AD CLOSING DATES

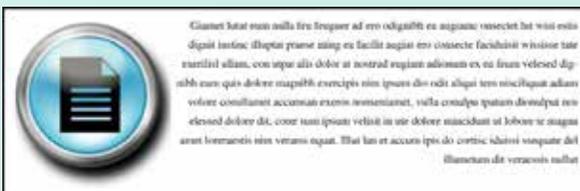
Jan/Feb	OUT
Mar/Apr	OUT
May/June	Apr 10
Jul/Aug	Jun 12
Sep/Oct	Aug 14
Nov/Dec	Oct 16

SPONSORSHIP FEE: \$1,500

Sample horizontal ad (200 word count, 10 pt text size)



Sample horizontal ad (100 word count, 10 pt text size)



Sample vertical ad (200 word count, 10 pt text size)



Sample vertical ad (100 word count, 10 pt text size)



Ad Placement Samples

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7.5" x 2.5" sample

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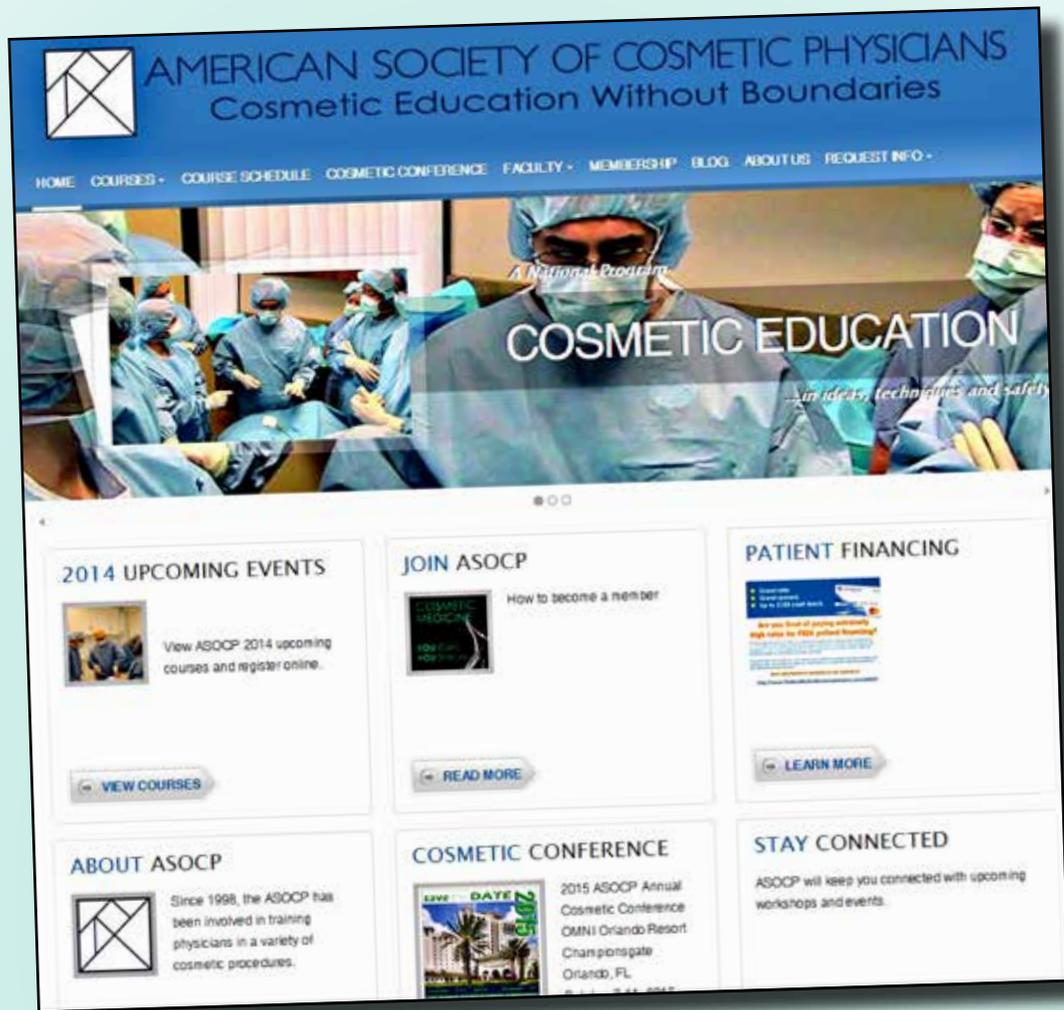
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3.5" x 5" sample



MEMBER REACH:

- ✓ North America
- ✓ South America
- ✓ Europe
- ✓ Asia
- ✓ Australia

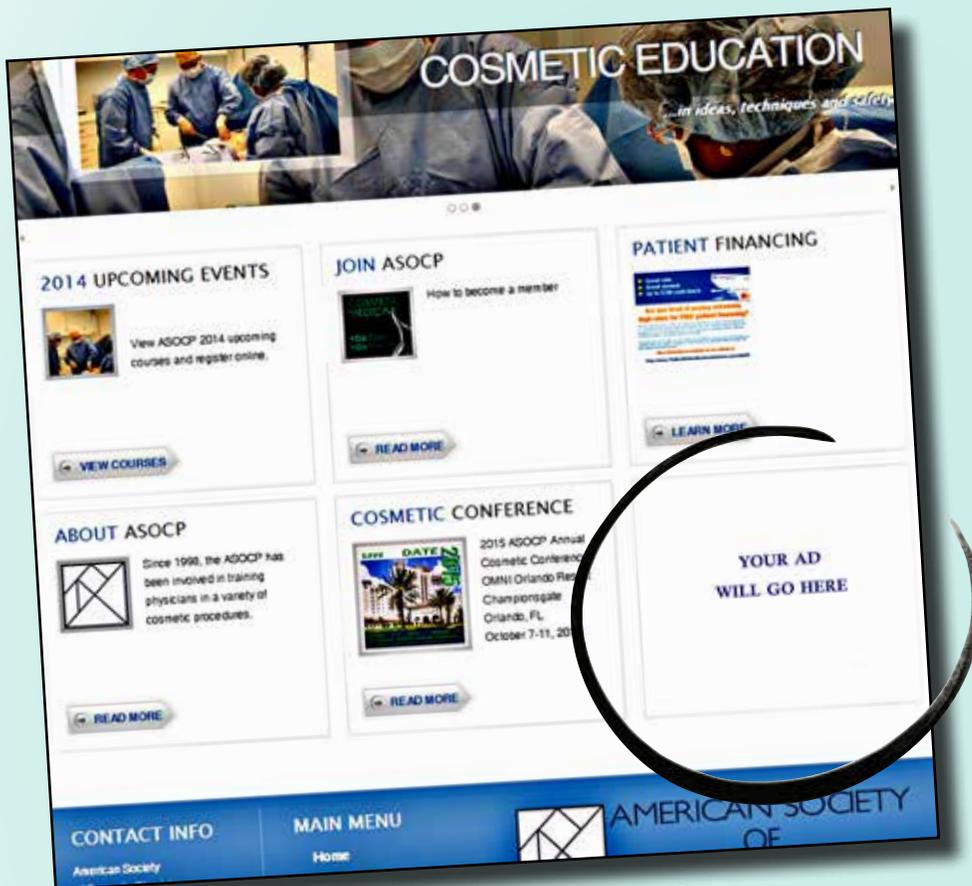
cosmeticphysicians.org is THE entry point for all things ASOCP, for the society’s 1000+ members, providing news, information, and resources that support it’s mission. The ASOCP website generates views by professionals who visit the site to learn about CME programs including workshops, annual conference, faculty research and additional events.

cosmeticphysicians.org offers critical resources to help members adapt and prosper in the cosmetic industry environment. Member-valued content includes information and tools about continuing medical education courses, annual conference publications and information.

cosmeticphysicians.org hosts the premier educational events for physicians and exhibitors alike, and cosmeticphysicians.org is the means of access for all things related to the Annual Meeting and all Society events.

INTERNET MARKETING

- ✓ the most effective way of advertising
- ✓ your company will be visible 24/7
- ✓ global members
- ✓ easier, wider and more far reaching than traditional marketing
- ✓ no printing and mailing costs



Homepage Highlight

is similar to banner ads but in general is smaller and positioned differently on the web pages. While

banner ads are usually at the top of a web page, our ASOCP sponsor tiles are placed at the bottom right hand corner of the ASOCP home page.

Sponsor tiles provide many of the same benefits of banner ads, but because they are smaller and less intrusive, they are generally used for branding rather than direct marketing.

SPONSORSHIP FEE: \$1,000

SPECIFICATIONS AND RATES:

Image formats allowed:	hi res PDF, JPEG, and EPS only
Text maximum:	50 word count
Frequency:	30 days per sponsorship fee (based on availability)
Position:	bottom right home page tile
Recommended size:	300 pixels wide by 250 pixels high
Acceptable file formats:	Ad may have a link to your website and/or company current event Files sent in any format other than stated are not acceptable and will need to be resubmitted in the correct format

Please submit all ads to grace@cosmeticphysicians.org



EMAIL MARKETING

Deliver your marketing message directly to our members via email. Email marketing allows you to publicize your new products, company news, seminars and other events. Email provides you the most direct line of communication.

TOTAL DISTRIBUTION: 10,384

Create an email marketing campaign to promote any upcoming events, workshops, a product showcase, or new product announcements. Email must be submitted to ASOCP at least two weeks prior to deadline date for review and approval. The email will be sent out to 10,384 medical professionals.

SPECIFICATIONS AND RATES:

- Image formats allowed: hi res PDF, JPEG and EPS only
- Subject Line: maximum 80 characters
- Image size: 8 x 10
- File size: 5 MB
- note: email will be returned for rework if collective image file size is over 5MB

- Email frequency: one email per sponsorship fee
- Example Email Content: product showcase, upcoming workshops, new product announcements

Please submit all ads to grace@cosmeticphysicians.org



ASOCP will send out the email through Constant Contact. Make sure to check the email's appearance before submitting materials to ASOCP.

SPONSORSHIP FEE: \$1,000



ASOCP welcomes the opportunity to establish business relationships with companies and organizations. It is a means to provide education and training, valued business services and important cost savings to all our members and faculty.

By becoming a Preferred Partner Member of the ASOCP, your company is demonstrating its commitment to the progress of ceaseless education to medical professionals.

This level of sponsorship is an annual membership opportunity and provides a company the platform to promote their services and resources to ASOCP members. ASOCP will recognize the sponsor in a number of ways to demonstrate their value.

Show the members your support:

- 1) Preferred Partner Logo
 - a) The company can use this logo to show potential and existing clients their support of the ASOCP and its values.
- 2) Preferred Partner Member Certificate
- 3) Single advertisement opportunity in ASOCPconnect newsletter
 - a) Connect to our members and educate them on your product *(subject to defined newsletter specs)*
- 4) Complimentary standard exhibit space at ASOCP Annual Conference
- 5) All listing representations of your company, by the ASOCP, will be accompanied by the Preferred Partner Logo
- 6) Single email marketing advertisement to 10,384 medical professionals *(subject to defined email marketing specs)*

SPONSORSHIP FEE: \$5,000

ADVERTISING STANDARDS

The ASOCP welcomes advertising in numerous forms as an important means of keeping the profession informed of new and better products and services. It is in all our interests that such advertising be factual, tasteful, professional and intended to provide useful product and service information.

As a matter of policy, ASOCP sells advertising space in its publications when the inclusion of advertising material does not interfere with the purpose of those publications. The Society reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication. ASOCP will not be bound by any condition appearing on insertion orders/contracts or copy instruction submitted by or on behalf of the advertiser, when such condition conflicts with any position at rates or with ASOCP policy. The following standards apply to publications of ASOCP in which advertising space is sold, including but not limited to ASOCPConnect, the ASOCP Annual Meeting Programs. The inclusion of an advertisement in ASOCP publications is not to be construed or publicized as an endorsement of approval by the ASOCP, nor may the advertiser promote that its advertising claims are approved or endorsed by the ASOCP. The fact that an advertisement for a product, service or company has appeared in an ASOCP publication shall not be referred to in collateral advertising.

General Eligibility Requirements for Advertising

1. Products or services eligible for advertising in ASOCP publications shall be germane to, effective and useful in the practice of cosmetic surgery.
2. Products and services offered by responsible advertisers that are of interest to cosmetic surgeons or the cosmetic profession as a whole are eligible for advertising in the Society's publications. Alcoholic beverages and tobacco products are not eligible for advertising nor are ads for information regarding investment opportunities.
3. Advertisements will not be accepted if they conflict with or appear to violate ASOCP policy, or if the advertisements are indecent, offensive or otherwise inappropriate in either text or artwork, or contain attacks of a personal, racial or religious nature.
4. In general, ASOCP allows comparative advertising that is fair and can be substantiated adequately. However, comparative advertising is strictly reviewed because of the potential that it unfairly attacks a competitor or is misleading.
5. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient shall appear.
6. Artwork, format and layout should be such as to avoid confusion with editorial content of the publication. The word "advertisement" may be required.
7. Advertisements should not be deceptive or misleading. Unwarranted disparagement or unfair comparisons of a competitor's products or services will not be allowed. Except in unusual circumstances, comparative advertising must be supported by two independent, double-blind clinical studies. Such studies must be conducted among panelists representative of the population for whom the product is intended. All citable comparative studies related to an advertising claim should be taken into consideration. If other comparative studies give conflicting results, advertising claims not reflecting this conflict are unacceptable. Comparative advertisements may include the use of a competitor's name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading. It is the responsibility of the advertiser to comply with the laws and regulations applicable to the marketing and sale of the manufacturer's products, including, but not limited to, any applicable rules and regulations of the Food and Drug Administration. Acceptance of advertising in ASOCP publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations (e.g., equal opportunity laws, and FDA regulations pertaining to advertising of drugs and devices).
8. Evidence to support claims, including complete scientific and technical data, whether published or unpublished, concerning the product's safety, operation and usefulness may be required. Samples of the product are not to be submitted. All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true. The advertisement may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
9. Guarantees may be used in advertisements provided the statements that are "guaranteed" are considered truthful, supportable and could be used whether or not they are guaranteed. However, no guarantee should be used without disclosing its conditions and limitations.

Advertisements containing testimonials or those that quote the names, statements or writings of any individual, public official, government agency, testing group or other organization must be accompanied by a written consent for use from the quoted individual/entity. Promotion of individual physician or practice names will not be allowed.

Placement Policy

With the exception of preferred positions, placement of ads will be at the sole discretion of ASOCP. Preference will be given to 2015 advertisers and by postmarked date of space reservation.

Payment Policy

No agency commission. No cash discount. Advertisements will be invoiced upon publication. Payment is due prior to submitting and advertisement.

Cancellation Policy

Space reservations canceled prior to reservation deadlines will be released without obligation. Cancellations made after reservation deadlines will be billed at the full amount.

Conclusion

The Society acknowledges and appreciates the extra effort put forth by advertisers in complying with these advertising standards. The primary benefits of ASOCP advertising review are for the public and the cosmetic surgery profession. As a matter of policy, ASOCP periodically reviews its advertising standards with the objective of keeping pace with changes that may occur in the cosmetic industry and in the profession. This practice of continuous review and reevaluation will improve and ensure the relevancy, timeliness and appropriateness of the advertising content of ASOCP publications.



Should you require further information, please contact Grace Alas at grace@cosmeticphysicians.org or American Society of Cosmetic Physicians (ASOCP)
 8000 S Kolb Road, Ste 101
 Tucson, AZ 85756
 Phone 520-574-1050 Fax 520-545-1254 cosmeticphysicians.org