

# AmSECT TODAY

Thank you for your interest in advertising with the American Society of ExtraCorporeal Technology (AmSECT). *AmSECT Today*, the official newsletter for AMSECT, is published bi-monthly and is distributed to more than 2,000 members. Within its pages, readers will find in-depth and thought-provoking articles as well as information about upcoming events, educational offerings, student perspectives, challenging quizzes and many ways to stay current in the ever-evolving perfusion environment.

***AmSECT Today* has a new look and feel!** Our new digital, interactive format offers enhanced features for readers as well as advertisers, including special display placements, animation and video. Strengthen your message and get the attention of readers with exclusive options and interactivity. Visit the *AmSECT Today* digital advertising book online at [www.nxtbook.com/nxtbooks/amsect/salesbook/](http://www.nxtbook.com/nxtbooks/amsect/salesbook/) to discover how each enhancement functions and can help support your business goals.



## **RICH MEDIA ENHANCEMENT**

Adding a rich media option to your advertisement allows you to maximize the digital format with video, animation and more. Option add on fees range from \$400 – \$895 and include:

- Video
- Ad Jolt
- Belly Band
- Sponsorship (toolbars, skyscrapers, banners, etc.)

## **PREMIUM PLACEMENT**

Guide *AmSECT Today* readers to your information with premium placement options. Add on fees range from \$400 – \$995 and include:

- Left of Cover
- Opposite of President's Message
- Opposite of Editors Message
- Inside Front Cover
- Opposite of Table of Contents
- Cover Theme Content Position

**For more information about reaching *AmSECT Today* readers, contact:**

Rebecca A. Baker

**AmSECT Sales & Sponsorship Manager**

SmithBucklin Corporation | 330 N. Wabash Avenue, Suite 2000 | Chicago, IL 60611

Direct: 312.673.5827 | Fax: 312.673.6804 | email: [rbaker@amsect.org](mailto:rbaker@amsect.org)



– please print –

Advertiser: \_\_\_\_\_ Product/Service: \_\_\_\_\_

Billing Client: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Today's Date: \_\_\_\_\_

### ISSUE DETAILS

	<i>Editorial Theme</i>	<i>Advertising Selection</i>
Jan/Feb issue	Pharmacology—Physiology-Myocardial Preservation	
Mar/Apr issue	Extended Life Support—Transport Medicine—Other Perfusion Responsibilities	
May/Jun issue	Existing and Emerging Technology—Perfusion Education	
Jul/Aug issue	Professionalism—Human Factors—Perfusion Practice Outcomes	
Sep/Oct issue	Emergency Preparedness—Goal-directed Perfusion—Blood Management	
Nov/Dec issue	Pediatric—Congenital Perfusion Heart Failure	

### DISPLAY RATES

	6x	3x	1x
Full Page	\$1980	\$2080	\$2200
Half Page	\$1663	\$1740	\$1825
Quarter Page	\$1415	\$1470	\$1525

**ADVERTISING DEADLINES:** May/Jun issue due Apr 1; Jul/Aug issue due Jun 1; Sep/Oct issue due Aug 1; Nov/Dec issue due Oct 1

**PRODUCTION REQUIREMENTS:** High resolution Adobe pdf digital files are strongly preferred. Adobe pdf files should be created as CMYK color, 300 dpi resolution, all fonts embedded with full bleed and crop marks, where applicable. If pdf files cannot be sent, InDesign, Illustrator or Photoshop files (PC platform) are acceptable and must include all necessary graphics and fonts.

**Advertising and position requests will be taken on a first-come, first-served basis. Every effort will be made to accommodate your request. Please see page two for appropriate charges for your ad, color choice and special position request.**

Base Charge: \$ \_\_\_\_\_ +Position Fee: \$ \_\_\_\_\_ **TOTAL COST: \$ \_\_\_\_\_**

**All applications must include contact information and email address.**

**AmSECT will issue an invoice upon receipt to collect payment.**

### Signature Agreement

The undersigned hereby makes an application for participation which, when accepted by AmSECT and accompanied by payment, becomes a binding contract.

**Acknowledged by:** \_\_\_\_\_

**For (Company Name):** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Send this agreement to:*

Rebecca A. Baker

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