

Media Kit



ASIPP Sponsorships

Promotional Opportunities with the American Society of Interventional Pain Physicians

Exhibitor Information

A guide to exhibit at meetings and courses of 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

Online Solutions

Online solutions with the American Society of Interventional Pain Physicians



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
The Voice of Pain Management since 1998

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For more information, contact Victoria Caldwell at 270.554.9412 x216 or vcaldwell@asipp.org



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ASIPP Membership

MEMBERSHIP BENEFITS

- National representation: "The Voice of Interventional Pain Management"
- Lobbying for increased patient access and reasonable reimbursement of services
- Complimentary *Pain Physician* journal
- Complimentary *ASIPP News*
- Complimentary e-mail updates on "Breaking News" and other important information
- Discounted registration at the Annual and Spring Meetings and Cadaver Workshops
- Discounted books and manuals.

JOIN ASIPP

- Membership dues help ASIPP promote recognition of the interventional pain management specialty, expand educational opportunities, improve resources and, most importantly, increase safety and quality of the unique and effective interventional techniques offered to our patients.

MEMBERSHIP CATEGORIES

Life

- Life members receive membership benefits, including meeting and book discounts, as well as our quarterly publications. They also receive a framed membership certificate.
- \$6,000 (or \$600 per month for 12 months) for active members; \$3,000 for associate members.

Active

- Active members are physicians spending at least a portion of their time on pain management and related activities.
- \$450 a year.
- \$150 military physicians.
- \$100 fellow and residents.
- \$25 medical students.

Associate

- Associate members include physicians not actively involved in pain management and/or neural blockade and non-physicians including nurses, nurse practitioners, physician assistants, psychologists, and physical therapists, etc.
- \$150 a year.

Corporate

- Corporate sponsorships start at \$5,000 per year and include a variety of benefits, including free advertising in ASIPP publications and exhibits at meetings.

Honorary

- Honorary members are appointed by consent of the American Society of Interventional Pain Physicians board of directors.



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Exhibitor Information

We invite you to take advantage of the opportunity to exhibit at the ASIPP meetings and training courses. We believe our courses will provide an excellent opportunity for you to reach your target market effectively and efficiently.

The purpose of the exhibition is to give ASIPP meeting participants the opportunity to learn about the latest developments in medical supplies and equipment, pharmaceuticals, medical publishing, and practice tools. By exhibiting at our meetings, you are afforded the opportunity to make face-to-face contact with those who practice on a daily basis in Interventional Pain Management.

Approval of Companies

The American Society of Interventional Pain Physicians' Board of Directors must approve all new exhibiting companies. If you have been approved for previous meetings please proceed to the on-line exhibitor prospectus and we look forward to your attendance at our upcoming event.

Companies that wish to be added to ASIPP's list of approved companies to exhibit should submit their written request on letterhead to Paula Roberts, Meeting Coordinator, American Society of Interventional Pain Physicians, 81 Lakeview Drive, Paducah, KY 42001, faxed to 270-554-8987 or e-mailed to paula@thepainmd.com

The request must include a description of the company, products or services to be displayed, and company contact information on letterhead. Product brochures may be attached. ASIPP will send notification of application status within approximately two weeks. Exhibitor prospectus and application will be sent upon approval. Approval does not constitute a commitment to exhibit. Approved companies must submit a booth space application with deposit before space will be assigned.

If you are unsure if your company is on our approved vendor listing please contact Paula Roberts, Meeting Coordinator, at 270-554-8373 Ext. 149 or via e-mail at paula@thepainmd.com for assistance.

Exhibit Investment

Your investment is supported by the following:

- Innovative programming which draws a large number of attendees
- Exhibit hours are scheduled to give you a maximum visibility and exposure to the target market
- To ensure quality traffic, breakfast coffee breaks and lunch will be located in the exhibit hall

Exhibitor BENEFITS

- Attendee list
- 6 ft. tabletop (depending on hotel specifications)
- Course material (1 copy)
- Identification sign
- Exhibitor badges for 2 pre-registered company representatives
- Admittance into all convention events

Exhibitor Eligibility

Companies eligible to participate must be one or more of the following:

1. Manufacturers or distributors of:
 - Medical supplies or equipment
 - Pharmaceuticals
 - Laboratory equipment or instruments
 - Software
2. Medical textbook publishers
3. Practice Management tools



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Exhibitor Meetings

2008 Meetings

Memphis*

- Review Course and Cadaver Workshop; Memphis Marriott; February 8–10
- Review Course, Cadaver Workshop, and FIPP Exam; The Westin Memphis Beale St.; March 7–9
- Review Course and Cadaver Workshop; Memphis Marriott; May 16–18
- Review Course and Cadaver Workshop; The Peabody Memphis; October 24–26
- Review Course and Cadaver Workshop; The Westin Memphis Beale St.; December 5–7

* Exhibit opportunities may not be offered at all events listed above. To verify contact Paula Roberts, Meeting Coordinator, at 270-554-8373 Ext. 149 or paula@thepainmd.com

Washington

- 10th Annual Meeting Celebration; Marriott Crystal Gateway; June 21–25

St. Louis

- Board Review Course and Coding, Compliance and Practice Management & Controlled Substance Management; Chase Park Plaza; July 28–August 1
- Coding, Compliance and Practice Management Competency Exam; Chase Park Plaza; July 30
- Controlled Substance Management Competency Exam; Chase Park Plaza; August 2
- ABIPP Part I Exam; Chase Park Plaza; August 2

Sponsorship Level

DIAMOND SPONSOR

- Table top exhibits at ASIPP annual meeting and four additional meetings

PLATINUM SPONSOR

- Table top exhibits at ASIPP annual meeting and three additional meetings

GOLD SPONSOR

- Table top exhibits at ASIPP annual meeting and two additional meetings

SILVER SPONSOR

- Table top exhibits at ASIPP annual meeting and one additional meeting

BRONZE SPONSOR

- 50% discount for table top exhibits at ASIPP annual meeting and one additional meeting

MEMBERSHIP SPONSOR

- 25% discount for table top exhibits at ASIPP annual meeting and one additional meeting

Each exhibit will have different specifications and cost. To find out more information for a particular meeting, contact Paula Roberts, Meeting Coordinator, at 270-554-8373 Ext. 149 or paula@thepainmd.com



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ASIPP Sponsorship Levels

DIAMOND SPONSOR

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

- Logo and link to website in each weekly eNews e-mail to members
- Total of 12 full-color, full-page ads annually in Pain Physician journal and first priority level in reserving advertising positions on an alternating schedule with same level sponsors
- Two full-color, full-page ads in each quarterly issue of ASIPP News
- 100 copies of each issue of Pain Physician journal and ASIPP News
- Table top exhibits at ASIPP annual meeting and four additional meetings
- Associate ASIPP membership for ten members of your corporation
- Access to the ASIPP Board of Directors, Executive Committee, and ASIPP lobbyist

PLATINUM SPONSOR

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

- Logo and link to website in each weekly eNews e-mail to members
- Total of 10 full-color, full-page ads annually in Pain Physician journal and second priority level in reserving advertising positions on an alternating schedule with same level sponsors
- Two full-color, full-page ads in each quarterly issue of ASIPP News
- 100 copies of each issue of Pain Physician journal and ASIPP News
- Table top exhibits 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 lobbyist

GOLD SPONSOR

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

- Total of 8 full-color, full-page ads annually in Pain Physician journal and third priority level in reserving advertising positions on an alternating schedule with same level sponsors
- Two full-color, full-page ads in each quarterly issue of ASIPP News
- 100 copies of each issue of Pain Physician journal and ASIPP News
- Table top exhibits at ASIPP annual meeting and two additional meetings
- Associate ASIPP membership for five members of your corporation
- Access to the ASIPP Board of Directors, Executive Committee, and ASIPP lobbyist

SILVER SPONSOR

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

- Total of 8 full-color, full-page ads annually in Pain Physician journal and fourth priority level in reserving advertising positions on an alternating schedule with same level sponsors
- One full-page ad in each quarterly issue of ASIPP News
- 50 copies of each issue of Pain Physician journal and ASIPP News
- Table top exhibits at ASIPP annual meeting and one additional meeting
- Associate ASIPP membership for five members of your corporation
- Access to the ASIPP Board of Directors

BRONZE SPONSOR

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

- Total of 4 full-color, full-page ads annually in Pain Physician journal and fifth priority level in reserving advertising positions on an alternating schedule with same level sponsors
- One half-page ad in each quarterly issue of ASIPP News
- 25 copies of each issue of Pain Physician journal and ASIPP News
- 50% discount for table top exhibits at ASIPP annual meeting and one additional meeting
- Associate ASIPP membership for three members of your corporation
- Access to the ASIPP Board of Directors

MEMBERSHIP SPONSOR

Annual sponsor rate: \$5,000 per year or \$500 per month

- Total of 4 black-and-white, full-page ads annually in Pain Physician journal and sixth priority level in reserving advertising positions on an alternating schedule with same level sponsors
- One quarter-page ad in each quarterly issue of ASIPP News
- 25% discount for table top exhibits at ASIPP annual meeting and one additional meeting
- Associate ASIPP membership for two members of your corporation

For more info, contact Ray Lane at 270-554-9412 x220 or rlane@asipp.org for more details.



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ASIPP Sponsorship Form

1. NAME OF CORPORATION _____

2. CONTACT INFORMATION

CONTACT PERSON _____

CORPORATE ADDRESS (IF DIFFERENT) _____

CITY _____ STATE _____ ZIP _____

CITY STATE _____ ZIP _____

PHONE _____ FAX _____ EMAIL _____

3. MANAGEMENT

(List those in your company who will serve as your ASIPP Associate Members:
Diamond(10), Platinum(8), Gold(5), Silver(5), Bronze(3), and Membership Sponsor(2)

NAME/TITLE _____ NAME/TITLE _____

NAME/TITLE _____ NAME/TITLE _____

NAME/TITLE _____ NAME/TITLE _____

CHIEF EXECUTIVE OFFICER _____

4. SETTING (please check all that apply)

- Ambulatory Surgery Equipment/Supplies Office Practice
- Continuing Education Administration Other: _____

5. APPLICATION FOR (see benefit levels):

- Diamond Sponsorship \$100,000 Platinum Sponsorship \$75,000
- Gold Sponsorship \$50,000 Silver Sponsorship \$25,000
- Bronze Sponsorship \$10,000 Membership \$5,000

SIGNATURE OF CEO OR AUTHORIZED ADMINISTRATOR _____ DATE _____

6. PAYMENT METHOD

(Please check one): MASTERCARD VISA AMERICAN EXPRESS DISCOVER CHECK

CARDHOLDER NAME _____

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, 81 Lakeview Drive, Paducah, KY 42001.

For more info, call 270-554-9412 or asipp@asipp.org for more details.



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Overview

Pain Physician is published six times a year

Pain Physician, the official publication of the American Society of Interventional Pain Physicians (ASIPP), is published bi-monthly in January, March, May, July, September, and November.

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 people they serve.

Pain Physician is listed in Excerpta Medica/EMBASE/Index Medicus/Medline/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.

The idea of establishing a Journal devoted to interventional pain management arose soon after the society was founded in 1998.

The first issue of *Pain Physician* was published in October 1999, prior to the first annual meeting in November 1999. The purpose of the Journal was to create a forum for scientific and clinical developments in interventional pain management and to play an active role in promoting regulatory changes, compliance, and practice management in an increasingly complex healthcare environment.

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, or pain management neurosurgeon). This spirit of unity amongst the various component specialties has helped foster an environment conducive to promoting scientific and clinical innovations.

Pain Physician is available free, online: www.painphysicianjournal.com



The journal is published bi-monthly in order to furnish subscribers more timely information.



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Distribution

More than 7,500 copies of your ad in *Pain Physician* journal are distributed by mail worldwide to:

- Members of The American Society of Interventional Pain Physicians
- Interventional Pain Physicians
- Pain Medicine Fellowship Programs
- Medical School Libraries
- Hospital Libraries

Pain Physician journal is listed in Excerpta Medica, EMBASE, Index Medicus, PubMed, and MEDLINE.

Pain Physician is available online at www.painphysicianjournal.com.

8,000 copies of *Pain Physician* are printed and those remaining from regular distribution are used for sales and review at conferences, exhibits, and online, as well as for archival purposes.

Pain Physician is published in January, March, May, July, September, and November of each year.



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Advertising Rates

SPACE	SINGLE	MULTIPLE
Back Cover , cmyk color	\$ 3,000	\$ 2,800
Inside Front or Back Cover , cmyk color	\$ 2,200	\$ 2,000
Full inside page , cmyk color	\$ 1,800	\$ 1,600
“ ” grayscale	\$ 1,600	\$ 1,400
1/2 page horizontal , cmyk color	\$ 1,000	\$ 800
“ ” grayscale	\$ 800	\$ 700
1/2 page vertical , cmyk color	\$ 1,000	\$ 800
“ ” grayscale	\$ 800	\$ 700
1/4 page , grayscale	\$ 500	\$ 400

Multiple price indicates the cost per ad available to sponsors purchasing additional ad space and to advertisers who agree to run three or more times a year.

The deadline for insertion orders and artwork is the first of the month before publication (e.g. December 1st for the January publication).

For availability of premium positions or for other information, contact Victoria Caldwell at 270.554.9412 x216 or vcaldwell@asipp.org



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Mechanical Specifications

SPACE	SPECIFICATIONS
Back Cover, cmyk color	8.75" x 11.25"
Inside Front Cover, cmyk color	8.75" x 11.25"
Inside Back Cover, cmyk color	8.75" x 11.25"
Full inside page, cmyk color	8.75" x 11.25"
“ ” grayscale	8.75" x 11.25"
1/2 page horizontal, cmyk color or grayscale	6.5" x 4.375"
“ ” with bleed	8.75" x 5.5"
1/2 page vertical, cmyk color or grayscale	3.125" x 9"
“ ” with bleed	4.25" x 11.25"
1/4 page, grayscale	3.125" x 4.375"

Artwork should be provided camera-ready as a PDF file with fonts embedded. Images should be a minimum resolution of 300dpi. Color should be in CMYK format. Full page ads should be sent exactly 8.75" x 11.25" WITHOUT crop marks (the .125" on all sides is required for bleed, and text should not be within .5" of any edge).

Please inquire as to the availability of premium positions. Specific placement of ads within the journal cannot be guaranteed (requests will be considered).

For more information, contact Victoria Caldwell at 270.554.9412 x216 or vcaldwell@asipp.org



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PDF Preparation for Printer

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

Done

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Insert Rates

Inserts	Price
2 page insert	\$ 2,800
4 page insert	\$ 5,600
6 page insert	\$ 8,400
8 page insert	\$ 11,200

Any other insert rates contact Victoria Caldwell at 270.554.9412 x216 or vcaldwell@asipp.org

Specifications:

1. Quantity must be 10% more than number distributed for the specified issue.
2. Size: inserts must be 8.5"w x 11"h (folded if applicable)
3. Ship to: Allen Press, Inc. 810 E. 10th, Lawrence, KS 66044
4. 2-page inserts are not to exceed 80 lb. text
5. 4-page or more inserts are to be supplied folded with maximum 70 lb. text
6. Other types of insert stock or items subject to publisher's approval and pricing.
7. Perforating, embossing and die-cutting permitted, provided they do not alter outside dimensions of insert or conflict with fulfillment process.
8. Deadline for delivery of inserts is 1 week prior to journal advertisement deadline.
9. Inserts must be furnished shrink wrapped in quantities no less than 250 per bundle.

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Insertion Order Form

ADVERTISER NAME

Ad is being booked by:

corporate advertising other

Send billing to:

corporate advertising other

Send sponsor's free copies to:

corporate advertising other

CORPORATE CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

EMAIL _____

ADVERTISING CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

EMAIL _____

OTHER CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

EMAIL _____

RUN DATE(S)

Jan 2008 Jul 2008
 Mar 2008 Sep 2008
 May 2008 Nov 2008

SIZE/PLACEMENT

Back Cover
 Inside Front Cover
 Inside Back Cover
 half page horizontal
 half page vertical
 quarter page

COLOR

cmyk color grayscale

BLEED

Yes No

PRICING

single ad price \$ _____
 multiple ad price \$ _____

Sponsorship Advertising *(complementary)*

Diamond Sponsor Silver Sponsor
 Platinum Sponsor Bronze Sponsor
 Gold Sponsor Membership Sponsor

Sponsorship Upgrade

additional ad \$ _____
(use multiple ad price)
 upgrade ad size/color \$ _____
(subtract cost of given ad from cost of actual ad, using multiple ad prices)

DELIVERY

Email (vcaldwell@asipp.org)
 Mailing On CD (ASIPP, 81 Lakeview Dr, Paducah, KY 42001)
 FTP ASIPP (<https://asippfiles.sharefile.com>)

QUESTIONS

Victoria Caldwell
vcaldwell@asipp.org
270.554.9412 x216
fax 270.554.5394

Please provide this information for EACH ad submitted by email, mail, or fax.



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Overview

ASIPP News is published quarterly

ASIPP News is the official newsletter of the American Society of Interventional Pain Physicians (ASIPP). It is published quarterly in Winter, Spring, Summer, and Fall of each year.

ASIPP News is staff and member written and directed mainly to an audience of ASIPP Members and others interested in interventional pain management and pain medicine.

ASIPP News presents the latest news and information vital to those in the emerging specialty of interventional pain management – and critical to ASIPP Members.

The purpose of **ASIPP News** is to create a vehicle to communicate to members and others the news and information of interventional pain management, promote regulatory changes, compliance, and practice management in an increasingly complex healthcare environment.

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., anesthesiologist, neurologist, physiatrist, or neurosurgeon). This spirit of unity amongst the various component specialties has helped foster an environment conducive to communicating news and information.

ASIPP News is available free, online: www.asipp.org



ASIPP News has recently been redesigned to be more attractive to the reader and to allow for enhanced content.



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Distribution

More than 9,000 copies of your ad in **ASIPP News** go worldwide to:

- Members of The American Society of Interventional Pain Physicians
- Subscribers of *Pain Physician* journal
- Interventional Pain Physicians
- Medical School Libraries
- Hospital Libraries

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

10,000 copies of **ASIPP News** are printed and those remaining from regular distribution are included in attendee packets at courses, workshops, meetings, and for archival purposes.

ASIPP News is published quarterly in Winter, Spring, Summer, and Fall of each year.



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Advertising Rates

SPACE	SINGLE	MULTIPLE
Inside Back Cover, cmyk color	\$ 1,800	\$ 1,620
Full inside page, cmyk color	\$ 1,500	\$ 1,350
“ ” grayscale	\$ 1,200	\$ 1,080
1/2 page horizontal, cmyk color	\$ 900	\$ 800
“ ” grayscale	\$ 720	\$ 600
1/2 page vertical, cmyk color	\$ 900	\$ 800
“ ” grayscale	\$ 720	\$ 600
1/4 page, grayscale	\$ 360	\$ 240

Multiple price indicates the cost per ad available to sponsors purchasing additional ad space and to advertisers who agree to run three or more times a year.

The deadline for insertion orders and artwork is one month prior to publication.

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Mechanical Specifications

SPACE	SPECIFICATIONS
Inside Back Cover, cmyk color	8.75" x 11.25"
Full inside page, cmyk color	8.75" x 11.25"
“ ” grayscale	8.75" x 11.25"
1/2 page horizontal cmyk or grayscale	7.25" x 4.75"
“ ” (with bleed on 3 sides, not center)	8.75" x 5.5"
1/2 page vertical cmyk or grayscale	3.5" x 9.75"
“ ” (with bleed on 3 sides, not center)	4.25" x 11.25"
1/4 page	3.5" x 4.75"

Images should be a minimum resolution of 300dpi. Color should be in CMYK format.

Artwork should be provided camera-ready as a PDF file with fonts embedded.

Please inquire as to the availability of premium positions. Specific placement of ads within the newsletter cannot be guaranteed (requests will be considered).

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Insertion Order Form

ADVERTISER NAME

Ad is being booked by:

corporate advertising other

Send billing to:

corporate advertising other

Send sponsor's free copies to:

corporate advertising other

CORPORATE CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

EMAIL _____

ADVERTISING CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

EMAIL _____

OTHER CONTACT

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX _____

EMAIL _____

RUN DATE(S)

Spring 2008 Summer 2008
 Fall 2008 Winter 2008

SIZE/PLACEMENT

Inside Back Cover
 half page horizontal
 half page vertical
 quarter page

COLOR

cmyk color grayscale

BLEED

Yes No

PRICING

single ad price \$ _____
 multiple ad price \$ _____

Sponsorship Advertising *(complementary)*

Diamond Sponsor Silver Sponsor
 Platinum Sponsor Bronze Sponsor
 Gold Sponsor Membership Sponsor

Sponsorship Upgrade

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QUESTIONS

Victoria Caldwell
vcaldwell@asipp.org
270.554.9412 x216
fax 270.554.5394

Please provide this information for EACH ad submitted by email, mail, or fax.



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For more info, contact Victoria Caldwell at 270.554.9412 x216 or vcaldwell@asipp.org.

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