

# ASIPP® Media Kit

## **ASIPP® SPONSORSHIPS**

CORPORATE SUPPORT OF ASIPP®

## **PAIN PHYSICIAN**

THE OFFICIAL JOURNAL OF ASIPP®

## **OTHER PROMOTIONS**

ONLINE ADS, EVENT SPONSORSHIP, ETC.



The American Society of  
Interventional Pain Physicians

# ASIPP® SPONSORSHIP LEVELS

## CHAIRMAN'S CIRCLE SPONSOR (\$100,000)

- Logo and link to Web site in each weekly eNews e-mail to members
- Total of 12 four-color, full-page ads in Pain Physician journal
- One Table-top exhibit at each ASIPP meeting, including the Annual Meeting
- Up to 4 company videos on ASIPP sponsor Web page\*
- Three 10-15 second commercial announcements on ASIPP Podcast
- \$10,000 credit toward sponsorship opportunities at the ASIPP Annual Meeting
- First choice or first right of refusal for special sponsorship opportunities
- Opportunity to address the ASIPP Board of Directors and/or Executive Committee at the ASIPP Annual Meeting
- Access to ASIPP's Washington lobbyist at Annual Meeting
- Associate ASIPP membership for 10 members of your corporation
- 100 copies of Pain Physician journal

## GOLD SPONSOR (\$75,000)

- Logo and link to Web site in each weekly eNews e-mail to members
- Total of 10 four-color, full-page ads in Pain Physician journal
- Priority level placement(s) on an alternating schedule with same level sponsors
- One Table-top exhibit at the ASIPP Annual Meeting and three other meetings
- Up to 3 company videos on ASIPP sponsor Web page\*
- Two 10-15 second commercial announcements on ASIPP Podcast
- \$6,000 credit toward sponsorship opportunities at the ASIPP Annual Meeting
- First choice or first right of refusal for special sponsorship opportunities after Chairman's Circle sponsors
- Opportunity to address the ASIPP Board of Directors at the ASIPP Annual Meeting
- Associate ASIPP membership for 8 members of your corporation
- 75 copies of Pain Physician journal

## SILVER SPONSOR (\$25,000)

- Total of 6 four-color, full-page ads in Pain Physician journal
- Priority level placement(s) on an alternating schedule with same level sponsors
- One Table-top exhibit at the ASIPP Annual Meeting and one other meeting
- One company video on ASIPP sponsor Web page\*
- Open and closing announcements on ASIPP Podcast (company name and slogan only)
- \$2,000 credit toward sponsorship opportunities at the ASIPP Annual Meeting
- Associate ASIPP membership for 4 members of your corporation
- 25 copies of Pain Physician journal

## BRONZE SPONSOR (\$10,000)

- Total of 3 four-color, full-page ads in Pain Physician journal
- Priority level placement(s) on an alternating schedule with same level sponsors
- One Table-top exhibit at the ASIPP Annual Meeting
- Associate ASIPP membership for 2 members of your corporation
- 10 copies of Pain Physician journal

\*video content must be approved by ASIPP



**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: TOM PRIGGE, TOM@ASIPP.ORG  
EDITORIAL: HOLLY LONG, HLONG@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. *Chairman's Circle, 10; Gold, 8; 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**

Chairman's Circle Sponsor .....\$100,000

Silver Sponsor ..... \$25,000

Gold Sponsor.....\$75,000

Bronze Sponsorship..... \$10,000

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**



## 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](http://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: HOLLY LONG, [HLONG@ASIPP.ORG](mailto:HLONG@ASIPP.ORG)

## PAIN PHYSICIAN ADVERTISING RATES

Four-Color	1X	3X	6X
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:** *Chairman's Circle, 12; Gold, 10; 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. For example, December 1 for the January/February issue. Regular issue months are:

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 Holly Long at 270.554.9412 x 230.



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EDITORIAL: HOLLY LONG, HLONG@ASIPP.ORG

# PAIN PHYSICIAN INSERTION ORDER

INSERTION #:

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

**ADVERTISER**

\_\_\_\_\_  
 \_\_\_\_\_

**RUN DATE(S)**

Jan/Feb                       May/Jun                       Sep/Oct  
 Mar/Apr                       Jul/Aug                       Nov/Dec  
 Special Issue Specify \_\_\_\_\_

**AD IS BEING BOOKED BY:**

Corporate     Advertising     Other

**SEND BILLING TO:**

Corporate     Advertising     Other

**SEND FREE COPIES TO:**

Corporate     Advertising     Other

**SIZE/PLACEMENT**

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

**COLOR**

cmyk color  
 Grayscale

**BLEED**

Yes  
 No

**PICK-UP AD**

Yes: P/U Date: \_\_\_\_\_  
 No

**CORPORATE CONTACT**

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY, STATE, ZIP \_\_\_\_\_  
 PHONE/FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

**RATE**

1x rate                      \$ \_\_\_\_\_  
 3x rate                      \$ \_\_\_\_\_  
 6x rate                      \$ \_\_\_\_\_

**Sponsorship Advertising Complimentary**

Chairman's Sponsor     Gold Sponsor  
 Silver Sponsor                       Bronze Sponsor

**Sponsorship Upgrade**

Additional ad                      \$ \_\_\_\_\_  
 Upgrade ad size/color                      \$ \_\_\_\_\_

**ADVERTISING/OTHER CONTACT**

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY, STATE, ZIP \_\_\_\_\_  
 PHONE/FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

**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: hlong@asipp.org  
 FTP: E-mail hlong@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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# PAIN PHYSICIAN SPECIFICATIONS

## 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:

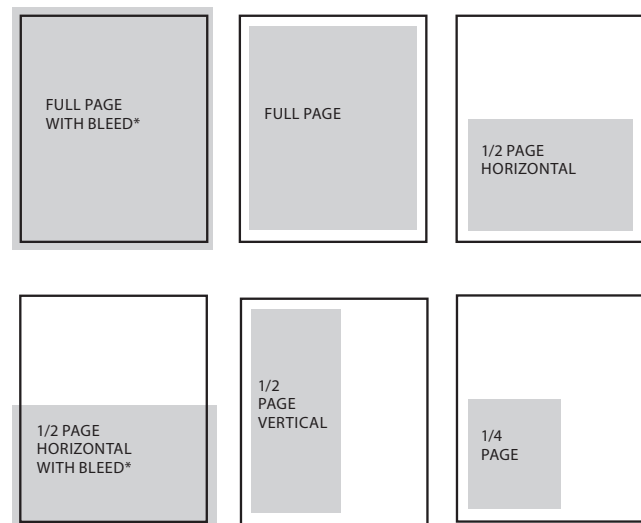
26. Check boxes 3, 4, 5, 5a under options
27. Check Process DSC comments and check preserve doc info from DSC
28. Save as PPJ settings
29. Drag postscript doc to distiller.

**E-mail Holly Long at [hlong@asipp.org](mailto:hlong@asipp.org) for a link to the FTP site.**

## SPECIFICATIONS

Cover 2/Inside Front (includes bleed)	8.75" x 11.25"
Cover 3/Inside Back (includes bleed)	8.75" x 11.25"
Full Page (includes bleed)	8.75" x 11.25"
Full Page (no bleed)	7.5" x 10"
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"

Some dimensions include .125" of bleed area from trim size of 8.5" x 11"





# ONLINE ADS, EVENT SPONSORSHIP, ETC.

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

**COMPANY**

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**Promotion 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

**PROMOTION/OTHER CONTACT**

---

NAME

---

ADDRESS

---

CITY, STATE, ZIP

---

PHONE/FAX

---

E-MAIL

**COMMENTS**

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APPROVED BY \_\_\_\_\_ TITLE \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**PROMOTION OPPORTUNITIES**

**PHYSICIANS ONLINE JOB BOARD**

Reach ASIPP members and IPM organizations with an online listing in our Physician Wanted section at:

<http://jobs.asipp.org/home>

Pricing and instructions are available on the site

**enews AD**

ASIPP's official weekly email blast to membership. enews includes ASIPP news and national news important to interventional pain management. \$150 per insertion. enews is blasted every Wednesday. (Specs: 175 pixels wide X up to 500 pixels deep, 72 dpi, JPG format. Includes link)

Link address: \_\_\_\_\_

**EVENT SPONSORSHIP/PROMOTIONS**

In addition to a Corporate Sponsorship, ASIPP offers advertising and sponsorships for specific events or activities at specific events. Examples are:

- Hotel Key Cards
- Meeting Tote Bags
- Cyber Café
- Bag Inserts
- Meeting Mobile App
- Luncheon Seminars
- Other

Most of these Event Sponsorships and Promotions occur at the ASIPP Annual Meeting. However ASIPP has other opportunities and is receptive to introducing promotions that are beneficial to companies, as well as ASIPP members.



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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

## A Message from the Chairman of the Board

Please use this media kit as a handy reference for ASIPP's promotional opportunities.



- ***Pain Physician*** is bi-monthly to ASIPP members, libraries, interventional pain management companies, plus others. 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!
- ***enews*** is targeted mainly to ASIPP members and others who are interested in the specialty's latest news and information. This weekly electronic newsletter is filled with information relevant to ASIPP members and 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.
- Physician Wanted online Job Board. Reach ASIPP members and IPM organizations with an online listing in our Physician Wanted section at <http://jobs.asipp.org/home>
- Event Sponsorships/Promotions. There are multiple sponsorships and promotions available in conjunction with our meetings. Contact an ASIPP staff member for available opportunities.

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. 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 and CEO, American Society of Interventional Pain Physicians