

# Connecting You With Florida's ASC!



Florida Society of

**FSASC**

Ambulatory Surgical Centers

fsasc.org | (850) 222-3000

*FSASC Corporate Sponsor  
& Vendor Opportunities*

# WHY PARTNER WITH FSASC?

*Because FSASC helps connect companies like yours with ambulatory surgical centers in Florida.*

To succeed in today's market, your company needs to maximize time and minimize expenses. FSASC has affordable packages to help you reach our members and surgical center decision makers across the state.



## Achieve Enhanced Visibility

FSASC gives your company an unparalleled opportunity to reach a large target market. Our members range from small independent single-specialty physicians to large multi-specialty surgery centers. Our member contacts influence buying decisions at every level of management. By partnering with FSASC, you will be able to penetrate the growing Florida surgical center market while building brand awareness to a broad range of ASC professionals.

## Spotlight Your Brand

Keep your company in the spotlight year-round with maximum brand exposure. When you partner with FSASC, your brand will be promoted throughout the year, making thousands upon thousands of impressions among your target audience.

## Amplify Your Message

The FSASC corporate sponsorship program is designed to help you communicate effectively with ASCs in Florida. Providing recognition, the corporate sponsorship can be combined with online and print marketing opportunities throughout the year allowing you to maximize your marketing efforts.

## Making Your Job Easier

FSASC will work with your company to develop a plan that capitalizes on your marketing strategy. You will work with a dedicated FSASC contact who will manage your contract - saving you time, money, and headaches.

## ***Want to see who has already partnered with FSASC?***

Visit [www.fsasc.org/corporate-sponsors](http://www.fsasc.org/corporate-sponsors) to see where you would like to be spotlighted!

# FSASC VENDOR OPPORTUNITIES

Stay in front of your target market by advertising with FSASC.



## ONLINE OPPORTUNITIES



### Exclusive Email Blast

**\$1,500 per blast**

Specs: 660w x (no height limit)

FSASC sends your exclusive email on behalf of an advertiser to the FSASC member list. Please provide images and HTML file. Samples available.



### FSASC Member Email Ads

**\$500 per month, two-month minimum**

Specs: 660w x150h

Feature your company with a linked ad image in each FSASC member communication sent.

This is an exclusive footer banner ad placement.



### Premium Home Page Website Slider

**\$600 per month with a three-month minimum**

Specs: 960w x 240h

Reach FSASC members who regularly go to fsasc.org for meeting and industry information.



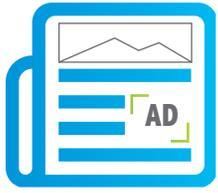
### FSASC Digital Retargeting Ad Campaigns

**Packages start at \$2,000**

Whether your focus is on increasing brand awareness, lead generation and or growing your thought leadership campaigns, let FSASC help with digital retargeting ad campaigns.

30 and 60 day campaigns available. Combine with a sponsored email blast (or two) for more impact!

TO ADVERTISE OR FOR MORE INFORMATION CONTACT MEGHAN MILLARD  
Meghan@ascmember.org | (850) 222-3000



# PRINT OPPORTUNITIES



## FSASC *SurgiWatch* Advertising

Reach Florida's ambulatory surgical centers in this print newsletter published quarterly throughout the year.

¼, ½ and full-page print ad spaces available.  
\$200-\$500 depending on ad and special placements, per issue.

**Ad deadlines:** February, May, August and November

Full page	\$400
½ page	\$300
¼ page	\$225
Inside Front Cover	\$30/issue
Inside Back Cover	\$25/issue
Outside Back Cover	\$25/issue

*Frequency Discount (more than 3 consecutive issues)*  
*minus 10%*



## FSASC Supplier Guide

**\$495 for 150 word listing**

Published once a year and mailed to members, this guide is also used in all FSASC membership materials. This guide is designed to be used by the busy ASC Administrator year long as an easy reference.

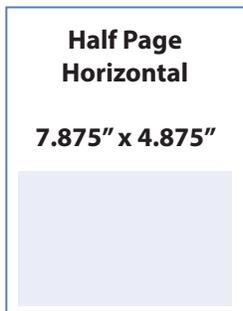
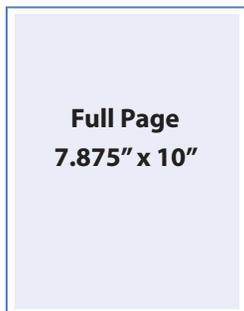
FSASC Corporate Sponsors receive a complimentary listing!

**Deadline:** February 15th for listing and ad placements. Ad spaces available.

### Ad Rates

Full page	\$600
½ page	\$400
¼ page	\$250

## PRINT AD SIZES & SPECIFICATIONS



### *SurgiWatch* Advertisement Specifications

Artwork should be a .PDF, .EPS, or .JPG file.

Fonts should be embedded in .PDF files and outlined or included when sending .EPS files.

Recommended resolution is 300 dpi for all files.

All artwork should be CMYK

TO ADVERTISE OR FOR MORE INFORMATION CONTACT MEGHAN MILLARD  
Meghan@ascmember.org | (850) 222-3000



# YEAR-ROUND BRAND RECOGNITION



## Corporate Sponsorship

**\$1,000**

Receive benefits throughout the year with a corporate sponsorship. Corporate Sponsors receive recognition on FSASC.org, access to the online member community, and a semi-annual listing of all licensed ASCs and under construction centers in Florida.

All corporate sponsors receive a complimentary listing in the FSASC Supplier Guide (\$495 savings!).

### Bundle Online and Print Opportunities with the Corporate Sponsorship for Maximum Reach!



#### Save when you "Pick Two" Bundle

Bundle any two opportunities with the corporate sponsorship and save 10%



#### Best Value! "Pick Three" Bundle

Bundle any three opportunities with the corporate sponsorship and save 15%  
*(all "Pick Three Bundles" also receive complimentary ¼ page ad in the FSASC Supplier Guide)*

Florida Society of  
**FSASC**  
Ambulatory Surgical Centers

1400 Village Square Blvd, #3-175  
Tallahassee, Florida 32312  
(850) 222-3000  
[www.fsasc.org](http://www.fsasc.org)

