

## 2025 ADVERTISING & SPONSORSHIP OPPORTUNITIES

The ASBrS is pleased to provide advertising and sponsorship opportunities for industry through our website and media platforms to reach our members.

*Please note: ASBrS is unable to promote any program that is scheduled to take place within 60 days of any ASBrS sponsored educational programming, including its annual meeting. ASBrS has the right to refuse any promotion. It is prohibited to use the ASBrS logo or show logo as part of any promotion without prior written approval from The American Society of Breast Surgeons.*

### MEMBER MESSAGING AND MEDIA

#### E-News Banner Ad



This electronic newsletter is a comprehensive update on all things ASBrS – legislation, events, member services, committees, new members, etc. Your banner ad will be one of up to 3 per issue and spaced throughout the content.

**Reach:** *Delivered to 3,400+ members; 4 times annually*

**Fee:** *\$5,000 per ad, per issue*

#### E-NEWS AD SPECS

- 532x68 pixels maximum
- PNG, JPG, & GIF file formats are accepted
- font of at least 12pt
- 1 MB size maximum

Please include link to your website to embed in ad

#### SAMPLE OF E-NEWS BANNER AD




**E-News** October 2024

**In This Issue...**

- Save the Date #ASBRS2025
- Approaching Deadlines for Call for Abstracts and Videos
- ASBrS Seeking Self Nominations for Board of Directors
- Coming Soon: Call for Volunteers
- Public Comment Period for Benign Breast Disease Pathways
- ASBrS/SSO Joint Webinar: Clinical Controversies in Breast Cancer
- Breast Surgeons Live: Fall Webinar Series
- **Available Now**—Oncoplastic Surgery Certification (Level 1)
- Breast Imaging Technologies Certification Reminders
- Certification Track for Fellows
- Industry Events and Information
- ASBrS Welcomes Its New Members

—paid advertisement—



#### Membership Postal Mailing List

The ASBrS membership postal mailing list offers the opportunity to reach a targeted audience of breast surgeons to send a pre-approved marketing piece. The membership postal mailing list is a one-time use-only opportunity and consists of approximately 3,400 members for the entire list. ASBrS can offer our full membership postal mailing list for \$3,600 or a customized sort by state at the rate of \$1.50 per name plus a \$100 administrative fee. For more information or to rent the mailing list, please contact Mara Lang at [mlang@breastsurgeons.org](mailto:mlang@breastsurgeons.org)

**Reach:** *3,400+ members*

**Fee:** *\$3,600 for entire list or \$1.50 per name plus \$100 administrative fee for customized sort option*

Member Forum Daily Digest – Advertisement

EXAMPLE OF MEMBER FORUM DAILY DIGEST AD



The ASBrS Member Forum - a virtual destination designed to bring members together and engage with them through ongoing, meaningful interactions. The ASBrS Member Forum Daily Digest is one of the most active media resources for our members. Emailed to members daily, the Daily Digest is a summary of the previous day's exchanges in the Member Forum Community, which members use to ask questions, share knowledge, and interact with their colleagues. Your ad can have an embedded link to your site and will be prominently at the top of the Forums Digest, directly under the ASBrS' logo. **Reach:** Delivered to 3,100+ members daily; average open rate – 30.7% **Fee:** \$5,000 for two weeks

DAILY DIGEST AD SPECS

- 261x69 pixels maximum
- PNG, JPG, & GIF file formats are accepted
- font of at least 12pt
- 1 MB size maximum

Please include link to your website to embed in ad



Dec 27, 2020 11:23 AM  
Alan Quartermaine, MD

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Alan Quartermaine, MD  
General Hospital  
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[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#) [Flag as Inappropriate](#)

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**VIRTUAL EDUCATION & WEBSITE PROMOTIONAL SERVICES**

Industry-Supported Events

ASBrS is excited to provide Industry-Supported Events for the breast surgery community. These events are sponsored and funded by external organizations and are independently organized. They are not part of ASBrS official education program but are free for all members.

ASBrS will promote these events on the ASBrS Industry Events webpage, including registration details and content information. Promotion will also occur through emails, social media alerts, and member forums. Additionally, links to previously held programs will be available until the end of 2025 for those who missed them.

Industry-Supported Webinars

These standalone programs are designed and scheduled by sponsors. ASBrS will promote these virtual events, including webinars and on-demand content, to our members. Links will be posted on the ASBrS Industry Events webpage, and announcements will be made in E-News, emails, and member alerts. You can view current offerings here: [Industry Events | ASBrS](#).

**Reach:** Webinar registration average between 50–200 with 50% attendance

**Fee:** \$10,000 per event

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**Companies offering a webinar receive the following benefits:**

1. Recognition on all ASBrS sponsored virtual programs.
2. Virtual event details including registration link are posted on ASBrS website as soon as activity is approved.
3. Dedicated email blasts promoting the virtual program two weeks prior to event.
4. Dedicated posts on social media promoting activity.
5. Opportunity to post link to program recording on ASBrS Industry Events webpage for at least 12 months.

For more information or to offer a webinar to ASBrS members, please contact Marti Boyer or Jane Conway at [mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org) or [jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org)

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**Calendar of Breast Surgery Events**

ASBrS offers the opportunity to post key information about upcoming breast surgery events, organized by non-profits or their third-party organizer, who want to promote their programs to ASBrS members.

Information about your program will be posted on the [ASBrS Industry Events webpage](#) and includes a link to your organization's website/registration page. Promotion to members will be sent through a variety of media - eblasts, ASBrS Member Forums, and 1 program-specific post on each of the ASBrS social media sites – Twitter, Facebook, and LinkedIn. In addition to pre-event promotions, you have the option to have your post event details on the Past Events page to reach our members who missed the program.

**Reach:** *Industry Events webpages gets more than 7,000 visits per year*

**Fee:** *\$5,000 per event*

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**Industry Product Showcase**

This resource for general surgeons is accessible to the public on the ASBrS website and offers industry participants a cost-effective platform to showcase their products and services. The [Industry Product Showcase](#) is promoted through many of our member communications. Company profiles consist of a corporate logo, company name, 300-word description, sales contact information, website link, social media links, (2) promotional literature links, and an embedded demonstration video. *The site will remain active through December 31, 2025.*

*Industry Relations Council (IRC) participants and exhibitors at the ASBrS 2025 Annual Meeting receive a complimentary listing.*

**Reach:** *3,400+ members and open to the public*

**Fee:** *\$2,000 per company profile*

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## 2025 ADVERTISING & SPONSORSHIP OPPORTUNITIES ORDER FORM

*Please note: : ASBrS is unable to promote any program that is scheduled to take place within 60 days of any ASBrS sponsored educational programming, including its annual meeting. ASBrS has the right to refuse any promotion. It is prohibited to use the ASBrS logo or show logo as part of any promotion without prior written approval from The American Society of Breast Surgeons*

### TO BE COMPLETED BY SUPPORTING COMPANY:

Company Name:

Product Name:

Street Address:

City/State/Postal Code/Country:

Website Address:

Contact Name:

Contact Email:

Contact Phone:

Contact Cell:

PLEASE INDICATE YOUR COMPANY'S COMMITMENT TO ADVERTISING AND/OR SPONSORSHIP OPPORTUNITIES BELOW:

### MEMBER MESSAGING & MEDIA

- |                                                              |                                                                                                        |
|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> E-News Banner Ad                    | \$5,000 per ad, per issue                                                                              |
| <input type="checkbox"/> Member Forum Daily Digest - Logo Ad | \$5,000 / two weeks                                                                                    |
| <input type="checkbox"/> Membership Mailing List             | \$3,000 for all members or \$1.50 per name plus<br>\$100 administrative fee for customized sort option |

### VIRTUAL EDUCATION & WEBSITE PROMOTIONAL SERVICES

- |                                                            |                             |
|------------------------------------------------------------|-----------------------------|
| <input type="checkbox"/> Industry Supported Webinars       | \$10,000 per webinar        |
| <input type="checkbox"/> Calendar of Breast Surgery Events | \$5,000 per event           |
| <input type="checkbox"/> Industry Product Showcase         | \$2,000 per company profile |

- I am an authorized representative of my company and commit to the ASBrS opportunities indicated above. I understand that my company will be invoiced for these committed opportunities.

Signed (electronic signature):

Date:

Submit supporting attachments with this form. Please forward application to:

Marti Boyer [mboyer@breastsurgeons.org](mailto:mboyer@breastsurgeons.org) and Jane Conway [jconway@breastsurgeons.org](mailto:jconway@breastsurgeons.org)

### TO BE COMPLETED BY ASBrS

Accepted by:

Total amount to be invoiced: \$

Signed:

Date: