About the American Society of Addiction Medicine

Founded in 1954, ASAM is a professional society representing over 4,300 physicians, clinicians and associated professionals in the field of addiction medicine.

ASAM is dedicated to increasing access and improving the quality of addiction treatment, educating physicians and the public, supporting research and prevention, and promoting the appropriate role of physicians in the care of patients with addiction.
Our Readership
Reach and readership create the best value for our advertisers

Physicians
Current and Past Members, ASAM Certificants, ABAM Diplomates, Certified Buprenorphine Physicians, Certified Addiction Psychiatrists.

Secondary Specialty
74% of primary care subscribers report addiction medicine is a secondary specialty.

Primary Addiction Specialists
ASAM Current and Past Members, ASAM Certificants, ABAM Diplomates, Certified Buprenorphine Physicians, Certified Addiction Psychiatrists.

Secondary Focus
Physicians, Physician Assistants, Advanced Practice Nurses, Clinical Pharmacists, Behavioral Health Professionals who have self-identified with secondary focus in addiction medicine.

86%
74%
50%
42%
Our Membership

4,300 Strong

SPECIALTIES AND CERTIFICATION

39 Chapters

- General Psychiatry: 31%
- Addiction Medicine: 13%
- Addiction Psychiatry: 3%
- General Practice: 30%
- Pain Medicine: 4%
- Emergency Room: 2%
- OBG: 2%
- Other: 15%

25% Female Users
75% Male Users

4,300 Strong

ASAM 2017 Digital Media Kit
Our Digital Advertising Platforms

Best Reach. Highly Targeted. Most Respected Content.

01. ASAM Weekly
An eNewsletter that covers timely research, policies, advances, and innovation. Mailed Tuesday morning to over 29,000 subscribers.

02. ASAM.ORG
ASAM.org is the leading website for the Addiction Medicine Field. Our audience is the highest level addiction medicine professionals. Over 2 million page views and 570,000 unique users.

03. ASAM Conference Daily
ASAM Conference Daily provides daily conference coverage for all attendees as well as our additional 29,000 weekly subscribers. With daily wrap-ups from our Annual Conference.
Diverse Practice Settings

- Solo Practice: 18%
- Self Employed: 19%
- Hospital: 13%
- Government: 9%
- Other: 12%
- Medical School: 8%
- HMO/Community Health: 5%
- Group: 16%
Mobile-Responsive Format Across All Platforms

HOME. OFFICE. MOBILE.
ASAM Weekly

An eNewsletter that covers timely research, policies, advances, and innovation. Emailed every Tuesday morning to over 29,000 subscribers.
ASAM Weekly New Design & Mobile
Reach over 29,000 subscribers by advertising in the now mobile optimized ASAM Weekly e-newsletter!

Mobile Responsive
Ads look great when resizing on tablets and mobile phones.

Dynamic & Geotarget Ads
All ads across all platforms are dynamic and geotarget capable, giving you to reach our audience with eye catching graphics.

Bonus Deliveries
ASAM Weekly is sent every Tuesday morning. ASAM also send a bonus distribution to any unopened subscribers within 48 hours.

Full Reporting
Reliable ad open and click reports to track and monitor your immediate ROI.
ASAM Weekly Topics Are Timely and Engaging

Federal Updates
Opioids: Roles, Abuse and Science and Treatment
ASAM Practice Resources
Comparative Research
Social Issues & Addiction
Medical Marijuana: Regulation and Use

Practice Guidelines
Treatment Advances
Behavioral Health Trends
Epidemiology
Tobacco Cessation
Comorbid Diagnosing & Treatment
Parity Updates
What Drives ASAM Weekly Readership

FDA, DEA, CDC, NIDA
Comorbid Conditions
Comparative Research
Discoveries and Advances
Drug Testing
Neuroimaging
Neuroscience
Pharmacotherapeutics
Practice Guidelines
Scientific Reviews
Treatment Protocols

ASAM Resources
Practice Help
Risk Management
Patient Education
EHR Updates
Insurance
Practical Tools
Certification
Continuing Education opportunities
Member Benefits

New Reader Research
New and Emerging Treatments for Addiction
Opiates/Opioid Addiction Treatment
Innovations in Addiction Medicine
Co-occurring Psychiatric Conditions
Neurobiology/Physiology/ Chemistry of Addiction
Buprenorphine Information
Pain Management
Drug Testing
Medication Assisted Treatment (MAT)
And more.....
# ASAM Weekly Open Rate & Clicks

<table>
<thead>
<tr>
<th></th>
<th>Average ASAM Weekly Recipients per Issue</th>
<th>Avg Open Rate per Issue</th>
<th>Avg Clicks per Issue</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>23,483</td>
<td>35%</td>
<td>1,879</td>
</tr>
<tr>
<td>Feb</td>
<td>19,968</td>
<td>36%</td>
<td>1,963</td>
</tr>
<tr>
<td>Mar</td>
<td>18,267</td>
<td>37%</td>
<td>1,788</td>
</tr>
<tr>
<td>April</td>
<td>18,728</td>
<td>38%</td>
<td>1,606</td>
</tr>
<tr>
<td>May</td>
<td>18,800</td>
<td>37%</td>
<td>1,809</td>
</tr>
<tr>
<td>June</td>
<td>20,031</td>
<td>41%</td>
<td>1,733</td>
</tr>
<tr>
<td>July</td>
<td>23,226</td>
<td>33%</td>
<td>1,796</td>
</tr>
<tr>
<td>August</td>
<td>30,822</td>
<td>30%</td>
<td>1,891</td>
</tr>
<tr>
<td>Sept</td>
<td>30,235</td>
<td>35%</td>
<td>2,336</td>
</tr>
<tr>
<td>Oct</td>
<td>29,557</td>
<td>34%</td>
<td>2,185</td>
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<tr>
<td>Nov</td>
<td>29,850</td>
<td>33%</td>
<td>2,019</td>
</tr>
<tr>
<td>Dec</td>
<td>28,719</td>
<td>34%</td>
<td>1,875</td>
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# 2017 ASAM Weekly Rate Card

<table>
<thead>
<tr>
<th>Size (px)</th>
<th>1x</th>
<th>4x</th>
<th>13x</th>
<th>26x</th>
<th>52x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>728x90</td>
<td>$800</td>
<td>$3,070</td>
<td>$8,080</td>
<td>$15,300</td>
</tr>
<tr>
<td><strong>Top Skyscraper</strong></td>
<td>120x600</td>
<td>$750</td>
<td>$2,708</td>
<td>$7,500</td>
<td>$14,005</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>120x600</td>
<td>$630</td>
<td>$2,406</td>
<td>$6,400</td>
<td>$11,500</td>
</tr>
<tr>
<td><strong>Top Banner</strong></td>
<td>488x60</td>
<td>$605</td>
<td>$2,255</td>
<td>$6,020</td>
<td>$10,700</td>
</tr>
<tr>
<td><strong>Product Showcase</strong> (40 words of less)</td>
<td>175x125</td>
<td>$570</td>
<td>$2,180</td>
<td>$5,700</td>
<td>$10,570</td>
</tr>
</tbody>
</table>

Views All Ad Sizes>>>
ASAM.org
The central repository of all ASAM programs, products, information, and events. Over 2 million page views and over 500,000 unique visitors in 2016.
Provides news, in-depth research, CME, editorial, and policy related information only available on ASAM.org!

**Total page views**
2,027,110

**Definition of Addiction Page**
142,566 views   7%

**Unique users**
837,417

**Criteria Page**
87,970 views   5%

*Google Analytics 1/1/16 - 12/31/16*
2017 ASAM.org Rate Card

<table>
<thead>
<tr>
<th></th>
<th>Size (px)</th>
<th>1 month</th>
<th>2 months</th>
<th>3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASAM Criteria Page</strong></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Skyscraper</td>
<td>120x600</td>
<td>$2000</td>
<td>$3750</td>
<td>$5250</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>120x300</td>
<td>$1000</td>
<td>$1950</td>
<td>$2750</td>
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<tr>
<td><strong>Definition of Addiction Page</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120x600</td>
<td>$1800</td>
<td>$3500</td>
<td>$4750</td>
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<tr>
<td>Half Skyscraper</td>
<td>120x300</td>
<td>$900</td>
<td>$1750</td>
<td>$2375</td>
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</tbody>
</table>
ASAM Conference Daily

This publication offers unique opportunities for your company to reach ASAM’s Annual Conference. Drive traffic to your booth and connect with practicing clinicians.
2017 ASAM Annual Conference Daily

ASAM’s Annual Conference is the largest gathering of leaders in the addiction medicine field. This year, we are expecting record attendance at our revamped event in New Orleans, LA this April. Circulated to all conference attendees and over 29,000 additional subscribers.

CONTENT: Event coverage, course recaps, special offers to attendees

RESERVATION DEADLINE: March 17      MATERIALS DUE: March 31

ISSUE DATES: April 6, 7 & 8

<table>
<thead>
<tr>
<th>Email</th>
<th>Ad Sizes</th>
<th>Per Issue Rate</th>
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<tbody>
<tr>
<td>Leaderboard</td>
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<tr>
<td>Skyscraper</td>
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<tr>
<td>Box</td>
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<tr>
<td>Landing Page (News)</td>
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</tr>
<tr>
<td></td>
<td>Skyscraper</td>
<td>120 x 600</td>
</tr>
</tbody>
</table>

Kentucky doctors have new restrictions for prescribing Buprenorphine.

Kentucky’s new regulations which include a lengthy list of prescribing mandates. These include more physician education and the requirement that the drug be prescribed only for medically supervised withdrawal and not be given to pregnant women.

Read More >>>

Kentucky doctors have new restrictions for prescribing Buprenorphine.

Kentucky’s new regulations which include a lengthy list of prescribing mandates. These include more physician education and the requirement that the drug be prescribed only for medically supervised withdrawal and not be given to pregnant women. Read More >>>
Online Advertising Policy

The purpose of these guidelines is to set standards and policies for the acceptance and placement of advertising in ASAM electronic publications, communications and websites.

Accepted Advertising

ASAM will accept ads from the following:

- FDA-approved pharmaceutical and medical device products. FDA-approved medications with potential for abuse are provided advertising is consistent with FDA and other industry requirements, and risks for abuse or addiction are well-outlined in the ad. ASAM recognizes that co-morbid pain and psychiatric disorders (among others that may involve the use of controlled substances) left untreated can significantly erode success in addiction treatment, and sometimes require ongoing administration of prescriptions with potential for abuse. Such a decision is highly individualized and requires careful consideration for the best interests of the patient and therapeutic community.
- Companies owned by tobacco companies, their parent company or subsidiaries. Parent and subsidiary companies that make alcoholic beverages;
- Food products and dietary supplements not regulated by the FDA;
- and ASAM Editors have the right to refuse any advertisement that in the sole opinion of the Editor is inaccurate, in bad taste, fraudulent, misleading, or deceptive; that appears to contribute to stigma of addiction, or the publication of which is not in the best interest of ASAM.

Ad to Copy Ratio

For print publications, the ad to copy ratio will not exceed one third advertising pages to two thirds editorial pages.

Disclaimer

The appearance of an advertisement in an ASAM publication or on its websites is neither an ASAM guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser. A disclaimer to this effect will appear in ASAM publications and on its websites. Companies may not refer to an appearance of an advertisement for their product in an ASAM publication or website in any other advertising or promotion.

Advertising Copy

Advertising copy will meet the following requirements:

- The advertisement must clearly identify the advertiser and the product or service being offered.
- Layout, artwork, and format must be designed so that the ad cannot be confused with editorial content. The word ‘advertisement’ may be required.
- Advertisements must not be deceptive or misleading, either by affirmative statement or omission.
- Advertisements for employment must conform to all applicable Federal laws and regulations and may not discriminate against any persons based on race, sex, age, national origin, religion, handicap or country of medical education.
- Advertisements will not be accepted if they appear to violate the AMA’s Principles of Medical Ethics or are otherwise unacceptable to ASAM.

Reciprocal Advertising Agreements

ASAM may enter into reciprocal advertising agreements with other societies or journals. These agreements should take into account the reach and frequency of the reciprocal arrangement and result in an equitable exchange of value for both parties.

Digital Advertising

Digital advertising may be placed in ASAM digital publications and websites and will meet the following requirements:

- Digital ads must be readily distinguishable from editorial content. The word “advertisement” will be used on the ad.
- Digital advertisements may appear as fixed or rotating advertisements.
- Digital advertisements may not be juxtaposed with, appear in line with, appear adjacent to editorial content on the same topic, or be linked with editorial content on the same topic.
- House advertisements for ASAM products, services or conferences may appear on editorial content pages.
- Digital ads that are fixed in relation to the viewer’s screen or that rotate should be placed to ensure that juxtaposition (as defined above) would not occur as screen content changes.
- Ads may link off-site to a commercial website, provided that viewers are clearly informed that they are being taken to another website and that viewers are not prevented from returning to the ASAM website or other previously viewed screens. ASAM reserves the right to not link to or to remove links to other Websites.
- ASAM reserves the right to decline or cancel any submitted advertisement or discontinue posting of any advertisement previously accepted as well as decline any link to or from the website that is unacceptable.

ACME Standards for Commercial Support

- As an ACCME accredited provider, ASAM’s advertising guidelines will comply with the ACCME standards for commercial support. These guidelines, as outlined in Standard 4 of the ACCME Standards for Commercial Support.
- For computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interlaced between computer ‘windows’ or screens of the CME content.
- Additional information may be found at: http://www.asam.org/8r/docs/doc_upload/6f6c9f02- fb73-4401-8725-86a15604e520c_uploaddocument.pdf

For additional ASAM Advertising Guideline information please visit: www.asam.org/advertising