

2015 ASAM DIGITAL ADVERTISING PROGRAM

WEEKLY, MONTHLY, BIMONTHLY

VISIBILITY & VALUE OPTIMIZED



1/6/2015



ASAM Weekly

The Voice of Addiction Medicine

An e newsletter that covers timely research, policies, advances, and innovation. Mailed Tuesday morning, then again to “unopens” on Wednesday, ASAM Weekly is a constant presence in the professional lives of addiction-focused subscribers. Each edition is opened 8,500 times on average, but some issues have hit an astonishing 10,000- 12,000 /15,000 opens in 2014.



ASAMAGAZINE

The Voice of Addiction Medicine

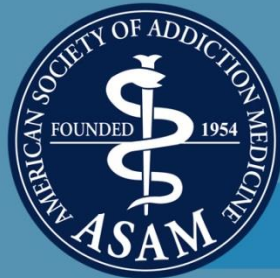
Launched in 2013, this online magazine is re-engineered for 2015. Published bimonthly, with content promotions to subscribers and regular content links in ASAM Weekly. Ad impressions averaged 1,400 per week.



ASAM.ORG

The central repository of all ASAM programs, products, information, and events. Site traffic extends beyond ASAM audiences to anyone seeking authoritative information related to addiction and its treatment. At 1.5 million page views and 500,000 unique visits in 2015

**THE BEST READ, THE BEST
REACH, THE BEST DEALS**
2015 ADVERTISING INFORMATION



ASAMWeekly

The Voice of Addiction Medicine

1/6/2015

AUDIENCE REACH – 16,300

Primary Addiction Medicine Specialists - 8,086

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

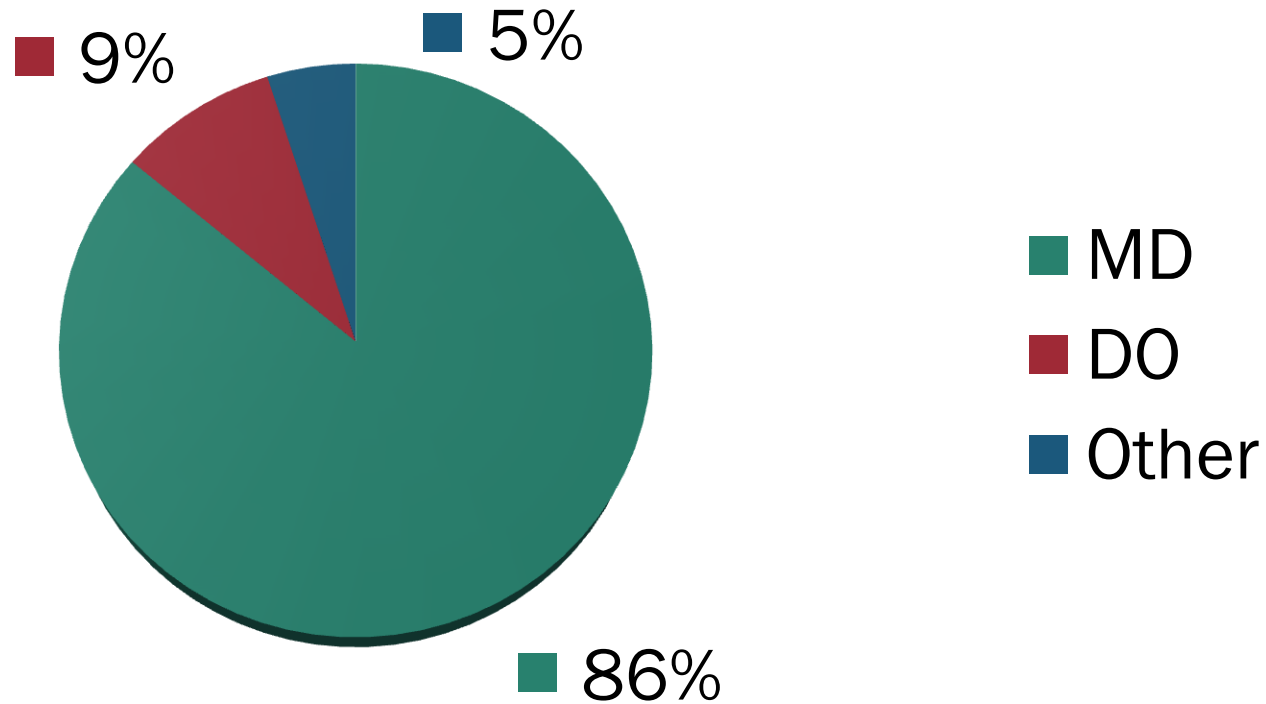
Professionals with Secondary Focus in Addiction Medicine – 6,119

Physicians, Physician Assistants, Advanced Practice Nurses, Clinical Pharmacists, Behavioral Health Professionals who have self-identified with secondary focus in addiction medicine, participated in recent ASAM CME activities or purchased the most recent ASAM Criteria

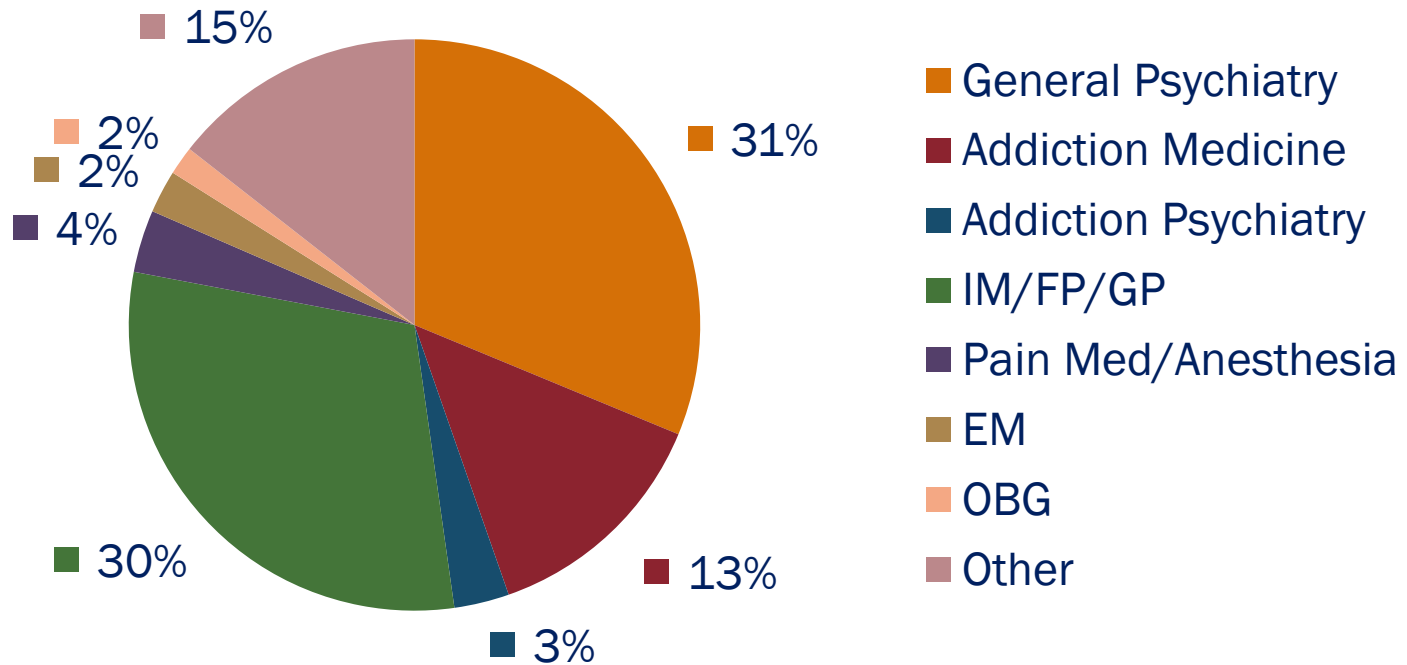
Subscription Requesters – 2,095

Subscription requesters not counted in above groups

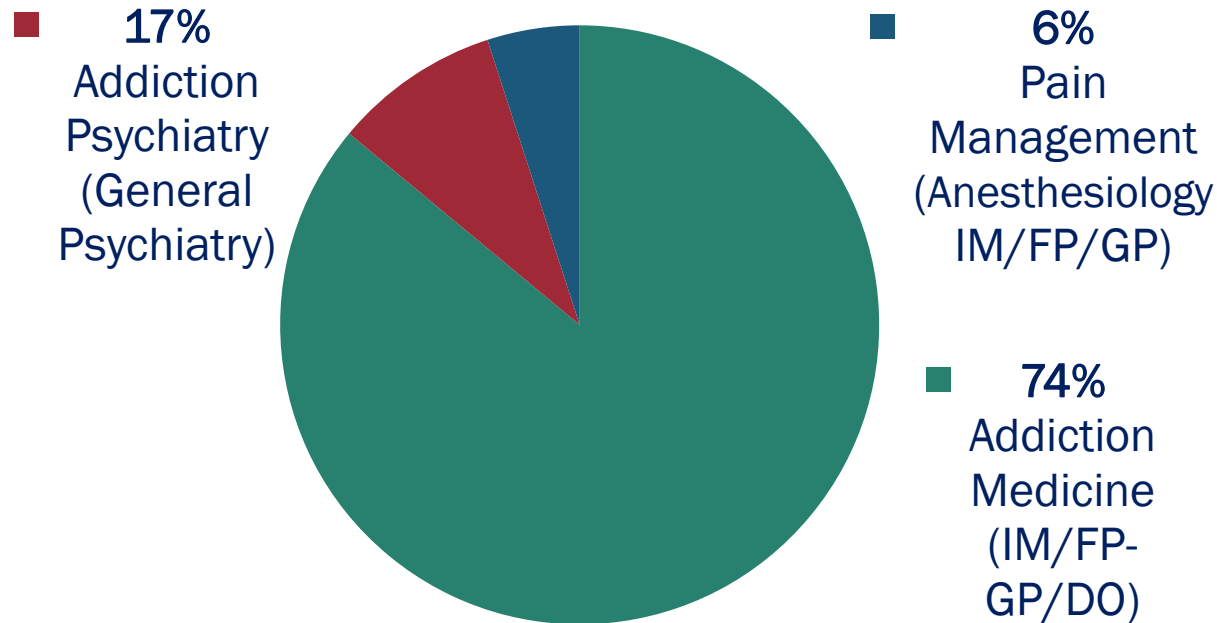
PHYSICIANS ARE THE OVERWHELMING MAJORITY



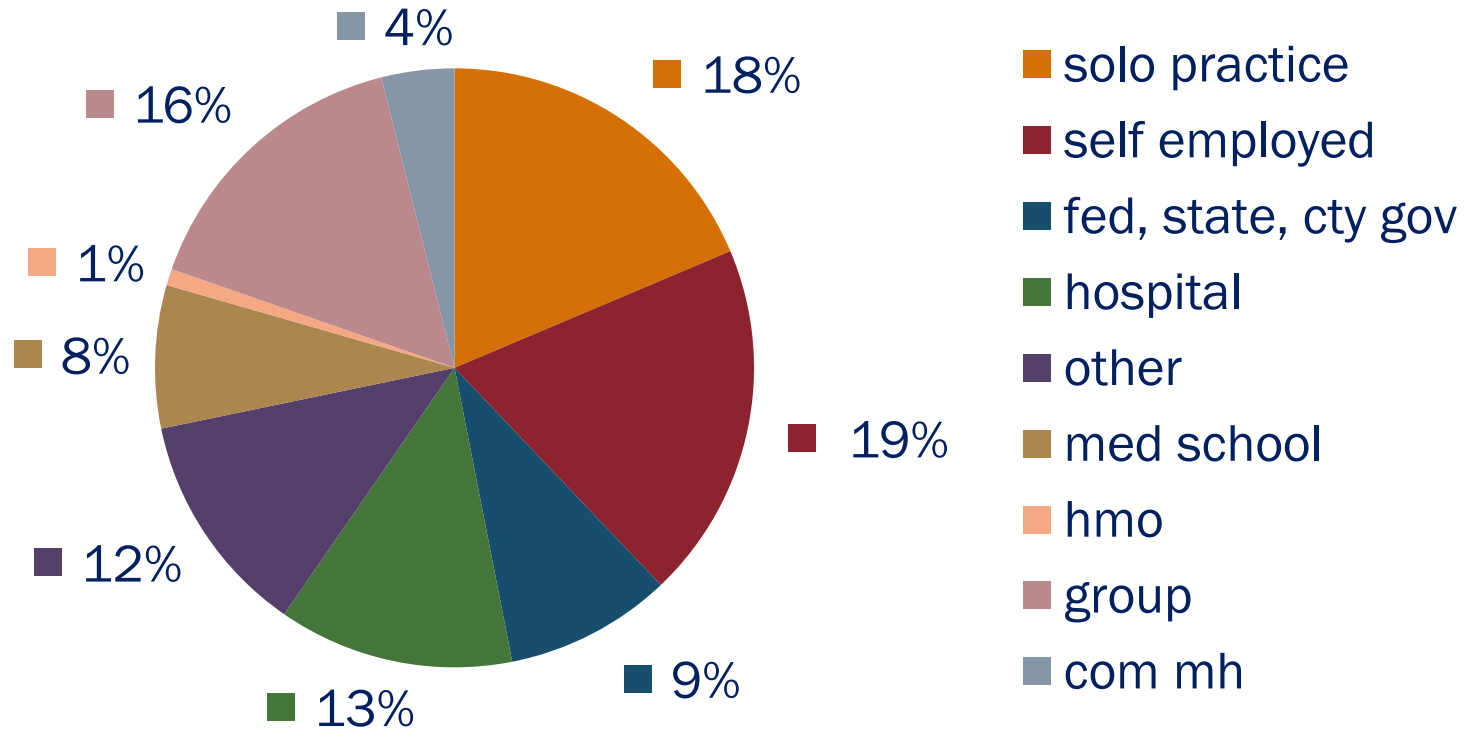
SPECIALTIES AND CERTIFICATION MIRROR ASAM MEMBER DEMOGRAPHICS



74% OF PRIMARY CARE SUBSCRIBERS REPORT ADDICTION MEDICINE IS SECONDARY SPECIALTY



SUBSCRIBERS ARE DRAWN FROM DIVERSE PRACTICE SETTINGS

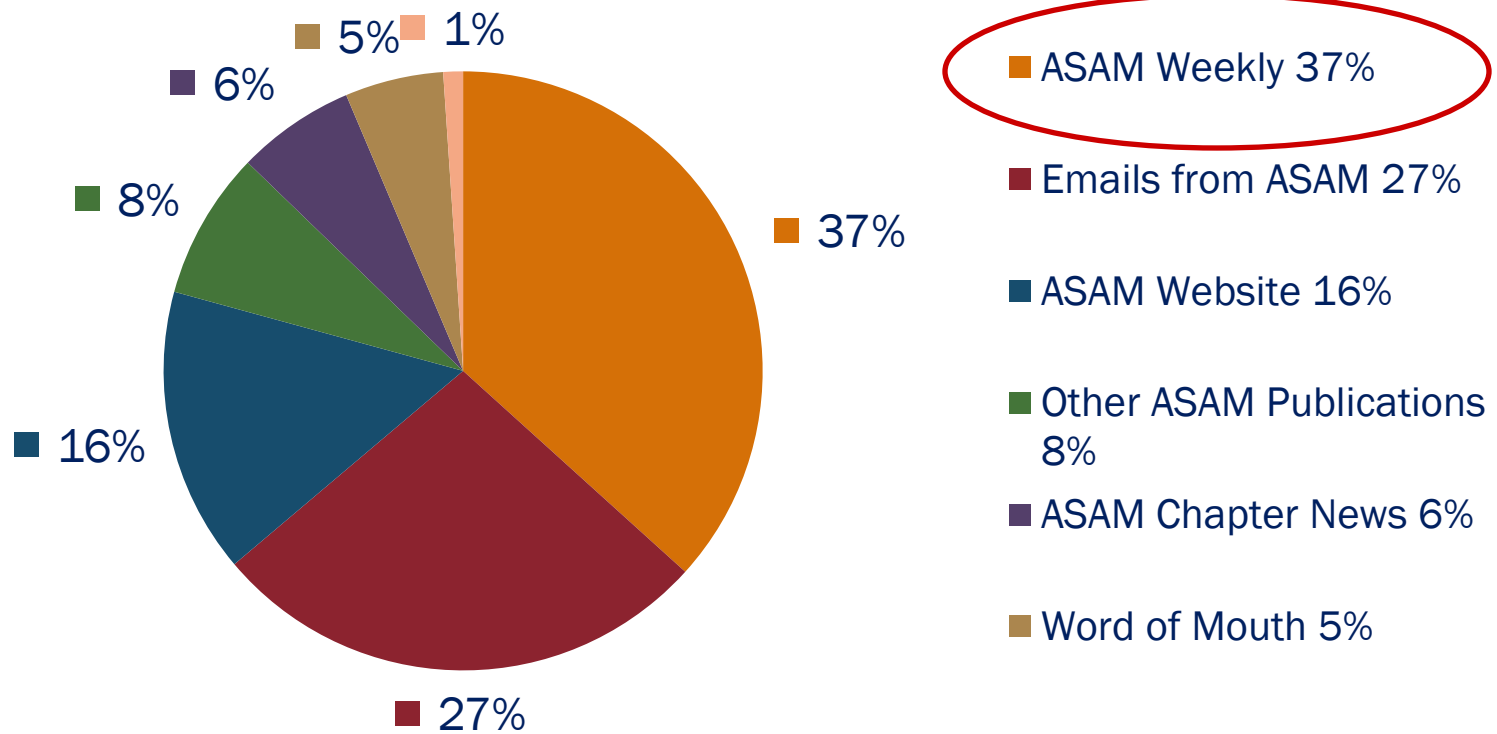


READERSHIP MATTERS

REACH & READERSHIP CREATE THE
BEST VALUE FOR ADVERTISERS

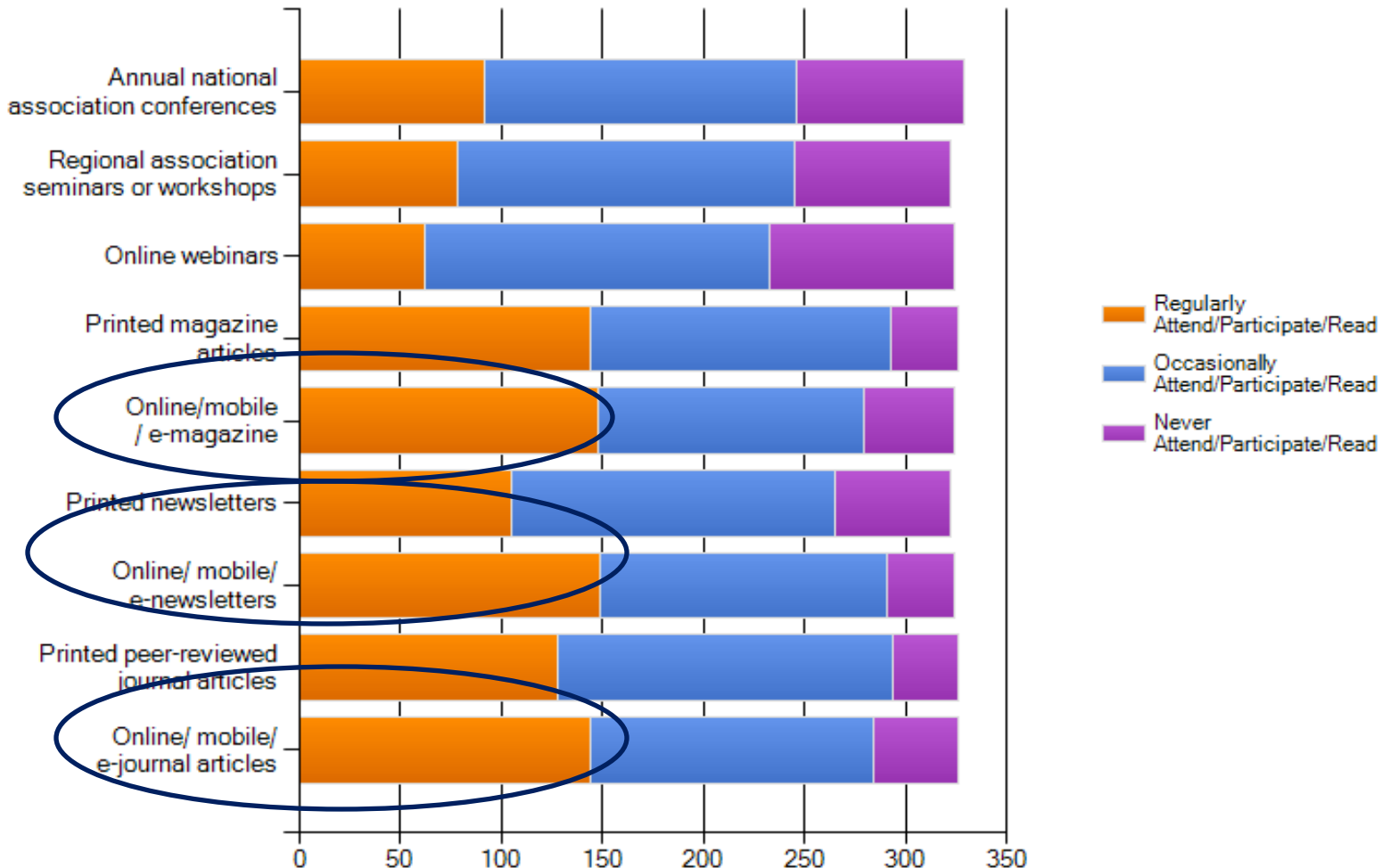
1/6/2015

MOST ASAM MEMBERS GET INFO ABOUT INDUSTRY & ASAM NEWS FROM *ASAM WEEKLY*



E NEWSLETTERS AND E MAGAZINES RANK HIGHEST AS REGULAR SOURCE FOR PRACTICAL INFORMATION (READER SURVEY 10/21/13)

For information or resources that may impact your day-to-day addiction medicine practice, how frequently you actually use the following vehicles. Select one answer per source.



DRIVING READERSHIP = RELEVANCE

Hit History	New Reader Research	Practical Pull Through
<p>FDA, DEA, CDC, NIDA Comorbid Conditions Comparative Research Discoveries and Advances Drug Testing Neuroimaging Neuroscience Pharmacotherapeutics Practice Guidelines Scientific Reviews Treatment Protocols</p>	<p>New and Emerging Treatments for Addiction Opiates/Opioid Addiction Treatment Innovations in Addiction Medicine Co-occurring Psychiatric Conditions Neurobiology/Physiology/ Chemistry of Addiction Buprenorphine Pain Management Drug Testing Medication Assisted Treatment – etc.</p>	<p>ASAM Resources Benefits of Membership Practical Info Risk Management Patient Education EHR Insurance Practical Tools Certification Continuing Education Skills Training</p>

ASAM WEEKLY ISSUE OPENS & CLICKS BY MONTH

	Total Opens	Unique Opens	Clicks
jan	35,717	18,231	2,385
feb	36,797	19,430	3,130
mar	31,690	16,188	1,847
apr	45,852	22,107	4,272
may	28,096	16,490	4,413
jun	30,394	16,792	5,513
july	41,041	21,876	6,116
aug	28,888	16,322	4,192
Total	278,475	147,436	31,868
Average	34,809	18,429	3,983

2015 ASAM WEEKLY RATE CARD

Ad Unit	Size	1X	4X	13X	26X	52X
Leaderboard	728x90	770	2,926	7,700	14,630	27,720
Top Skyscraper	120x600	715	2,640	7,150	13,585	25,740
Skyscraper	120x600	660	2,508	6,600	12,540	23,760
Top Banner	488x60	715	2,640	7,150	13,585	25,740
Banner	488x60	594	2,255	6,050	11,495	21,780
Product Showcase	175x125	550	2,090	5,500	10,450	19,800
Featured Co Text Ad	125x100	275	1,045	2,750	5,225	9,900
Traditional Text Ad	120x50	138	523	1,375	2,612	4,950
Left/Right Promotion	68x34	55	209	550	1045	1,980

2015
ADVERTISING

1/6/2015



ASAM MAGAZINE

The Voice of Addiction Medicine

ASAM'S ONLINE MAGAZINE – STEADY GROWTH

2013

Launched
Quarterly
10,500 views
Readership
spikes with
new issue

2014

Improved
Bi-monthly
Promoted
monthly to
15,000
ASAM Weekly
subscribers

2015

Content Re-
engineered
Bi-monthly
Linked with
ASAM
Weekly's
16,300
subscribers

1/6/2015



ASAM MAGAZINE

The Voice of Addiction Medicine

2015 PUBLICATION SCHEDULE

February

April

June

August

October

December



ASAM MAGAZINE

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1/6/2015

ASAM MAGAZINE GOOGLE ANALYTICS LEADERBOARD

AD IMPRESSIONS JAN 1 – NOV 9 2014

Event Label	Total Events	Unique Events
	226,708 % of Total: 99.34% (228,205)	34,127 % of Total: 96.95% (35,200)
1. http://www.asam.org/magazine/read/article/2013/08/13/asam-opposes-legalization-supports-treatment-for-marijuana	18,922 (8.35%)	7,255 (4.31%)
2. http://www.asam.org/magazine/read/article/2013/08/15/confused-by-confidentiality-a-primer-on-42-cfr-part-2	18,691 (8.24%)	16,907 (10.04%)
3. http://www.asam.org/magazine	14,003 (6.18%)	9,885 (5.87%)
4. http://www.asam.org/magazine/read/article/2014/02/17/standards-of-care-for-the-addiction-specialist-physician-document-released	9,509 (4.19%)	7,414 (4.40%)
5. http://www.asam.org/magazine/read/article/2014/03/13/addiction-character-defect-or-chronic-disease	7,732 (3.41%)	6,853 (4.07%)
6. http://www.asam.org/magazine/read/article/2013/08/16/asam-announces-associate-membership	4,656 (2.05%)	1,950 (1.16%)
7. http://www.asam.org/magazine/read/article/2013/08/19/nih-issues-online-course-on-screening-youth-for-alcohol-problems	4,549 (2.01%)	1,869 (1.11%)
8. http://www.asam.org/magazine/read/article/2014/07/28/new-york-times-calls-for-legalization-of-marijuana-asam-strongly-objects	3,968 (1.75%)	3,348 (1.99%)
9. http://www.asam.org/magazine/read/article/2014/02/13/is-marijuana-safer-than-alcohol	3,895 (1.72%)	3,615 (2.15%)
10. http://www.asam.org/magazine/read/article/2014/06/20/forum-held-to-discuss-expanding-access-to-buprenorphine	3,826 (1.69%)	3,285 (1.95%)

RE-ENGINEERED 2015 CONTENT

- JAM Author Interview
- Interesting Cases
- President's Blog
- Addiction Treatment Research
- Co-occurring Conditions
- Practical Tools
- Pharmacologic Interventions



ASAM MAGAZINE

The Voice of Addiction Medicine

1/6/2015

ENHANCED VISIBILITY PROGRAM – **FREE WITH FULL YEAR SCHEDULE**



ASAM MAGAZINE

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2015 RATE CARD

Ad Units	Ad Sizes	8 Week Issue Rate
Leaderboard- Top Banner,	728 x 90	\$750
Left Skyscraper	170 x 600	\$585
Anchor Horizontal Skyscraper <i>OR</i> Standard Anchor Banner	620 x 130 <i>OR</i> 488 x 60	\$455 <i>OR</i> \$330
Right Small Square	200 x 200	\$290

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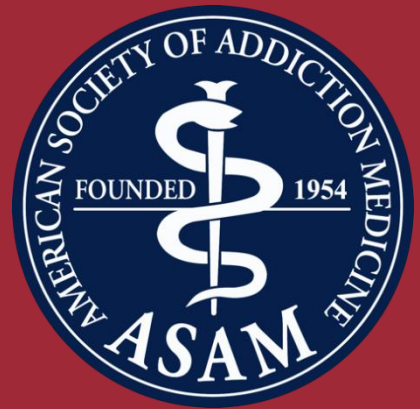


ASAM MAGAZINE

The Voice of Addiction Medicine

**2015 ASAM.ORG
ADVERTISING PROGRAM**

LIMITED ADVERTISING ACCEPTED



1/6/2015

ADS ALLOWED ON 2 TOP-VIEWED PAGES AFTER HOME PAGE

Home Page

- An “ad-free” zone
- 145,904 views, 10.58%

Definition of Addiction

- *For-the-Public Section*
- 101,739 views 7.38%

ASAM Criteria

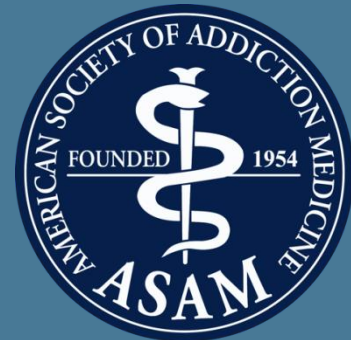
- *Professional Publications*
- 74,374 views 5.39%

ASAM.ORG Google Analytics 1/1/14 to 11/9/14

Total Page Views 1,379,013

Unique Page Views 1,021,424

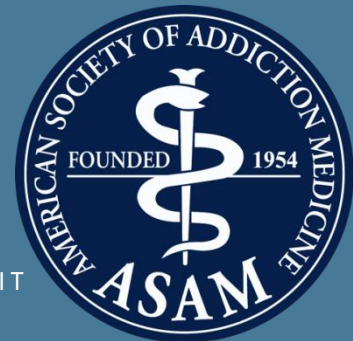
1/6/2015



Criteria	<u>Size</u>	<u>1 month</u>	<u>2 months</u>	<u>3 months</u>
Page				
Skyscraper	120x600	\$370	\$663	\$884
Half Skyscraper	120x300	\$215	\$386	\$515

Definition	<u>Size</u>	<u>1 month</u>	<u>2 months</u>	<u>3 months</u>
Page				
Skyscraper	120x600	\$462	\$851	\$1,108
Half Skyscraper	120x300	\$264	\$475	\$635

1/6/2015



STEP UP YOUR ADVERTISING ROI





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