



ASAM Digital Media Kit

12.22.2017



About the American Society of Addiction Medicine

Founded in 1954, ASAM is a professional society representing over 5,100 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.

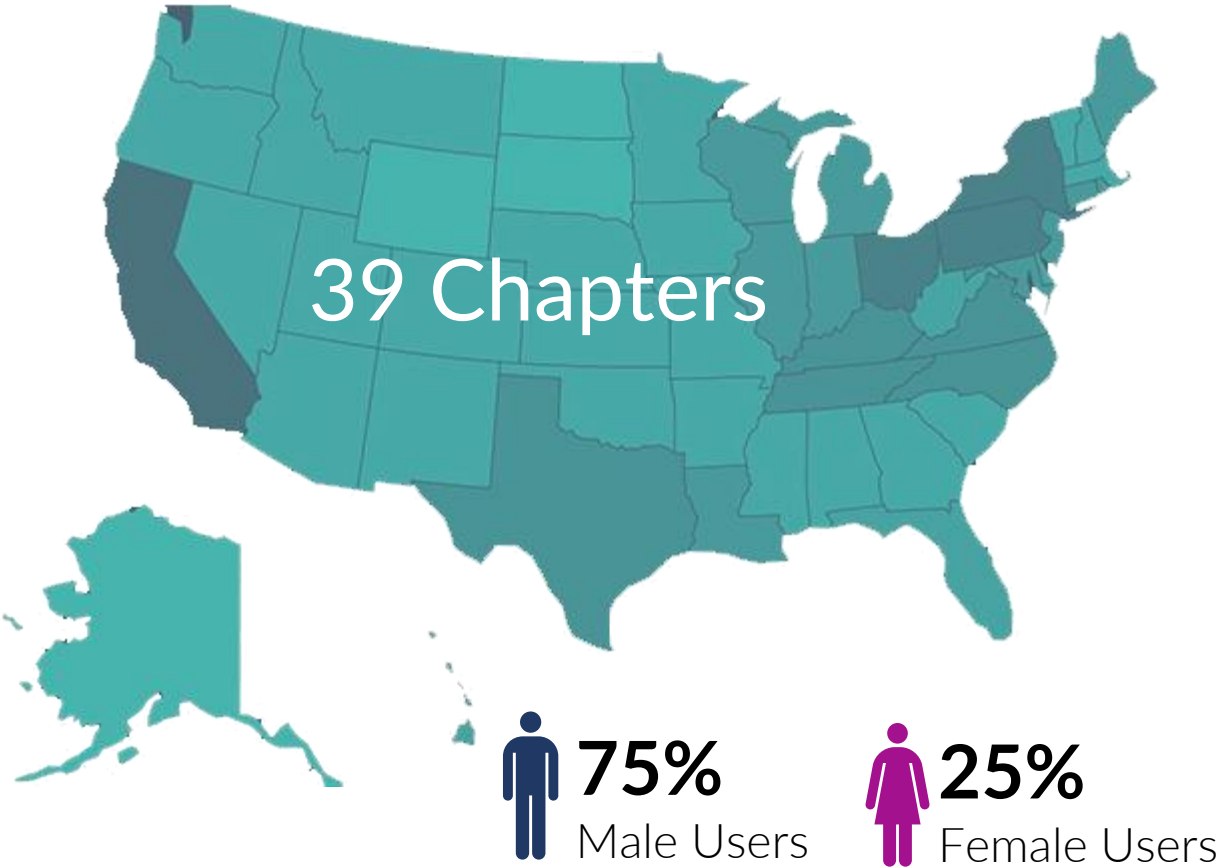


Our Readership

Reach and readership create the best value for our advertisers

Physicians	86%	Primary Addiction Specialists	50%
Current and Past Members, ASAM Certificates, ABAM Diplomates, Certified Buprenorphine Physicians, Certified Addiction Psychiatrists.			
Secondary Specialty	74%	Secondary Focus	42%
74% of primary care subscribers report addiction medicine is a secondary specialty.		Physicians, Physician Assistants, Advanced, Practice Nurses, Clinical Pharmacists, Behavioral Health Professionals who have self-identified with secondary focus in addiction medicine.	

Over 5000 Members strong.



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 **41,000 subscribers**.



02.

ASAM.ORG

ASAM.org is the leading website for the Addiction Medicine field. Our audience is the highest level addiction medicine professionals. **We offer advertising on our top two webpages.**



Providing Daily Conference Coverage on Innovations in Addiction Medicine and Science

[Back to Conference Daily News Front Page >](#)

Sunday, April 9, 2017



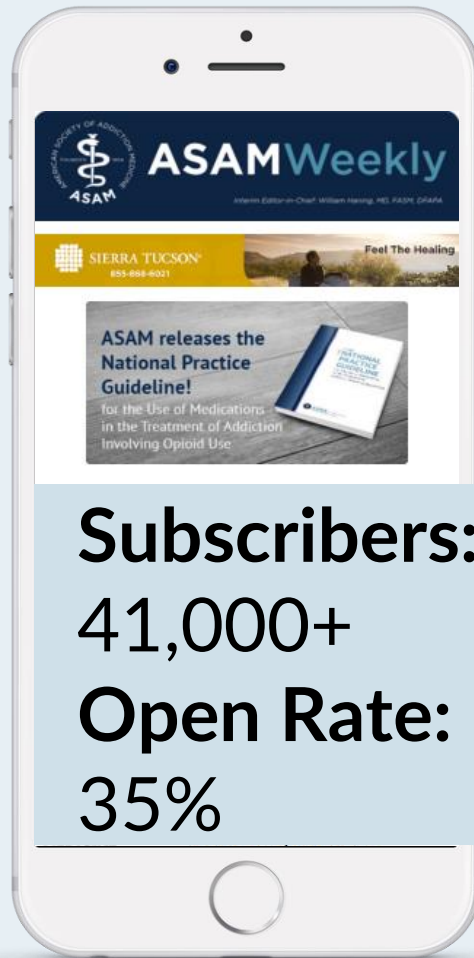
03.

ASAM Annual Conference Daily

The Conference Daily provides daily conference coverage for **attendees and our additional 41,000 ASAM Weekly subscribers**. With daily wrap-ups from our Conference in San Diego.

ASAM Weekly New Design & Mobile

An eNewsletter that covers timely research, policies, advances, and innovation. Emailed every Tuesday morning to an over 41,000 subscriber base.



Subscribers:
41,000+
Open Rate:
35%



2018 ASAM Weekly Simplified Rate Card



A

Leaderboard
728 x 90 pixels

B

Top Skyscraper
120 x 600 pixels

C

Product Showcase
175 x 125 pixels

	Size (px)	Rate per issue
Leaderboard [A]	728x90	\$1000
Top Skyscraper [B]	120x600	\$1000
Product Showcase [C] (image and 40 words of ad copy)	175x125	\$1000

ASAM offer advertising on our two most viewed webpages, the ASAM Criteria page and the Definition of Addiction page. The Definition of Addiction page offers a unique audience of patients, researchers and clinicians; the ASAM Criteria offers the highest level of physicians, clinicians and other medical professionals.

ASAM.org:

Total page views

2,380,100

Unique users

1,070,201

Definition of
Addiction Page

141,324 views

Criteria Page

81,200 views



2018 ASAM.org Rate Card



ASAM Criteria Page

Size (px)

Rate per
month

Skyscraper

120x600

\$1000

Definition of Addiction Page

Skyscraper

120x600

\$1000

2018 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 San Diego, CA this April. Circulated to all conference attendees and over 43,000 additional subscribers.

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

RESERVATION DEADLINE: March 23 MATERIALS DUE: March 31

ISSUE DATES: April 13, 14 & 15

Email	Ad Sizes (px)	Per Issue Rate
Leaderboard	728 x 90	\$1540
Skyscraper	120 x 600	\$1450
Box	350 x 250	\$1150
Web Landing Page (News)		
Leaderboard	728 x 90	\$1700
Skyscraper	120 x 600	\$1625



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 acceptable provided all 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;
- Certified laboratories (e.g., CLIA, CAP) and makers of lab kits and tests for office use;
- Medical equipment companies;
- Practice management products, including makers of electronic health records, billing and coding services, furniture, uniforms, etc.;
- Publishers of medical and scientific content and other content relevant to addiction medicine (ads for individual publications will be considered on a case-by-case basis);
- Graduate Medical Education or other healthcare training opportunities, research training opportunities;
- Continuing Medical Education offerings;
- Classified ads;
- Addiction treatment programs that are certified by CARF or JCAHO, or equivalent non-USA certification of quality or that are affiliated with academic medical centers or health systems with host CARF or JCAHO accreditation; and
- ASAM may consider other businesses or services; however, as with all other advertisers listed above, 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.

- **Advertising Restrictions**

- **ASAM's advertising restrictions include the following:**

- Companies owned by tobacco companies, their parent company or subsidiaries. Parent and subsidiaries are defined as an entity in which there is a 5% or greater ownership by, or of, a tobacco company;
- 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.

- **ACCME 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 interleaved between computer 'windows' or screens of the CME content.
- Additional information may be found at: http://www.accme.org/dir_docs/doc_upload/68b2902a-fb73-44d1-8725-80a1504e520c_uploaddocument.pdf

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

2018

Digital Media Kit

ASAM

American Society of
Addiction Medicine



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