



**AMBULATORY**  
SURGERY CENTER NEWS

**2025**

# MEDIA GUIDE

**Our brands are trusted.**

Our high-value audiences are connected. Our solutions ensure your business goals are activated for results.

[ascnews.com](http://ascnews.com)



**WTWH**  
Media LLC

# AMBULATORY SURGERY CENTER NEWS NETWORK

**ASC News**, a WTWH Healthcare brand, offers original reporting, industry insights and timely news coverage for its subscribers. In addition to quality reporting, the ASC News team offers opportunities for marketing and others interested in reaching ASC decision-makers and executives in the form of in-person events, white papers, webinars and more.

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
- Content Syndication
- Lead Generation
- Content Development
- Marketing Services

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Future Leader Awards  
Frontline Honors  
Prism Awards

**Contact Us** ➤

# Providing the **ambulatory surgery industry** with a targeted platform to reach key decision-makers every day

We'll match your business goals with a custom strategy for engaging with the right audiences through our platform, reaching them where they already are.

EMAIL NEWSLETTER

**1,100+**  
TOTAL SUBSCRIBERS



## Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.

# Online Display

## DESKTOP & MOBILE DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

A | 728x90 - **\$1500**

B | 970x250 - **\$2000**

C | 300x250 - **\$1000**

D | 300x600 - **\$1000**

E | 640x480 - **\$2000**

F | 300x250 (Mobile) - **\$1000**

G & H | 300x1000 - **\$2000**

I | **HEADLINE:** 5-10 Words\*

**COPY / CTA:** 30-40 Words\*



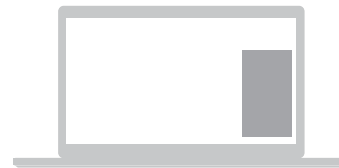
A | 728x90



B | 970x250



C | 300x250



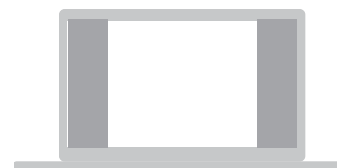
D | 300x600



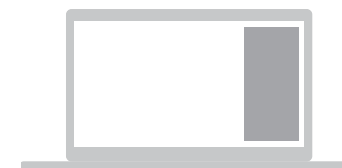
E | 640x480



F (mobile) | 300x250



G & H | 300x1000



I | **HEADLINE:** 5-10 words  
**COPY / CTA:** 30-40 Words

\*Contact your sales representative for more information and package pricing.

# Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

ASCN uses the latest in marketing automation, lead and profile management software to ensure all Enews delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

## IMAGE AD SPECIFICATIONS:

There are 3 image-based ad placements available.

Each placement includes:

- Image or Animated GIF in gif/jpg/png format
- Call to Action URL

*Leaderboard Ad A / 790x90 / \$2,500*

*Banner Ad B / 600x74 / \$2,000*

*Banner Ad C / 600x74 / \$2,000*

## FEATURED VIDEO AD SPECIFICATIONS:

Limited space available. Sold on a first-come, first-served basis. Rates are new & per week.

Placement includes:

- Video title/headline: max 45 characters
- Text description: max 50 words
- URL to video (advertiser hosted)
- Cover image: 300x300

**\$1,000**

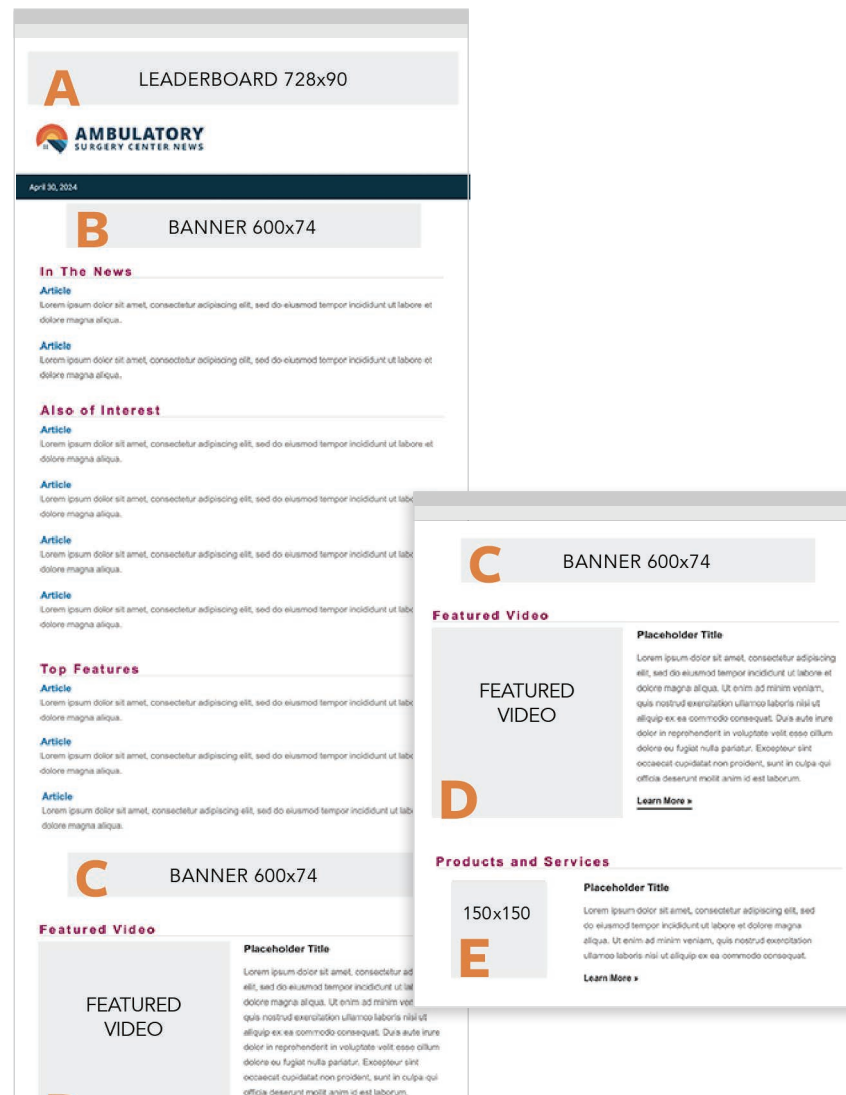
## PRODUCTS/SERVICES AD SPECIFICATIONS:

Limited space available. Sold on a first-come, first-served basis. Rates are new & per week.

Placement includes:

- Product/Service title/headline: max 40 characters
- Text description: max 60 words
- Company name and website link
- Image to display alongside text: 150x150

**\$800**



# Content Syndication

Audience Marketing | Lead Generation

## Lead Generation Campaigns

Pricing starts at \$150 per lead for exclusive programs with a minimum of 100 leads. 50% payment is required up-front after review of client provided materials and on-boarding form completion. 100 leads will be sourced at a time and transmitted via email in-real time and/or through a shared Google sheet.

For non-exclusive CPL programs based upon WTWH created and source material, a minimum of 100 leads is required at \$80 per lead.

## Content Assets

- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

White Paper | Case Study | Infographic | On-Demand Video

## Example of Content Asset Promo / Lead Collection

**WHITE PAPER**  
Investment Outlook  
for Ambulatory  
Surgery Centers  
HERTZ-TAGGART

Ambulatory Surgery Centers (ASCs) have been around since the 1970s, but today's market is seeing a surge in demand for the services these facilities provide. In addition, ASCs receive growing marks from patients, and investors are taking note.

**Read the white paper to learn:**

- The benefits ASCs offer to patients and investors
- Key market dynamics investors need to know
- Why many patients and staff prefer ASCs to traditional hospitals
- And more

**Business Email \***

**First Name \***

**Last Name \***

**Job Title \***

**Company Name \***

**Company Type \***

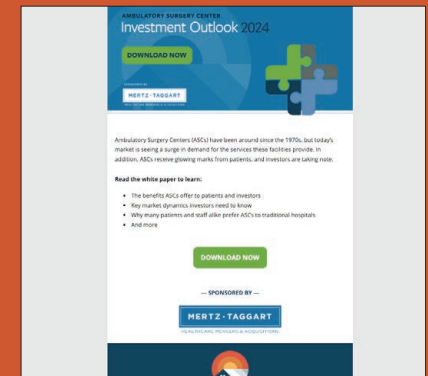
**Job Location \***

**Job Level \***

**Download as PDF**

**Download**

This white paper was created in partnership with HERTZ-TAGGART



Dynamic content provides the personalization necessary to drive more engagement

# CONTENT STUDIO

WHERE CONTENT MEETS RESULTS

STRATEGY.  
AMPLIFICATION.  
PERFORMANCE.

**WTWH's Content Studio** leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

## Branded content campaign creation:

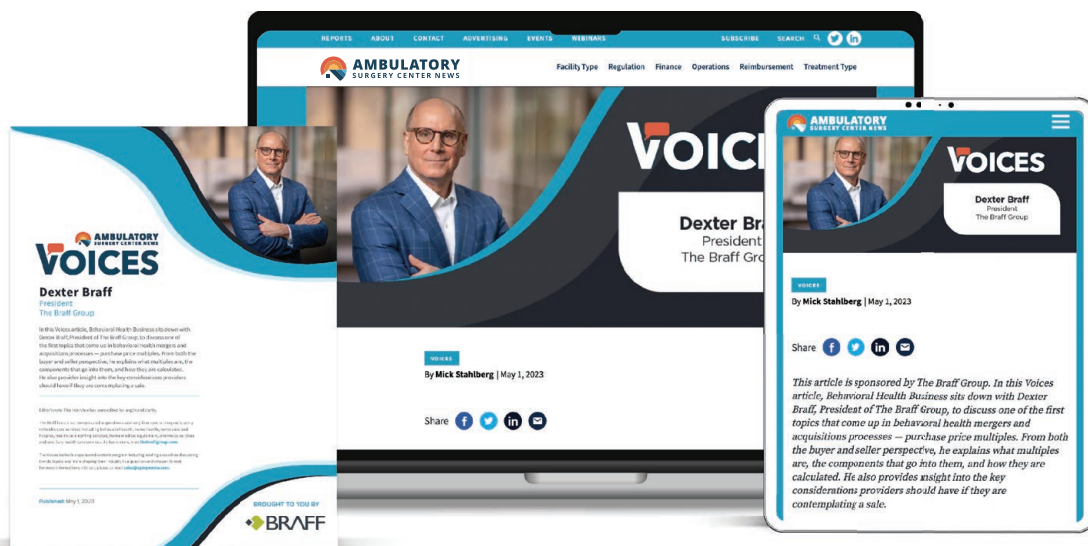
### Branded Industry Thought Leadership

VOICES and VIEWS Articles

*Voice matters when seeking to drive engagement and measurable results from engaged audiences.*



# VOICES



**Your Message, Your Voice.** Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as thought leaders in the ambulatory surgery industry.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

## EXECUTIVE Thought Leadership

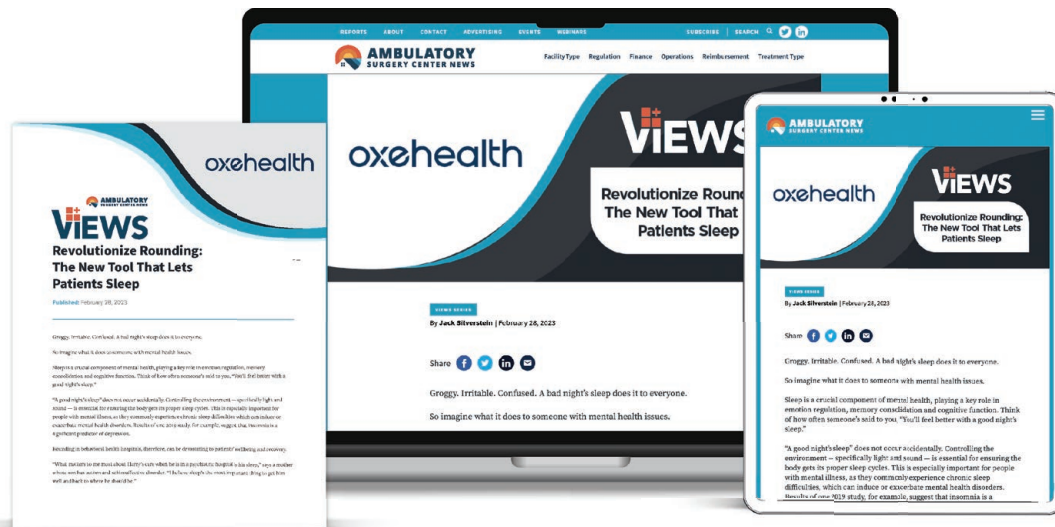
The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTWH editor
- Client has the ability to review edited transcript
- Posted on engineering.com website upon review and approval by both client and WTWH
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTWH and must fit WTWH standard and style formats
- Premium category takeover on website with a full concentration on the Voices brand

**\$3,250 per VOICES article**



# VIEWS



WTWH VIEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTWH.



WTWH will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.



Our high-touch, customized approach will result in a digital article that combines your message and our voice.

## EXECUTIVE Thought Leadership

The offering consists of the following:

- One phone interview between WTWH representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTWH as meeting WTWH editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTWH specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request

**\$3,250 per VIEWS article**

# 2025 Live Events

ASCN hosts live events each year with premier speakers, insightful discussion, and networking opportunities to further our attendees' understanding of the trends and practices defining ambulatory surgery. Some of the nation's most esteemed providers, health systems, agencies, solution providers, and academics involved in ambulatory surgery services attend ASCN conferences.

Sponsoring one of ASCN's events is an excellent way to bolster the value of your brand, grow your contact list, and shake hands with prospects and customers. While the facets of our sponsorship packages differ for each event and can range from speaking opportunities to cocktail receptions, all of our **sponsors can expect the following:**

- Logo recognition on the marketing materials that will be distributed to our subscribers via email, ASCN website and social media
- Logo recognition on conference signage and other onsite materials
- Complete list of attendees to the event including title, company name and email address
- Complimentary tickets to the event

For more details on events visit [ascnews.com/events](https://ascnews.com/events) or inquire with a sales representative about specific event information.

## 2025 CALENDAR

### Investments & Operations

**BONITA SPRINGS, FL**

FEBRUARY 17-19, 2025

The ASC Investment & Operations Conference is a two-day event focused on emerging trends, challenges and opportunities shaping the ASC market. care.

### CONTINUUM Conference

**NASHVILLE, TN**

DECEMBER 9-11, 2025

WTWH Media brings leaders from all of its verticals together to discuss how to improve and prepare for the future of the care continuum.

# Award Program Sponsorships

SENIOR HOUSING NEWS

ARCHITECTURE & DESIGN  
AWARDS

[shnawards.com](https://shnawards.com)

**The Senior Housing News (SHN) Design and Architecture Awards recognize cutting edge design, excellence, and innovation for newly constructed home care facilities.** We're looking to celebrate unique projects and companies that are improving the lives of hospice patients through innovative design. Entry fees start at \$500 for early bird entries and \$650 for regular submissions for 2024. Sponsorship opportunities are available for advertisers that include exclusive ad placements on all pages of the SHNA Website plus recognition as the exclusive sponsor on all promotional emails.

**The opportunity to be the exclusive sponsor for SHN Awards is available for \$15,000**



[aspectawards.com](https://aspectawards.com)

**WTWH Healthcare presents the Aspect Marketing, Advertising, and Public Relations Awards (the "Awards") featuring the industry's best examples of marketing and advertising in the care continuum.** In today's world of marketing, messaging expertise across all platforms is critical for success including both integrated campaigns as well as specific segments. The Aspect Awards honors projects and campaigns that showcase the industries, their customers, employees, and services they provide. Both providers and vendors are encouraged to enter their campaigns into the Aspect Awards.

**The opportunity to be the exclusive sponsor for ASCN is available for \$15,000**

— WTW<sup>H</sup> Healthcare presents —

# FUTURE LEADERS

[futureleaders.agingmedia.com](https://futureleaders.agingmedia.com)

**The WTW<sup>H</sup> Healthcare Future Leaders Awards (“the Awards”) program recognizes the next generation of leaders in the in-home care industry.** In a competitive environment for talent, companies are facing an unprecedented challenge to attract, retain and grow their leaders at all levels. As a means to highlight some of these exciting individuals, WTW<sup>H</sup> has created the awards program to shine a spotlight on talent and leadership for the companies they represent. These high performing employees are the ones shaping the future of the delivery of care. Individuals can be self-nominated or by a colleague. Nominees should represent someone making a difference.

**The opportunity to be the exclusive sponsor for ASCN is available for \$15,000**

## FRONTLINE HONORS

[frontlinehonors.com](https://frontlinehonors.com)

**WTW<sup>H</sup> Healthcare presents the Frontline Honors, a program showcasing the exemplary character and performance of frontline workers across the care continuum.** Frontline Honorees are at the top of their profession, representing the best of the best amongst their peers. They are caregivers, nurses, social workers, executive directors, and anyone else making a demonstrable difference in the care of residents and their families.

**The opportunity to be the exclusive sponsor for ASCN is available for \$15,000**

# PRISM AWARDS

BROUGHT TO YOU BY  
**WTW<sup>H</sup> Healthcare**

[agingmedia.com/2024-prism-awards](https://agingmedia.com/2024-prism-awards)

**WTW<sup>H</sup> Healthcare presents the Prism Awards, honoring individuals and organizations that have demonstrated exemplary achievements in the areas of Diversity, Equity, Inclusion and Belonging (DEIB), Environmental sustainability, Social stewardship.**

**The opportunity to be the exclusive sponsor for ASCN is available for \$12,000**

# Contact Us

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