



Advancing the science and practice of hand and upper extremity therapy through education, advocacy, research and clinical standards

2022 Year-Round **Advertising and Marketing** Opportunities

asht.org





MEMBERSHIP DEMOGRAPHICS

About ASHT

ASHT is a professional association of hand therapy professionals, who specialize in the treatment and rehabilitation of the upper extremity (hand, wrist, forearm, elbow and shoulder). The majority of our members have completed the requirements for the advanced designation of Certified Hand Therapist (CHT).

Our MISSION

To build and support the community for professionals dedicated to the excellence of hand and upper extremity therapy.

Our VISION

To be the recognized leader in advancing the science and practice of hand and upper extremity therapy through education, advocacy, research and clinical standards.

Contact US

For more information or to advertise:

SABINA GARGIULO | VP of Industry Relations

Direct: 856-380-6831 | Email: sgargiulo@asht.org

OUR REACH

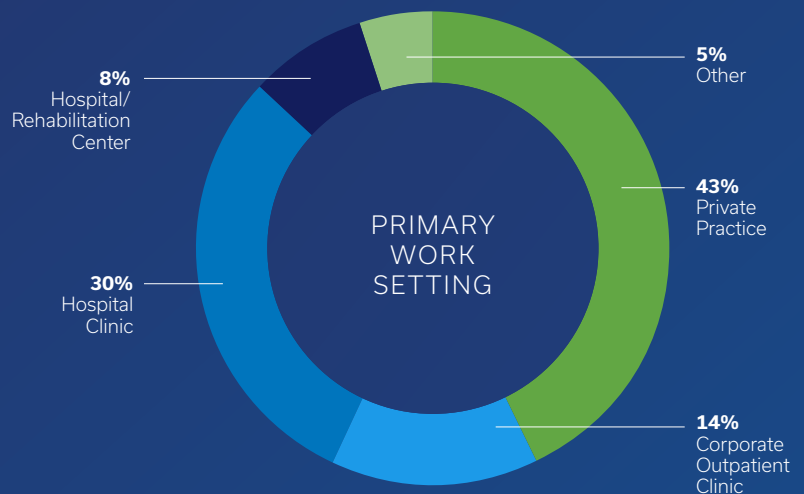
3,700+ members
specializing in
hand and upper
extremity therapy

- Certified Hand Therapists (CHTs) - 85%
- Educators
- Healthcare providers
- Occupational therapists
- Physical therapists
- Researchers
- Solution providers
- Students

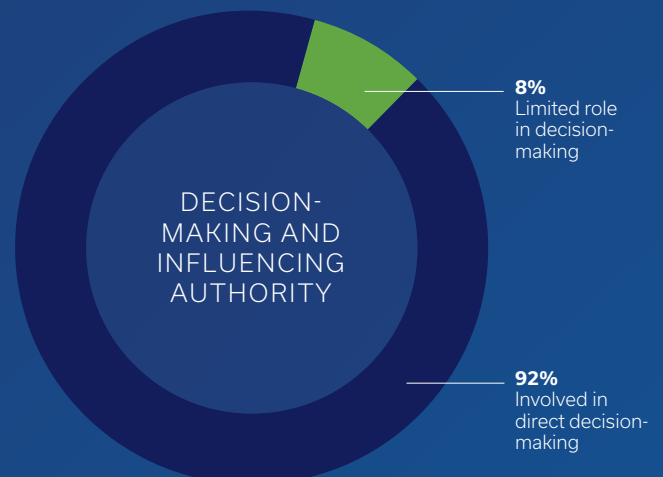
YEARS OF HAND AND UPPER EXTREMITY THERAPY EXPERIENCE



PRIMARY WORK SETTING



DECISION-MAKING AND INFLUENCING AUTHORITY



ASHT TIMES Magazine

Market your products and services to dedicated hand therapists by advertising in the ASHT Times magazine. A digital magazine delivered quarterly via email to all 3,700+ ASHT members. The new digital format allows for clickable links and new digital ad types.

These new ad types include a sidebar ad on the homepage that is visible at all times, embedded video and a call out/light-box for added content to further strengthen your brand-to-reader relationship.

ISSUE	DIGITAL	PRINT
Q1-Spring 2022	•	
Q2-Summer 2022	•	•
Q3-Fall 2022	•	
Q4-Winter 2022	•	

Special Print Edition Premium Positioning

Outside Back Cover • Add \$200 | Inside Front or Back Cover • Add \$100

Charges for Digital Enhancements, per issue

Home Page Sidebar • \$1,000 | Embedded Video • \$300/issue

Light-box/Call Out • \$300/issue



ADVERTISING Sizes & Rates

Full Page, Bleed\$860

Full Page, No Bleed\$860

Half Page, Vertical \$510

Half Page, Horizontal. \$510

1/4 Page \$400

2021 Inside PRINT Edition

Q2 SUMMER 2022 Special Print Edition

Landing in Summer 2022, ASHT will again be mailing to a circulation of 7,000+ members and other key industry leaders, a special print edition of the ASHT Times, along with the advance program for the 2021 Annual Meeting. ASHT is excited to host an in-person meeting (Washington, DC) this year, with an extension in a hybrid (virtual) format.

Become an advertiser in this special print edition and get your message directly into the hands of all members and attendees. Ads can be used to promote your booth location and any promotional offers that might attract a greater volume of traffic to your exhibit.

Building Community and Relationships VIRTUALLY During the COVID-19 Pandemic

By David Rutishauser, OTS, NYS, COT and Tashak Phipps, MSOT, COT

President's Message

Community

INSIDE 2021 ANNUAL MEETING CHOOSE YOUR OWN AGENDA! IN-PERSON OR VIRTUAL! BROCHURE AND PROGRAM INFO

EQUITY, COMMUNITY, EXCELLENCE

ASHT comes together to diversify, innovate and improve the future of hand and upper extremity therapy.

YEAR-ROUND OPPORTUNITIES

Website Advertising

The ASHT website is the information hub for all things association related and allows members to gain instant access to important information from ASHT. This is a targeted audience with a keen interest in learning about products, programs, services and educational opportunities related to the specialty of hand and upper extremity therapy. The ASHT website receives an average of 69,000 unique page views and over 14,000 unique visitors per month. Top website advertisers see a click-through rate of over 2%. This rate is 33x greater than the national average* (.06%)!

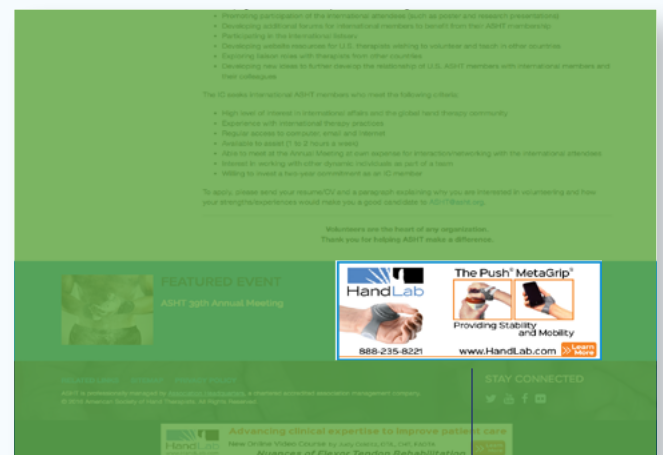
*Forbes, July 2020



Slider



Big Box Homepage



Big Box Secondary

Pricing	Slider* Run of Site (728 x 90)	Big Box Homepage (360 x 290)	Big Box Secondary Page (540 x 228)	Slider/Big Box BONUS Package**
3 months	\$650	\$550	\$550	\$1,150 a savings of \$50
6 months	\$1,120	\$1,020	\$1,020	\$2,065 a savings of \$75
9 months	\$1,600	\$1,500	\$1,500	\$3,000 a savings of \$100
12 months	\$2,050	\$1,950	\$1,950	\$3,850 a savings of \$150

*Slider auto-opens when webpage loads, and auto-closes after 30 seconds

**Includes one Big Box option, either Homepage or Secondary Page

EDUCATE ASHT MEMBERS (INCLUDES CE)

Vendor-led Webinar

\$2,500 per

ASHT proudly supports industry research and the latest advancements in technology, products, programs and services available to hand therapists. Partnering with ASHT on a promotional webinar (under the ASHT banner) is a smart way to further your organization's message to both members and non-members, while leveraging the society's network and marketing power.

Sponsors Receive:

- Ability to develop your own content and provide your own speaker
- Two months of free webinar access for ASHT members and non-members
- CE offered to hand therapists that successfully complete the quiz
- Co-branded PowerPoint slide deck template provided by ASHT
- One logo, 50-word company description with URL and contact information positioned on the opening and closing slide
- Lead share provided via list of registered webinar participants

Proven Results
On average, 260 CHTs watched and passed the CE exam for vendor-led webinars

ASHT Times Digital Supplement

\$7,000 per

After a successful pilot in 2019, ASHT is offering the ASHT Times Digital Supplement to all hand and upper extremity therapy solution providers. Work hand-in-hand with ASHT staff and volunteer leadership as you craft educational content for members of ASHT, and leverage the final product both within ASHT membership and within your own network.

Sponsors Receive:

- 4-6-page CE supplement of the ASHT Times that is released between standard editions
- Sponsor provides all content with oversight from the ASHT Education Division
- ASHT handles editing, design, launch and marketing of the supplement
- CE certificate instantly provided to hand therapists upon successful quiz completion

Proven Results

Over 1,000 therapists read the pilot supplement and 500 took the corresponding CE exam



All vendor-led webinars/digital supplements and their topics are subject to ASHT approval. Webinar dates and timing subject to ASHT approval. ASHT webinars are recorded and archived for on-demand access and all logistics, including the technology platform, are managed internally.

HANDS ON ADVERTISING

The official eNewsletter of ASHT

Hands On, ASHT's electronic newsletter, is distributed biweekly to all ASHT members. *Hands On* includes: upcoming events, member spotlight, industry trends, featured items and more! Advertising in *Hands On* includes company logo or ad with direct link to your company's website. Don't miss this opportunity to have your message delivered to all 3,700+ ASHT members and other industry leaders!

Banner Ads (468 x 60)

3 Months (6 issues)	\$275
6 Months (12 issues)	\$510
9 Months (18 issues)	\$750
12 Months (24 issues)	\$975

HAND THERAPY WEEK

Become a Champion of the Hand and Upper Extremity Specialty

June 6-12, 2022 • \$3,500

(exclusive sponsorship)

Hand Therapy Week is an integrated national program sponsored by ASHT. Our members are encouraged to sponsor and organize events in their communities, promoting the benefits of the profession and the services they provide.

Hand Therapy Week brings the benefits of the hand and upper extremity therapy specialty to new audiences, demonstrating the advantages of prevention and treatment procedures for patients who have been affected by an accident or trauma, and educating the public. A photo contest is held on ASHT's Facebook page each year. Winners receive gift certificates and are recognized in ASHT print and digital communications.

Benefits Include:

- Logo and/or recognition in all print and electronic promotional materials, including:
 - » Two posts on Facebook (10K+ Impressions)
 - » Two posts on Twitter (8K+ Impressions)
 - » Hand Therapy Week Webpage
 - » Dedicated e-blasts & *Hands On* member newsletter
- Sampling opportunity to all HTW photo/video contest participants
 - » ASHT promotes the product you'd like sampled
 - » Contact information for all contest participants is provided to sponsor for direct mailing of samples
- Template press release provided to easily promote your involvement to your database and the media



ASHT WEBINAR SPONSORSHIP

\$750 per

ASHT webinars focus on the most critical issues, future trends, best practices and next practices facing hand and upper extremity therapy today. Sponsor an ASHT-produced webinar to reach hand therapists when they are ready to be educated!

Sponsors Receive:

- One logo positioned in the lower right corner of each slide with the ASHT logo at the top left
- One logo, 50-word company description with URL and contact information positioned on the opening and closing slide
- Promotion through website, newsletter and social media
- Lead share generated by the webinar of registered participants

RETARGETING CAMPAIGNS

(Online Advertising)

Reach ASHT stakeholders with this innovative programmatic site retargeting program! If you're not familiar with retargeting, here is general overview:

How Retargeting Works



ASHT stakeholder visits ASHT website



ASHT stakeholder is added to targeting pool



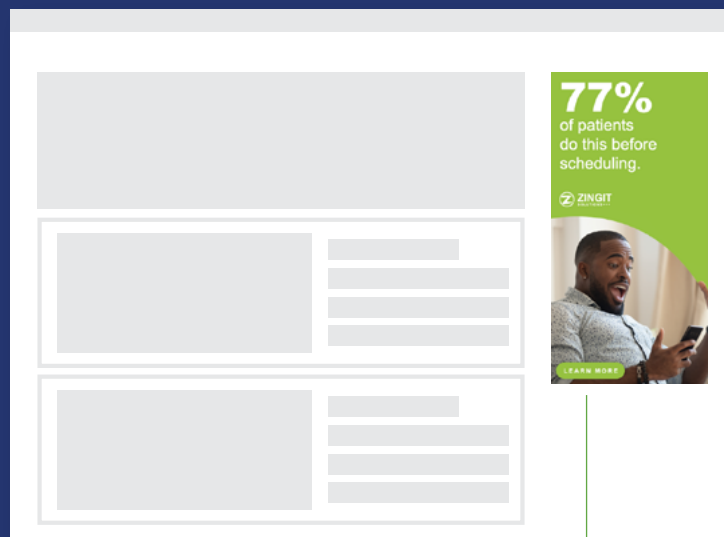
ASHT stakeholder is shown YOUR AD on other websites



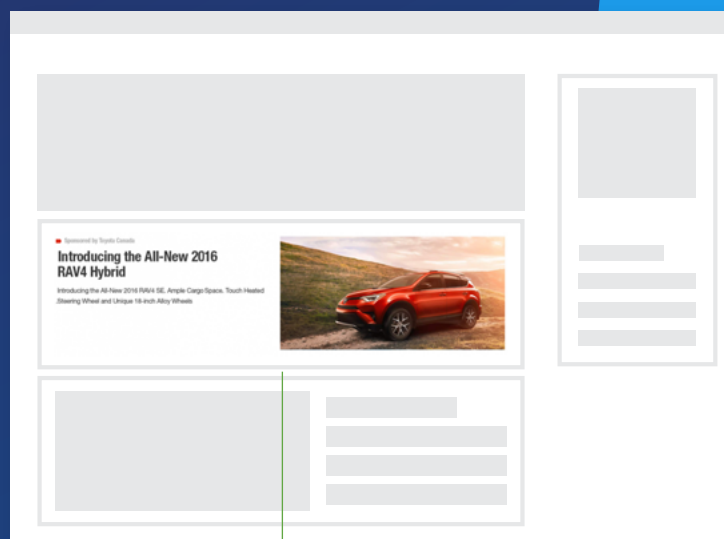
Stakeholder clicks ad and is directed to YOUR WEBSITE

Standard Display and Native Advertising Campaigns

Choose between standard display and native for each 15-day program.



Standard Display



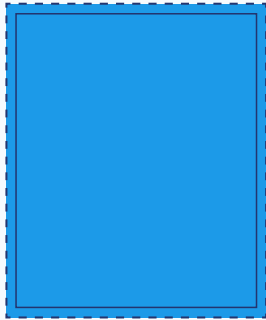
Native

Cost: \$1,500 for each 15-day retargeting program. ASHT cannot guarantee exact launch dates for this program, and it may run for more than 15 days.

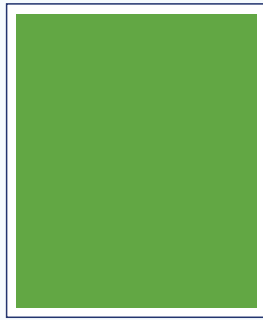
ARTWORK SPECS

Submit all artwork to: marketing@asht.org

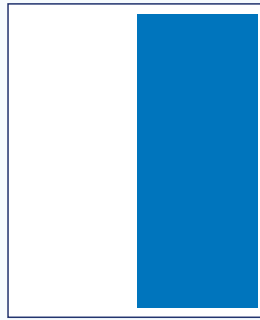
ASHT Times Ad Sizes



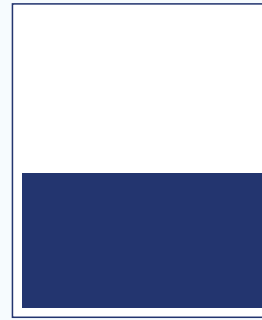
Full Page (Bleed)
Trim: 8.5" x 11"
Bleed: 0.125"



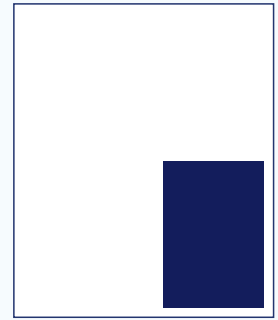
Full Page (No Bleed)
7.5" x 10"



1/2 Page
(Vertical)
3.75" x 10"



1/2 Page
(Horizontal)
7.5" x 5"



1/4 Page
3.75" x 5"

ASHT TIMES Ad Specs

Acceptable Digital Formats

Advertisements must be created and submitted in either Adobe InDesign (include fonts and images), Adobe Photoshop (TIF format), Adobe Illustrator (EPS format) or high-resolution PDF (fonts embedded). Ads created in other programs, such as Microsoft Word or PowerPoint, will not be accepted.

File Submission

Ads can be submitted on 100MB zip disk or CD-ROM. Ads can be emailed to marketing@asht.org if they are less than 3MB when compressed or stuffed. All compressed or stuffed files must be self-extracting.

Printing Requirements

The ASHT Times special print edition is printed by sheet-fed offset press. Black-and-white and color photographs should be scanned at no less than 300 dpi. Line art should be scanned at no less than 1,000 dpi. Standard dot gain is 5 percent, maximum ink density is 300.

Note: For color ads, the ASHT Times special print edition cannot guarantee color reproduction in printed publication without a supplied contract-level color proof. Advertiser must accept printer's judgment on color if something other than a contract-level proof is submitted.

ASHT Times Ad Deadlines

Issue	Reservation Due	Artwork Due
Q1	2/1/22	2/11/22
Q2	4/26/22	5/4/22
Q3	8/30/22	9/7/22
Q4	11/1/22	11/9/22

ASHT.org Banner Ads • Submit artwork and URL

Type	Target	Size	Format	DPI
Slider	Run of Site	728x90	JPG or GIF	72
Big Box	Homepage	360x290		
Big Box	Secondary Page	540x228		

ASHT.org Vendor Marketplace Ads

Submit artwork, URL and Vendor Marketplace Category.

Type	Size	Format	DPI
Premium	489x90	JPG	72
Basic	239x90		

Hands On eNewsletter Ads • Submit artwork and URL

Size	Format	DPI
728x90	JPG or GIF	72

ASHT 2022 ADVERTISING APPLICATION

PRIMARY CONTACT INFORMATION (HANDLES ALL ADVERTISING LOGISTICS)

Contact Name _____ Contact Title _____
 Contact Email _____
 Contact Office Phone _____ Contact Mobile Phone _____

INFORMATION FOR PROGRAM GUIDE AND PROMOTIONS (ASHT MEMBER-FACING INFORMATION)

Company Name _____
 Address _____
 City _____ State _____ ZIP _____
 Main Phone _____ Website _____

ASHT Times Magazine							
Ad Size	Rate per issue	Q1	Q2 (PRINT)	Q3	Q4	Special Print Edition (Q2) Premium Positioning	Add
Full Page, Bleed, 8.75" x 11.25"	\$860	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Outside Back Cover	<input type="checkbox"/> \$200
Full Page, No Bleed, 7.5" x 10"	\$860	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Inside Front Cover	<input type="checkbox"/> \$100
Half Page, Vertical, 3.75" x 10"	\$510	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Inside Back Cover	<input type="checkbox"/> \$100
Half Page, Horizontal, 7.5" x 5"	\$510	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1/4 Page, 3.75" x 5"	\$400	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

ASHT.org Website Advertising					
Length of Time	Slider (728x90)	Big Box Homepage (360x290)	Big Box Secondary Page (540x228)	Slider/Big Box BONUS Package	<input type="checkbox"/> Homepage <input type="checkbox"/> Secondary
3 months	<input type="checkbox"/> \$650	<input type="checkbox"/> \$550	<input type="checkbox"/> \$550		<input type="checkbox"/> \$1,150
6 months	<input type="checkbox"/> \$1,120	<input type="checkbox"/> \$1,020	<input type="checkbox"/> \$1,020		<input type="checkbox"/> \$2,065
9 months	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,500		<input type="checkbox"/> \$3,000
12 months	<input type="checkbox"/> \$2,050	<input type="checkbox"/> \$1,950	<input type="checkbox"/> 1,950		<input type="checkbox"/> \$3,850

YEAR-ROUND SPONSORSHIP/ADVERTISING OPPORTUNITIES

- ☐ ASHT Times Digital Supplement \$7,000
- ☐ Vendor-Led Webinar Sponsorship \$2,500 per qty. _____
- ☐ ASHT Webinar Sponsorship \$750 per qty. _____
- ☐ Hand Therapy Week \$3,500
- ☐ Retargeting (15-day campaign) \$1,500 per qty. _____

Hands On eNewsletter	
Rotation	Investment
3 months / 6 Issues	<input type="checkbox"/> \$275
6 months / 12 Issues	<input type="checkbox"/> \$510
9 months / 18 Issues	<input type="checkbox"/> \$750
12 months / 24 Issues	<input type="checkbox"/> \$975

PAYMENT INFORMATION

Total \$ _____

☐ Invoice me for payment by check or secured payment link (credit card)

☐ Please charge my credit card below:

☐ Visa ☐ Master Card ☐ American Express

Name on Card _____

Account Number _____ Exp. Date _____ Security Code _____

Signature _____

☐ Invoice me for payment by wire transfer or ACH
It is important to note that most banks charge a service fee for wire transfers. ASHT charges a flat fee of \$25.00 USD for all payments being made by wire transfer to cover any bank service fees that are imposed. This additional amount will be reflected in your invoice.

Payment Policies and Requirements:

1. Ads will not run without up-front payment in full.
2. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to ASHT.
3. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount of 10% the total fee.
4. All cancellations must be submitted to ASHT in writing. 10% of total fee will be retained as a cancellation fee.
5. Advertisers are responsible for ensuring the accuracy of all advertising content. ASHT is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
6. Advertisers assume liability for all content of published advertising, and assume responsibility for all claims against the ASHT Times resulting from their advertising.
7. Requests for specific position are not guaranteed unless position premium has been selected in the advertising agreement.