



**American Society  
of Hand Therapists™**

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

2023 Year-Round  
**Advertising  
and Marketing**  
Opportunities

[asht.org](https://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 (shoulder, arm, elbow, forearm, wrist, and hand). 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:

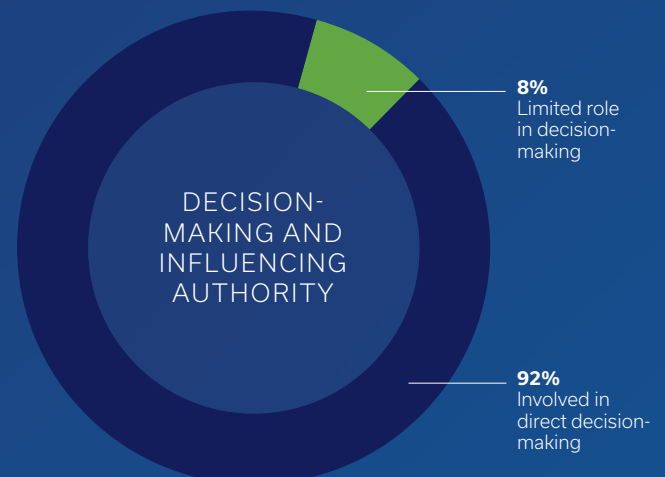
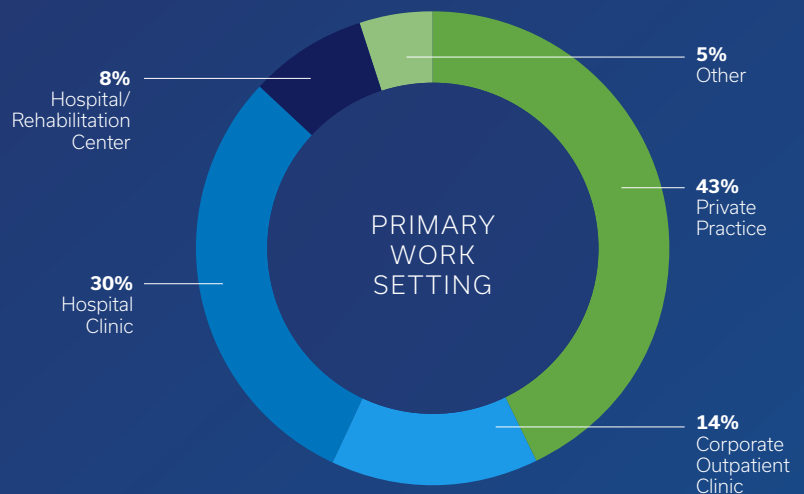
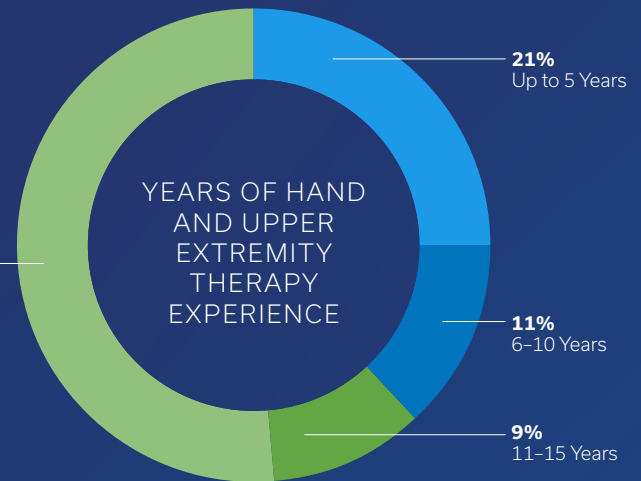
**AMANDA BRAY** | Industry Relations Manager

Direct: 856-437-4750 | Email: [abray@asht.org](mailto:abray@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



# 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 2023	•	
Q2-Summer 2023	•	•
Q3-Fall 2023	•	
Q4-Winter 2023	•	

## 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 . . . . . \$990

Full Page, No Bleed . . . . . \$990

Half Page, Vertical . . . . . \$585

Half Page, Horizontal. . . . . \$585

1/4 Page . . . . . \$460

2022 Inside PRINT Edition

## Q2 SUMMER 2023 Special Print Edition

Landing in Summer 2023, 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 2023 Annual Meeting. ASHT is excited to host an in-person meeting in San Antonio 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.



# 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%)!

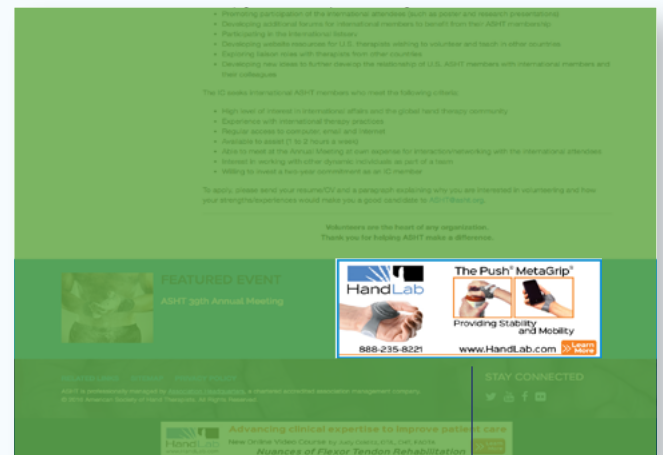
\*Forbes, July 2020



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	\$750	\$635	\$635	\$1,320 a savings of \$65
6 months	\$1,290	\$1,175	\$1,175	\$2,380 a savings of \$85
12 months	\$2,360	\$2,240	\$2,240	\$4,400 a savings of \$200

\*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 (2038 x 375)

3 Months (6 issues) .....	\$315
6 Months (12 issues) .....	\$585
9 Months (18 issues) .....	\$860
12 Months (24 issues) .....	\$1,120

## HAND THERAPY WEEK

### Become a Champion of the Hand and Upper Extremity Specialty

**June 5-11, 2023 • \$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



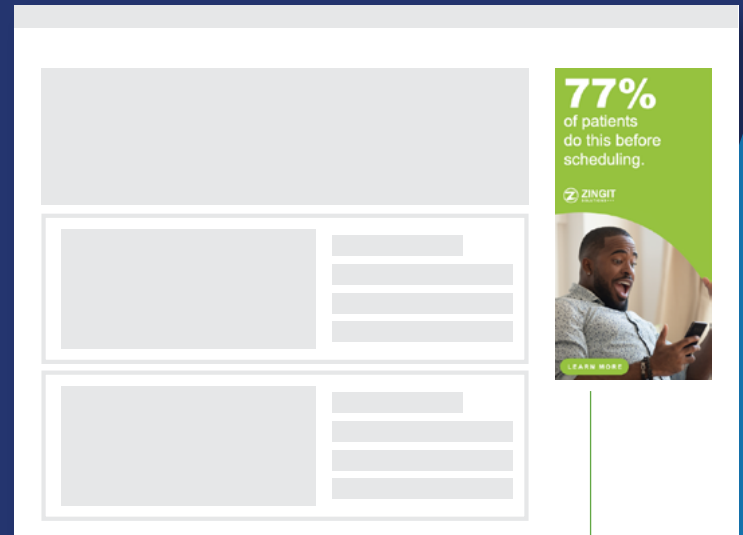
ASHT stakeholder is shown YOUR AD on other websites



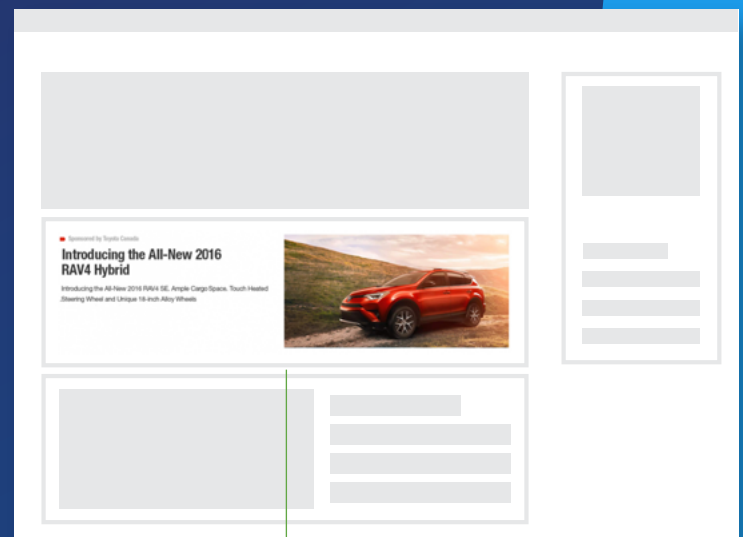
Stakeholder clicks ad and is directed to YOUR WEBSITE

## 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.

# NEW!



## TWEETORIAL

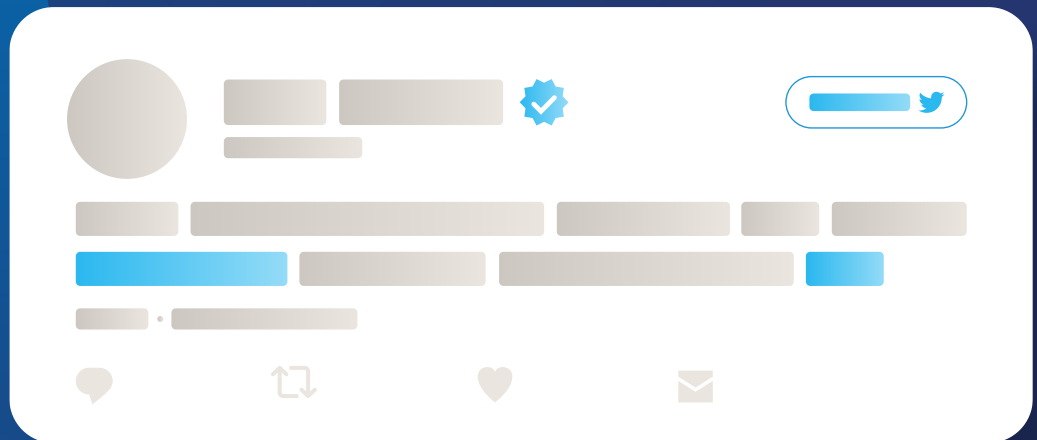
Tweetorials are a thread of multiple individual tweets linked together to tell a story. While the 280-character limit constrains individual tweets to focused morsels, these can be threaded together as Tweetorials to express complex ideas. This is balanced by the wonderful discussions that ensue, often involving content experts and serving as an organic and engaging form of peer review.

An impactful Tweetorial needs well-defined learning objectives. What should your learners take away from your Tweetorial? These should be clear, specific and sequential such that one flows into another. Craft them as questions that can draw in their interest.

Tweetorials are promoted via the association newsletter, social media and one email blast to members. Engagement metrics provided within 48 hours of scheduled Tweetorial.

**\$2,500 per campaign: 12–15 tweets**

**One campaign available per month**



## VENDOR MARKETPLACE

ASHT is proud to reintroduce the Vendor Marketplace. It is a virtual online store integrated with the ASHT website, providing hand and upper extremity therapy practitioners with a "one-stop shop."

The Marketplace is open to both members and non-members, whereby practitioners will be able to shop, learn and meet all product and service needs for their patients and practices right from the ASHT website by browsing through our various Vendor Marketplace categories!

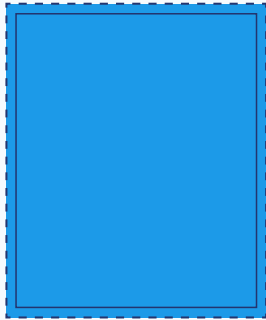
**\$500 per listing for 12 months**



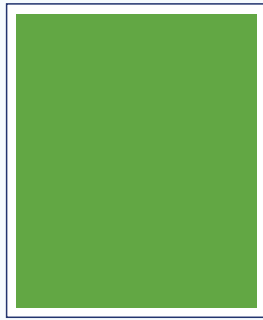
# ARTWORK SPECS

Submit all artwork to: [marketing@asht.org](mailto:marketing@asht.org)

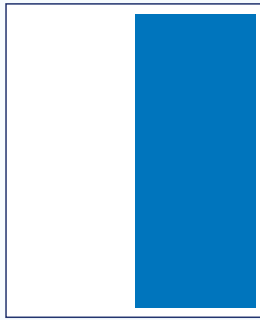
## ASHT Times Ad Sizes



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



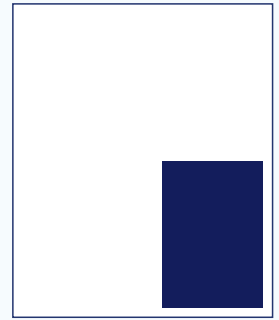
Full Page (No Bleed)  
7.5" x 10"



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](mailto: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	2/1/23	2/11/23
Q2	4/26/23	5/4/23
Q3	8/30/23	9/7/23
Q4	11/1/23	11/9/23

### 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.

Size	Format	DPI
489x90	JPG	72

### Hands On eNewsletter Ads • Submit artwork and URL

Size	Format	DPI
2038 x 375	JPG or GIF	72

# ASHT 2023 ADVERTISING APPLICATION

## PRIMARY CONTACT INFORMATION (HANDLES ALL ADVERTISING LOGISTICS)

Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact Office Phone \_\_\_\_\_ Contact Mobile Phone \_\_\_\_\_

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with the terms, condition, and advertising policies contained therein by reference (collectively, the Agreement) posted on the ASHT website and all policies, adopted by the ASHT hereinafter.

Signature \_\_\_\_\_

## 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"	\$990	<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"	\$990	<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"	\$585	<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"	\$585	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1/4 Page, 3.75" x 5"	\$460	<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"/> \$750	<input type="checkbox"/> \$635	<input type="checkbox"/> \$635		<input type="checkbox"/> \$1,320
6 months	<input type="checkbox"/> \$1,290	<input type="checkbox"/> \$1,175	<input type="checkbox"/> \$1,175		<input type="checkbox"/> \$2,380
12 months	<input type="checkbox"/> \$2,360	<input type="checkbox"/> \$2,240	<input type="checkbox"/> \$2,240		<input type="checkbox"/> \$4,400

## 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. \_\_\_\_\_
- ☐ Vendor Marketplace ..... \$500 per qty. \_\_\_\_\_
- ☐ Tweetorial ..... \$2,500 per qty. \_\_\_\_\_

Hands On eNewsletter	
Rotation	Investment
3 months / 6 Issues	<input type="checkbox"/> \$315
6 months / 12 Issues	<input type="checkbox"/> \$585
9 months / 18 Issues	<input type="checkbox"/> \$860
12 months / 24 Issues	<input type="checkbox"/> \$1,120

## PAYMENT INFORMATION

Total \$ \_\_\_\_\_

All applications should be returned to Amanda Bray at [abray@asht.org](mailto:abray@asht.org). Please contact Emmy Mielcarz at [emielcarz@asht.org](mailto:emielcarz@asht.org) for wire transfer information or billing questions. Please be sure to include her on your 'safe sender' list to ensure you receive her emails.

- ☐ Invoice me for payment by check or secured payment link (credit card)
- ☐ Please charge my credit card below:
- ☐ Visa ☐ Master Card ☐ American Express
- ☐ 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.*

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

### 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.