

2023

ASNC
MEDIA KIT



ABOUT ASNC

Who we are

The American Society of Nuclear Cardiology (ASNC) is the world's leading network of nuclear cardiology imaging professionals. Everything we do is to support our 4,900+ members worldwide so they can deliver the best possible evidence-based imaging to patients.

Our Mission

To improve cardiovascular outcomes through image-guided patient management.

Our Strategic Priorities

Increase
Relevance
of Nuclear
Cardiology
and ASNC

- Strategic Communications
- Tactical Education
- Enhanced Member Engagement

Promote Lab
Modernization
and Quality

- Demonstrate Value of Improved Outcomes
- Promote Breadth of Applications
- Foster Innovative Outreach

Your organization can be a part of the continuing evolution in nuclear cardiology by supporting and collaborating with ASNC to support your customers' successes.

ASNC has built a strong comprehensive portfolio of opportunities for Industry Partners to achieve their goals as well as build and enhance relationships with imaging professionals.

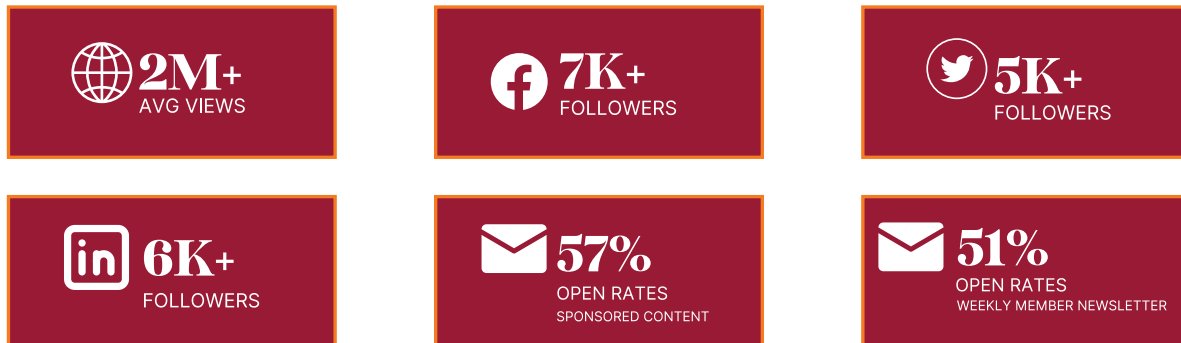
Join ASNC in its mission to advance the field of nuclear cardiology.



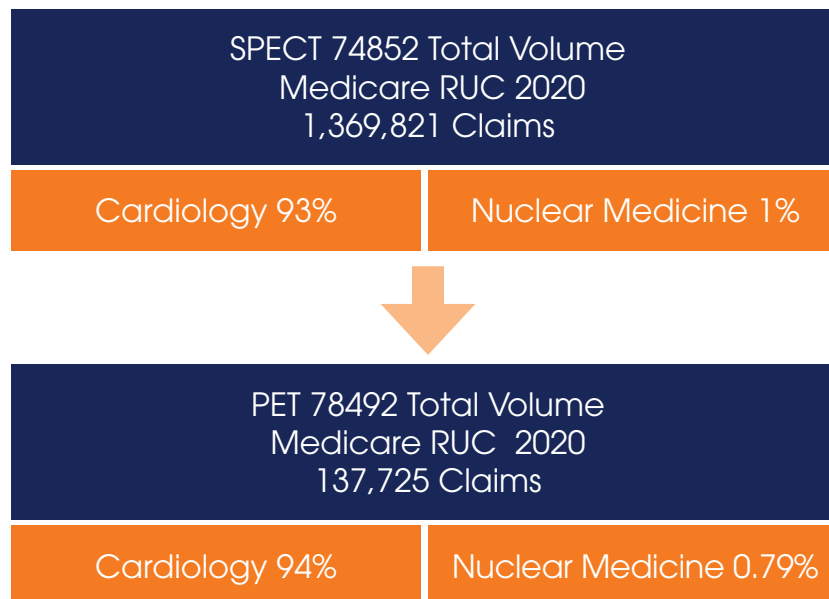
ASNC: Where Cardiology and Imaging Intersect

ASNC is the international leader in education, advocacy, and quality in cardiovascular imaging with 4,900+ members worldwide.

Founded in 1993, ASNC's membership is composed of **cardiologists, radiologists, physicians, scientists, technologists, imaging specialists**, and other professionals dedicated to the science and practice of nuclear cardiology.



ASNC is where your marketing investment reaches the right audience and achieves optimal return on investment. Altogether, 77% of ASNC's members are cardiologists, making ASNC your target audience for nuclear cardiology.



What does this data mean for you? Across all points of service, **cardiologists are performing the vast majority of nuclear cardiology studies.** The state of nuclear cardiology is strong!

Advertising Opportunities

ASNC.org WEBSITE

Our website averages more than 2 million views annually from more than 88 countries. Ads will appear on specific pages based on interest and web traffic. Horizontal and vertical tower ads available.

\$3K – \$5K per month depending on page location



TOP 10 ASNC WEBPAGES FROM JAN 2021- DEC 2022

Homepage - 635K+
Membership Application - 72K+
Guidelines and Standards - 54K+
Education/Online CME - 49K
Board Prep - 38K+
Annual Meeting - 23K+
JNC - 22K+
Join ASNC/Membership - 22K+
Cardiac Amyloidosis Resource Center - 21K+
Meetings and Live Programs - 21K

FLASHPOINT

Flashpoint is ASNC's official newsletter delivered to ASNC members and nuclear cardiology professionals. Delivered every Monday morning, *Flashpoint* provides all the important news of the Society such as advocacy alerts, educational programs, and the latest developments in the field. *Flashpoint* has an average open rate of 51% and can accommodate leaderboard and banner ads.



4 issues/one month – \$7K

4 issues/multiple months – \$5K per month

ASNC INDUSTRY PORTAL

Bring your website and products directly to ASNC members! ASNC has heard from its membership and they want information from you, our Industry Partners. Members are ready to upgrade equipment and modernize their labs. The Industry Portal is a unique opportunity for your company to develop a dedicated page on the ASNC website to highlight your products and services.

ASNC features the Industry Portal in *Flashpoint*, email blasts, SmartBrief and social media. Your page can be enhanced with promotional opportunities and run through 12 concurrent months from the time of publication.



Basic page – \$5K

Enhanced marketing – \$8K (to include premium placement and marketing from ASNC)

Advertising Opportunities

NEW IN 2023 - ASNC ONLINE MEMBER COMMUNITY

This is a new opportunity to reach ASNC members through banner advertising and sponsored posts within each member's dedicated news feed. The member community will host discussion forums, committee meetings, and opportunities for collaboration.

\$3K – \$5K per month depending on location

ASNC MEMBERSHIP EMAIL BROADCAST AND DIRECT MAIL LIST

Reach the nuclear cardiology community by sending an email broadcast or direct mail piece to ASNC members. This is a year-round opportunity that allows your message to be front and center for your target audience. For email campaigns, the full HTML file is generated by the sponsoring organization and ASNC will deploy to our opted in members. You can also choose to send a direct mail piece. Once your mailer has been approved, ASNC will deliver a list of addresses to your mail house.

Email broadcast – \$4K each

Direct mail list rental – \$3K

JOURNAL OF NUCLEAR CARDIOLOGY

The *Journal of Nuclear Cardiology (JNC)* is the official publication of the American Society of Nuclear Cardiology. The publication brings more than 4,500 readers peer-reviewed original articles and timely discussions about the current and future role of nuclear cardiology and other imaging modalities.

Ad Pricing

	1x	6x	12x	24x
Covers	\$5,768	\$5,307	\$5,191	\$4,960
TOC	\$4,820	\$4,435	\$4,338	\$4,146
Full Page	\$3,842	\$3,688	\$3,458	\$3,304
Half Page	\$3,337	\$3,204	\$3,003	\$2,870





**For questions about these opportunities or to learn more,
contact Megan LaVine at MLaVine@asnc.org**