Advertising with ASiT

A guide for advertisers and sponsors

September 2009

ASiT The Association of Surgeons in Training
Registered Charity (No. 274841)
Advertising with ASiT

The Association of Surgeons in Training (ASiT) is the representative body of trainees from all nine surgical disciplines. ASiT is a registered charity (No. 274841) and was originally established in 1976 as a forum for senior registrars to meet socially and discuss matters relating to training.

ASiT has grown in size and stature over the past 30 years and is now the second largest surgical specialty association in the UK with a membership of over 2,000 trainees. Its’ central premise is to promote excellence in surgical training. For further information on ASiT’s current activities please visit our website www.asit.org or contact us for a current copy of the ASiT Profile.

In addition to our current membership of junior doctors, ASiT hosts an e-forum which continues to engage over 1,300 alumni, now mostly UK-based Consultant surgeons.

Through its various facets, ASiT provides a number of opportunities to advertise to the surgical community. The tariffs that these attract depend on the nature of the product advertised and the implied benefits to the members contained within the promotion.

The advertising fee schedule for ad-hoc product advertising is laid out in the following document under the headings;

- Courses
- Conferences / academic meetings
- Books / journals / educational media
- Locum agencies
- Postgraduate programmes
- Miscellaneous

In addition, we offer a number of sponsorship packages whereby commercial partners can chose to affiliate with ASiT. Details of this are set out in a separate document, the ASiT Profile, which can be accessed at our website www.asit.org or alternative contact us at the address provided.

Thank-you for considering advertising with ASiT. If you have any further queries please feel free to contact us.
Advertising Opportunities

Email Newsletter

ASiT publishes a bi-monthly email newsletter, sent to all current members and alumni registered on our e-forum. This contains details of current activities, education and training news, together with other information of interest to members.

The newsletter is professionally distributed through Constant Contact, giving us detailed readership statistics.

We are able to include adverts for courses, books, products, meetings or other miscellaneous adverts in keeping with ASiT’s objectives.

Email Adverts

ASiT is able to distribute dedicated HTML advertising emails to members and alumni based on graphics supplied to us.

These can be for courses, books, products, meetings or other miscellaneous adverts in keeping with ASiT’s objectives.
ASiT Website

www.asit.org

We run a content-rich website, featuring the latest information and news relevant to members. Our publications and position statements are freely available, and a members-only section contains e-forum for online debate, in addition to numerous special offers and discounts available to members.

The website is professionally managed by Mixd Web Design and Google Analytics gives us detailed statistics on the readership. From 1 January – 1 August 2009 the ASiT website received just under 1,000 visits per week.

Advertising on the website takes the form of:
- Links
- Banners
- Sponsors pages
- Downloadable material

We are able to design suitable website banners and logos for advertising on the ASiT website in-house based on information and graphics provided by advertisers.

Adverts and sponsors pages can be integrated into email adverts through dedicated weblinks. Previous links have taken advantage of the educational nature of ASiT by providing online learning modules showcasing their products.
Annual Conference

Each year ASiT organises a three-day national conference for surgical trainees, offering a range of educational courses, lectures and topical debates. Attracting nearly 350 delegates, this represents the main academic and social event for surgical trainees.

Recent conferences have been hosted in:
- Kingston-upon-Hull 2010
- Nottingham 2009
- Birmingham 2008
- Belfast 2007
- Edinburgh 2006

Guest speakers are typically nationally and internationally recognised clinical or academic leaders, including the Presidents of the surgical Royal Colleges and leading figures from research and medico-politics.

Abstracts of audit and research projects are invited from trainees in all nine surgical specialities, with accepted abstracts published in *International Journal of Surgery*. In addition a lively social programme accompanies the conference, with a drinks reception and formal Gala Dinner.

Advertising and sponsorship opportunities include:
- Commercial stands
- Conference programme advertising
- Named lecture / session
- Named prizes
- Delegate literature
- Pre-conference courses
- Delegate bags
- Lanyards and registration badges

Please contact us for further details of advertising or sponsoring the Annual Conference.
Advertising courses

Level 1: Website member's area listing
- FREE
As a service to our members, we freely advertise all courses within the members section. This is a list of those courses that we feel may be of interest or value to our members. There is no active promotion, and it is viewable by members only.

Level 2: Website front page listing
- FREE if no registration fee for ASiT members
- FREE if discounted or free places offered to ASiT to the value of > £175
- All other courses: £175
Courses will initially be listed on the front page with a link to a page containing details which is accessible to all, not just ASiT members. Free places are allocated to ASiT members in liaison with the organisation offering these. We are happy to administer this allocation, and places may be offered to the most deserving applicants, first-come-first-served, etc as is appropriate to the course.

Level 3: Active promotion
- £300
Course / product details will be specifically emailed to our 2,000 members. An advert will be included in our bi-monthly e-newsletter. The opportunity for an advertising banner/pod to be hosted on the front page and all major index pages of the ASiT website will be made available. It will appear on rotation at a frequency of no less than 3: 1. A dedicated webpage containing relevant details linked to this advert banner/pod is accessible by all. Graphics to be supplied by advertiser; graphic design of adverts is not included, although this may be available for an additional fee.

ASiT Affiliation
- Contact us
As a separate means of promotion, we may be able to offer "ASiT Affiliation" for educational courses, allowing ASiT branding to be used in the promotion of these in return for stipulating ASiT membership for course participants and donating a proportion of course income to ASiT. Please contact us for further details.
Advertising conferences and meetings

Level 1: Website member's area listing

- **FREE**
  As a service to our members, we freely advertise all conferences/meetings within the members section. This is a list of those conferences/meetings that we feel may be of interest or value to our members. There is no active promotion, and it is viewable by members only. See [http://www.asit.org/events](http://www.asit.org/events) for examples.

Level 2: Website front page listing

- **Free if no registration fee to ASIT members**
- **Free if discounted or free places offered to ASIT to the value of > £175**
- **All other courses: £175**
  Conferences/meetings will be listed on the ASiT home page with a link to a page containing further details accessible by everyone, not just ASiT members. Free places are allocated to ASiT members in liaison with the organisation offering these. We are happy to administer this allocation, and places may be offered to the most deserving applicants, first-come-first-served, etc as is appropriate to the meeting.

Level 3: Active promotion

- **£300**
  Conference/meeting details will be specifically emailed to our 2,000 members. An advert will be included in our bi-monthly e-newsletter. An advertising banner/pod will be placed on the website home page and all major index pages of the ASiT website. This advert will appear on rotation at a frequency of no less than 3:1. A dedicated webpage containing relevant details linked to this advert banner/pod is accessible by all. Graphics to be supplied by advertiser; graphic design of adverts is not included, although this may be available for an additional fee.

**Reciprocal Agreements**

The annual scientific meetings of the nine surgical specialties are entitled to free listing on the ASiT website and may have a single promotional email distributed to the ASiT membership list provided this is reciprocated for the ASiT Annual Conference. We would encourage specialist societies to add value for trainees by offering a number of complimentary places, awarded either on a competitive or application basis.
Advertising academic books & journals

Publishers are welcome to submit books and journals for review in our Yearbook. There is no charge associated with this. The annual submission deadline is November.

**Academic book / journal promotion**

- £400

Active promotion of a single publication or publication deal via a dedicated HTML email our membership. Graphics to be supplied by advertiser; graphic design of adverts is not included, although this may be available for an additional fee.

**Publishers’ Discounts**

- **Contact us**

Publishers wishing to offer a membership discount for ASiT members are welcome to discuss this with us. We are able to provide a listing on our ‘Book Deals and Journal Subscriptions’ webpage, accessible only by members, and promote this via the membership email list. See [http://www.asit.org/resources/book_deals](http://www.asit.org/resources/book_deals) for examples.

Advertising locum agencies

**Active promotion**

- £400

Locum agency details will be specifically emailed to our 2,000 members. An advert will be included in our bi-monthly e-newsletter. The opportunity for an advertising banner/pod to be hosted on the front page and all major index pages of the ASiT website will be made available. It will appear on rotation at a frequency of no less than 3:1. A dedicated webpage containing relevant details linked to this advert banner/pod is accessible by all. Graphics to be supplied by advertiser; graphic design of adverts is not included, although this may be available for an additional fee.

Please note that ASiT cannot advertise specific job details, only the job agencies.
Advertising postgraduate programmes

Postgraduate courses that lead to a recognised qualification, including but not limited to a postgraduate certificate, postgraduate diploma and masters degree, attract a separate tariff. The level is determined by the extent of the specific benefit afforded to our members and the degree of promotion.

Level 1
- FREE
A postgraduate programme offered at a substantially discounted rate to ASiT members (≥15%) will be listed on our website under the heading ‘Postgraduate Courses’ at no charge.

Level 2: Website Listing
- £300
A non-discounted postgraduate programme that is felt to be of interest to our membership will be listed on our website and accessible to members and non members alike.

Level 3: Active Promotion
- £500
Postgraduate programme details will be specifically emailed to our 2,000 members. An advert will be included on a single occasion in our bi-monthly e-newsletter. An advertising banner/pod will be placed on the website home page and all major index pages of the ASiT website. This advert will appear on rotation at a frequency of no less than 3:1. A dedicated webpage containing relevant details linked to this advert banner/pod is accessible by all. Graphics to be supplied by advertiser; graphic design of adverts is not included, although this may be available for an additional fee.
Miscellaneous advertising

Miscellaneous Products

Other products in keeping with the objectives of ASiT can be advertised to members on a case-by-case basis and attract a separate tariff. The level of this is determined by the extent of the specific benefit afforded to our members and the degree of promotion. Please contact us to discuss if you are interested in advertising under this category.

Level 1

- **FREE**

A product offered at a substantially discounted rate to our membership (≥10%), compared to their retail price, will be listed on our website under the heading ‘Special Offers’. See [http://www.asit.org/resources/special_offers](http://www.asit.org/resources/special_offers) for examples.

Level 2

- **Contact us**

A non-discounted product that is felt to be of interest to our membership will be listed on our website and accessible to members and non members alike.

Level 3: Active Promotion

- **Contact us**

Product details will be specifically emailed to our 2,000 members. An advert will be included on a single occasion in our bi-monthly e-newsletter. An advertising banner/pod will be placed on the website home page and all major index pages of the ASiT website. This advert will appear on rotation at a frequency of no less than 3:1. A dedicated webpage containing relevant details linked to this advert banner/pod is accessible by all. Graphics to be supplied by advertiser; graphic design of adverts is not included, although this may be available for an additional fee.