



2021 MARKETING PARTNERSHIPS



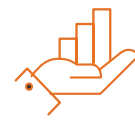
WHAT'S ASET?

Established in 1959, ASET - The Neurodiagnostic Society is the premier international professional association for individuals involved in the study and recording of electrical activity in the brain and nervous system. As a 501(c)(6) membership organization, ASET provides leadership, advocacy and professional excellence for our members; creates greater awareness of the profession; and establishes standards and best practices to ensure quality patient care.



ADVERTISING AND SPONSORSHIP

Interested in developing a strategic relationship with the dynamic and expanding Neurodiagnostic industry? For over 60 years, ASET has built and cultivated a community of Neurodiagnostic professionals and medical institutions passionate about improving patient care. Our communication channels and events offer your brand unique opportunities to create an intimate tie with highly engaged industry experts in the U.S. and beyond.



**Custom advertising packages are available.
Contact ASET's Marketing Department:**

Aman Ayalew

Marketing Manager

816.931.1120, ext. 106

816.944.3237 direct

aman@aset.org

Audience Demographics

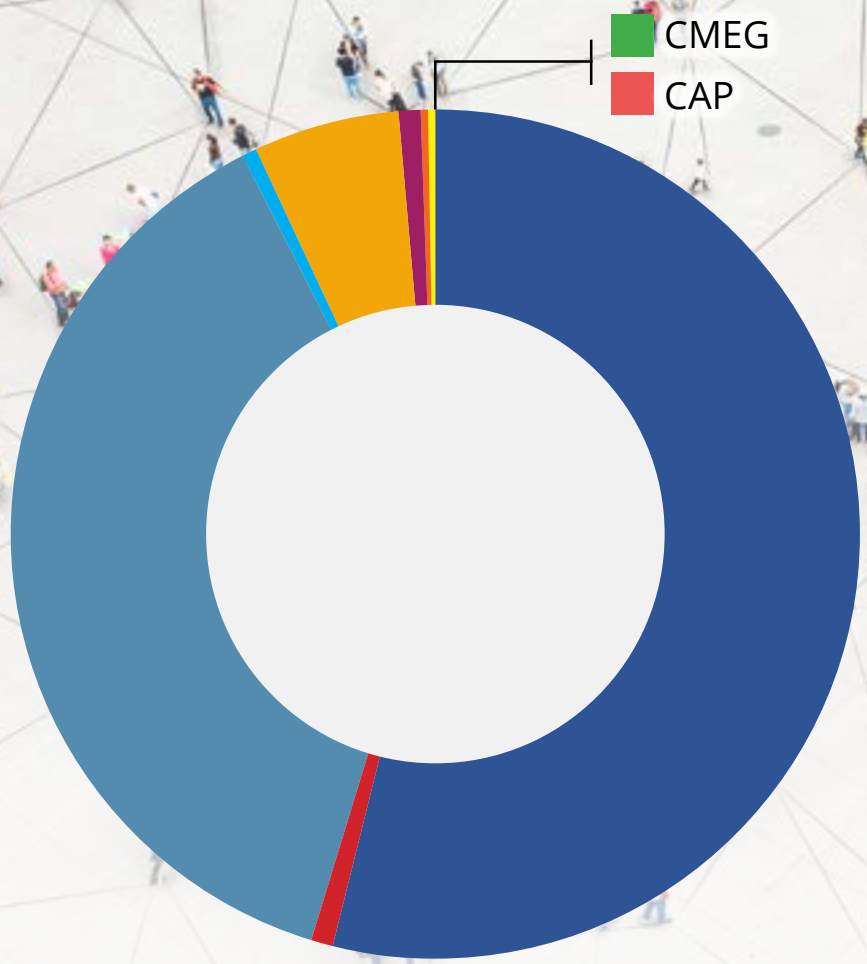
ASET members represent a cross-section of Neurodiagnostic technologists involved in clinical practice, research, education, and management. Allied healthcare providers who have an interest in Neurodiagnostics are also members of the Society. Below is the current makeup of our members who you can reach when you invest with ASET.



An aerial photograph of a large, open public space, likely a plaza or square, filled with many people. The ground is paved with a light-colored material and features a prominent geometric pattern of dark lines forming a grid of triangles and polygons. The people are scattered throughout the space, some standing in small groups, others walking. The overall scene conveys a sense of a large gathering or community event.

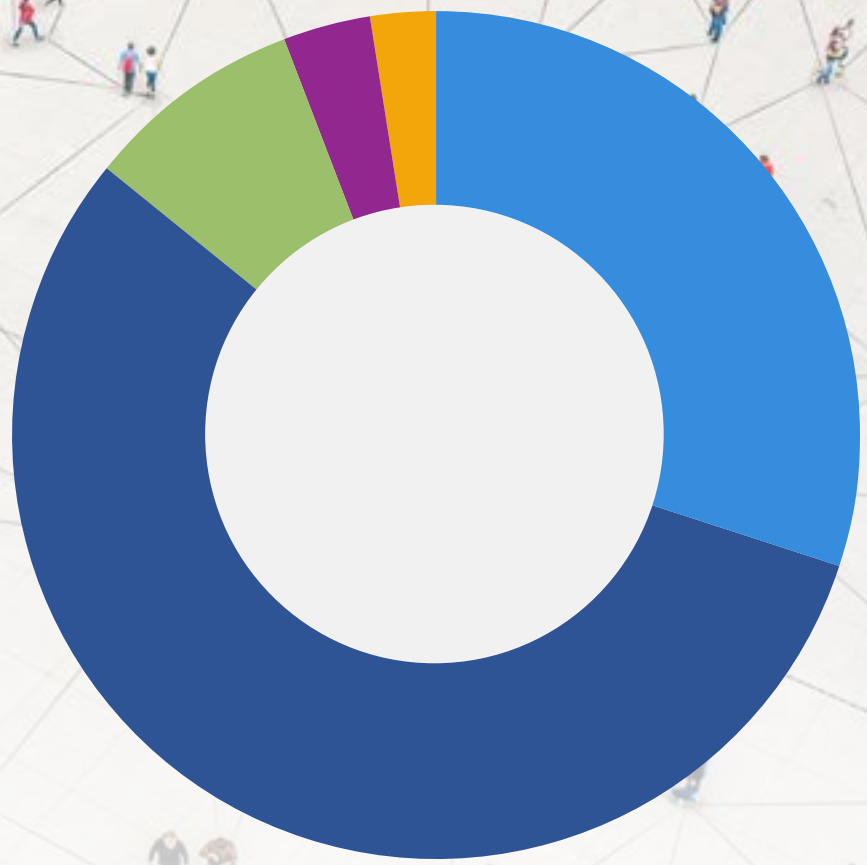
70000+

MEMBERS



MEMBER CREDENTIALS

- R. EEG. T.: 1,583
- R. EP T.: 29
- CNIM: 1,102
- R.NCS.T.: 18
- CNCT: 3
- RPSGT: 158
- CLTM: 25
- ABNM: 9
- CMEG: 2
- CAP: 2



MEMBER DEGREES

- Associates: 1,141
- Bachelors: 2,110
- Masters: 319
- MD: 121
- Ph.D.: 94

WEBSITE ADVERTISING

ASET's website, aset.org, is the number one online resource for Neurodiagnostic technologists worldwide, providing education, products, and services in the field. What better place to promote your message and provide a link to your website? Between a banner ad, logo placement, guest blogging, and written description, you have various ways you can promote your brand and measure the success of your campaign.

2020 Website Analytics

As of December 17

- Pageviews: 344,730
- Sessions: 71,382
- Users: 32,127
- Average session duration: 4 minutes
- Bounce rate: 39.67%

Logo Placement on Universal Footer

Place your logo with a trackable link on the footer of the website. This footer is universal (visible across all webpages) and can accommodate up to 4 logos.

- 3 Months: \$700
- 6 Months: \$1,300
- 12 Months: \$2,200

Logo details: Vector (EPS) or source file of your logo

HIGH-TRAFFIC WEBPAGES

WEBPAGE	PAGEVIEWS	INVESTMENT PER PAGE		
		3 MONTHS	6 MONTHS	12 MONTHS
MEMBER WELCOME PAGE	19,459	\$1,000	\$1,800	\$3,000

OTHER WEBPAGES

There are many various opportunities on aset.org for your banner ad placement. Please contact us for specific webpages.

Banner Ads

Place your banner ad on the most visited webpages for high brand visibility.

Banner ad details:

- Dimension: 600 pixels wide by 100 pixels tall
- Format: JPEG, PNG
- File Size: 500 KB max
- Link: Make sure it's trackable if you want to measure your ROI

Guest Blog

This is your opportunity to tell your brand's story in your own voice in the ASET newsletter. Write editorial content to give a deeper insight into your organization, products, and services. In addition to search engine visibility you can get from a guest blog, you can promote it via our member email.

INVESTMENT PER PAGE

3 MONTHS	6 MONTHS	12 MONTHS
\$800	\$1,400	\$2,400

DETAILS	OPTIONS	INVESTMENT
GUEST BLOG	<ul style="list-style-type: none"> • Guest blog only • 200-500 words long • 2-3 high resolution images (1920 x 1080 pixels) 	\$600
WRITTEN DESCRIPTION	<ul style="list-style-type: none"> • Guest blog and inclusion in member email • 200-500 words long • 2-3 high resolution images (1920 x 1080 pixels) 	\$1,400

EMAIL MARKETING |

Packed with industry news, educational opportunities, and membership benefits, ASET provides valuable opportunities to our members.

Member Email

- 7,000+ recipients
- 71% average open rate (the industry average is 25.17%)
- 14% average click-through rate (the industry average is 2.79%)
- 0.02% unsubscribe rate (the industry average is 0.2%)

Logo Placement Email Footer

Place your logo with a trackable link on the email footer. This space can accommodate up to 4 logos.

- 3 Months: \$1,500
- 6 Months: \$2,700
- 12 Months: \$5,500

Logo details: Vector (EPS) or source file of your logo

AD TYPE	DETAILS	INVESTMENT PER EMAIL
BANNER AD	<ul style="list-style-type: none">• Dimension: 600 pixels wide by 100 pixels tall• Format: JPEG, PNG• File Size: 500 KB max• Link: Make sure it's trackable if you want to measure your ROI	\$1,000
WRITTEN DESCRIPTION	<ul style="list-style-type: none">• 40-75 long description• Link: Make sure it's trackable if you want to measure your ROI	\$1,000

THE NEURODIAGNOSTIC JOURNAL

The Neurodiagnostic Journal is the official journal of ASET - The Neurodiagnostic Society. It is a vehicle for sharing best practices and the latest research in patient care for the Neurodiagnostic professional. It also contains book reviews and case studies, in addition to quizzes for free ASET-CEUs.

PRINT JOURNAL

AD SIZES	FULL COLOR			BLACK AND WHITE		
	1X	2X	3-4X	1X	2X	3-4X
INSIDE FRONT COVER 1 PER ISSUE	\$1,720	\$1,675	\$1,550	\$685	\$650	\$615
INSIDE BACK COVER 1 PER ISSUE	\$1,720	\$1,675	\$1,550	\$685	\$650	\$615
OUTSIDE COVER 1 PER ISSUE	\$1,985	\$1,875	\$1,785	\$755	\$720	\$675
FULL PAGE	\$1,660	\$1,590	\$1,490	\$650	\$625	\$590

TECHNICAL SPECIFICATIONS

When you invest in journal advertising, send:

- Your logo for the journal announcement email — vector (EPS) or source file
- A link to a destination of your choice (make it trackable to measure success)

AD SIZE	WIDTH (IN)	HEIGHT (IN)
FULL PAGE (NON-BLEED IMAGE AREA)	5.75"	8.625"
JOURNAL TRIM SIZE	6"	9"
FULL PAGE BLEED	6.25"	9.25"
FULL PAGE BLEED LIVE AREA	5.75"	8.625"

High-resolution PDF only. All materials supplied must be composite CMYK. PDFs with transparent elements need to be flattened.


AD CREATIVE SUBMISSION DEADLINE

March, Volume 61, Issue 1: February 8, 2021

June, Volume, 61, Issue 2: May 6, 2021

September, Volume, 61, Issue 3: August 8, 2021

December, Volume, 61, Issue 4: November 5, 2021



Have your digital ads included on tandfonline.com/toc/utnj20/current.

- Average impressions per month: 17.6K per month
- Get mentioned with a **link to a destination** of your choice in the email

JOURNAL WEBSITE ADVERTISING

Promote your brand on The Neurodiagnostic Journal website with clickable ads. There is a limit of 4 ads per position at any one time.

Skyscraper (160 x 600 pixels)

- 3 months: \$1,700 | 6 Months: \$2,230 | 12 Months: \$4,200

Leaderboard (728 x 90 pixels)

- 3 Months: \$1,550 | 6 Months: \$1,975 | 12 Months: \$3,550

MPU (300 x 250 pixels)

- 3 Months: \$1,615 | 6 Months: \$2,100 | 12 Months: \$3,825

CONTENT ALERT

When new articles are published online, we email a content alert. Take advantage of an engaged audience with a clickable ad.

Banner Ad (468 x 60 pixels)

- 3 Months: \$700 | 6 Months: \$1,300 | 12 Months: \$2,000

All ads must be a minimum of 300 dpi and in JPG or PNG format. Include a link to websites you want your ads to connect.

CONTACT

For more information on journal advertising, please contact:

Patrick Dunn

Patrick.Dunn@taylorandfrancis.com

(267) 667-3028



Send all of your ads to ASET's Marketing Department:

Aman Ayalew | Marketing Manager

816.931.1120, ext. 106

816.944.3237 direct

aman@aset.org

As part of its commitment to protecting its community of Neurodiagnostic professionals, ASET reserves the right to decline advertisements. For more information on our community standards, please read our [Code of Conduct](#).