2009 Advertising Media Kit

Becker’s ASC Review and The Hospital Review

This media kit is comprised of four sections: (1) Print – Becker’s ASC Review and The Hospital Review, (2) E-Weekly, (3) Web Site, and (4) Seminars and Conferences

Highly focused on cutting-edge business, legal and clinical issues. The ASC Review is not diluted with a great deal of content that is of little value to the reader. There is no more-focused magazine than the ASC Review. It covers the latest and the most important business, legal and clinical issues related to surgery centers.

Two Core Goals
The ASC Review has two core goals for its advertisers and sponsors: (1) provide great exposure to the right readers, and (2) provide an avenue for advertisers and sponsors to help build relationships and meet contacts.

Readership. The ASC Review is now distributed to 25,000 surgeons, surgery center administrators, ASCs and industry leaders per issue. It has few rivals for circulation. The issues are provided to essentially all ASCs in the country. Each issue is also sent to a mix of orthopedic surgeons, ophthalmologists, urologists, gastroenterologists, neurosurgeons, ENT physicians, pain management physicians, other surgeons, ambulatory surgical center administrators, industry leaders, hospital directors of surgery and other operators of surgical programs.

To advertise: Call (800) 417-2035 • Fax (866) 678-5755 • www.beckersasc.com
JCB is the leading compounding pharmacy for ASCs.

*Becker’s ASC continues to impress! From the seminars to the E-Weeklies and everything in between, Becker’s is truly the resource for gaining insight and knowledge about the business of running an ASC. Detailed answers to questions and quick response times are a staple at Becker’s. It is easy to find businesses that claim to have great customer service, but to find one that actually delivers is hard. Becker’s is a rarity in today’s fast-paced, “get it off my desk” world.*

**Brian Williamson**  
CEO of JCB Laboratories

Regent is a leading company specializing in turning around ASCs, and managing ASCs and hospitals.

*The topics in *Becker’s ASC Review* are very relevant, and Regent Surgical Health considers this magazine a valuable resource to our business.*

**Tom Mallon**  
CEO and Founder of Regent Surgical Health

*Becker’s ASC Review* keeps us abreast of industry news, multispecialty opportunities and familiar with new technology. It’s must reading for strategic thinkers involved with ASCs.

**Nap Gary**  
Eastern Region President at Regent Surgical Health

*Becker’s ASC Review* covers the gamut of ASC issues and provides information for strategic planning and understanding practical business, legal and clinical issues facing ASCs today.

**Jeff Simmons**  
Western Region President at Regent Surgical Health

Meridian is one of the best buyers, owners and operators of ASCs.

*We use Becker’s ASC Review not only as a marketing tool to deliver our message to prospective partners, but also as a resource to gain more in-depth coverage of the latest news, trends and business issues affecting the ASC industry.*

**Kenny Hancock**  
President and Chief Development Officer at Meridian Surgical Partners

VMG Health is a leading valuation firm serving ASCs.

*Becker’s ASC Review* is the industry-leading resource for relevant information on the current legal, financial and operating issues affecting surgery centers. In a complex market, having insightful and relevant information from industry leaders isn’t an option, it’s a requirement. It’s a standard with which VMG Health is proud to have the opportunity to be a part.

**Jon O’Sullivan**  
Senior Partner at VMG Health
ASCOA has been an advertiser in *ASC Review* for many years because we have come to realize that we are gaining greater access to the decision-makers than in any other venue. We have received more leads through *ASC Review* than any other advertising that we do.

**Dr. Brent Lambert**  
CEO of Ambulatory Surgical Centers of America

CitiCapital Healthcare Finance has now been an advertiser in *Becker's ASC Review* for over five years. It is one of the few select industry publications in which we advertise. The *Review* provides our staff with timely updates on trends and other key industry information. Equally important, advertising in *ASC Review* provides our business exposure to multiple decision-makers who are responsible for the selection of financing and financial service providers.

**Ken Seip**  
Vice President of CitiCapital

Surgery Center Billing has been advertising in the *ASC Review* for many years. It is a very high-quality publication with excellent circulation.

**Caryl Serbin**  
President of Surgery Consultants of America and Surgery Center Billing

Energize your marketing efforts by advertising in *Becker's ASC Review*.

**Call (800) 417-2035.**

*Acclarent develops innovative medical devices and treatment solutions for ear, nose, and throat specialists and their patients.*

*Becker's ASC Review* is a unique resource in the ASC market and the only must-read publication dedicated to the challenges, opportunities and dynamics associated with ambulatory surgery centers. *Becker's ASC Review* and the conferences associated with it represent the pulse of the ASC market and connects the leaders and players within this market to one another.

**Bob Wood**  
Vice President, Strategic Planning, Acclarent
January/February
- 40 ASC Companies to Watch
- Specialty Focus: Bariatrics, General Surgery and GYN in ASCs
- Specialty Focus: Anesthesia for ASCs
- 7 Key Products for ASCs
- Legal and Regulatory Issues
- ASC Resources Directory

February Special Issue
- Mergers and Acquisitions of ASCs: Valuation Issues for ASCs
- 20 Great Physician Leaders
- Specialty Focus: Ophthalmology for ASCs
- ASC Resources Directory

March/April
- Establishing an ASC – A Primer from A to Z
- Tips for Profitable Endoscopy in ASCs
- Specialty Focus: GI and Endoscopy for ASCs
- Hospital/Physician Joint-Ventures: Current Tips for Success
- June Conference Brochure
- Legal and Regulatory Issues
- ASC Resources Directory

May/June
Conference Distribution
- Top Business and Clinical Issues for Spine and Orthopedics
- 10 Products and Devices for Orthopedics, Spine and Neurosurgery
- Specialty Focus: Orthopedics and Spine for ASCs
- The Future of Pain Management
- June Conference Brochure
- ASC Resources Directory

June Special Issue
Conference Distribution
- Legal, Regulatory, Safe Harbor and Anti-Kickback Issues for ASCs
- Specialty Focus: IT for ASCs
- ASC Resources Directory

July/August
- 60 People to Know in the ASC Industry
- Specialty Focus: Tips for Profitable Ophthalmology, Urology and ENT
- New Products for Eyes, Urology and ENT
- October Conference Brochure
- ASC Resources Directory

September/October
Conference Distribution
- 33 Things to Know About ASCs
- CMS and Third-Party Payor Issues
- Specialty Focus: Anesthesia for ASCs
- Building and Constructing an ASC
- ASC Real Estate: What Every ASC Should Know
- 25 Great Physician Leaders
- October Conference Brochure
- ASC Resources Directory

October Special Issue
Conference Distribution
- ASC Benchmarking and Statistics for ASCs
- 20 Great ASC Administrators
- Specialty Focus: Orthopedic and Spine for ASCs
- ASC Resources Directory

November/December
- Turning AroundASCs
- Specialty Focus: IT for ASCs
- How to Excel at Management
- Specialty Focus: GI and ENT for ASCs
- 10 Health IT Products for ASCs
- 10 Administrative Leaders in Using IT
- ASC Resources Directory

* Becker’s Orthopedic and Spine Review – Business and Legal Issues for Orthopedic Practices
Ask about being a founding sponsor of the Becker’s Orthopedic and Spine Review or The Hospital Review.

To advertise: Call (800) 417-2035 • Fax (866) 678-5755 • www.beckersasc.com
The Hospital Review

BUSINESS & LEGAL ISSUES FOR HOSPITAL LEADERSHIP

Focused on cutting-edge business and legal issues for hospital leadership. The Hospital Review is a filled with content that’s most valuable for the person involved in making important business decisions for a hospital or health system. For people involved in leadership, the Hospital Review is focused on the most important business and legal issues related to hospitals.

Readership. The Hospital Review’s 2009 issues will be distributed to over 10,000 people, primarily acute care hospital leadership, including the CEO and COO or CFO. The leadership at the Hospital Review diligently acquires the right lists to provide the right exposure to advertisers.

THE HOSPITAL REVIEW EDITORIAL CALENDAR

January 2009
- Hospital IT Business and Legal Issues
- Orthopedics for Hospitals
- 20 Hospital Companies to Know
- 20 Physician Leaders of Hospitals to Know
- Hospital Resources Directory

April 2009
- Hospital Construction and Real Estate Issues
- Neurosurgery for Hospitals
- 10 Physician-Leaders of Hospitals
- Hospital Resources Directory

July 2009
- Joint-Venture and Physician/Hospital Integration Issues
- Orthopedics for Hospitals
- Top 10 Compliance and Accreditation Concerns
- Recovery Audit Contractor Update Issues
- 10 Leaders in Physician/Hospital Joint-Ventures
- Hospital Resources Directory

October 2009
- Mergers and Acquisitions of Hospitals
- Financing Issues
- Valuation Issues for Hospitals — Compensation and Business Valuation
- Neurosurgery for Hospitals
- 25 Hospital Leaders
- Hospital Resources Directory

DISPLAY RATES
(Please ask about price protection for 2008 full-year advertisers)

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Premium Placement:
- Back Cover ............ 20% Additional
- Inside Back Cover ...... 20% Additional
- First 8 Pages .......... 15% Additional
- Center Spread .......... 15% Additional

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- Inside Back Cover ...... 20% Additional
- First 8 Pages .......... 15% Additional
- Center Spread .......... 15% Additional

The frequency rates can be combined so an advertiser can combine the use of both magazines.
* Ask about being a founding sponsor

To advertise: Call (800) 417-2035  •  Fax (866) 678-5755  •  www.beckersasc.com
Becker’s ASC Review: E-Weekly Newsletter

Becker’s ASC Review reaches over 6,500 ASCs, surgeons and healthcare administrators. The once- to twice-weekly distribution of the Becker’s E-Weekly provides the most current reports in the industry on news affecting the outpatient surgery community.

DEADLINE:
Materials must be received one week before scheduled ad placement.

E-Weekly Banners
$400/Issue
10 for $3,500
Reaches over 6,500 ASCs, surgeons and healthcare administrators.

Becker’s ASC Review Online: www.beckersasc.com

The Becker’s ASC Review Web site receives over 80,000 impressions per month. This Web site is highly focused on the ASC industry. The industry looks to beckersasc.com for high-quality content and interaction with the industry.

BANNER ADS:

- www.beckersasc.com
- Top Leaderboard $700/Month
- In Content Leaderboard $700/Month
- Sidescraper $500/Month
- Button $400/Month

SPONSORED LINKS:
Your URL and a 60-character description on the side of the site.
Sponsored Link $400/Month

To advertise: Call (800) 417-2035  Fax (866) 678-5755  www.beckersasc.com
Seminars and Conferences

Becker’s ASC Review Conferences
Extensive Exhibiting and Sponsorship Opportunities Available

JUNE 11 – 13, 2009
CHICAGO, ILLINOIS
The 7th Annual
Orthopedics, Pain Management
and Spine Driven ASC
Conference: Improving Profits,
Business and Legal Issues

OCTOBER 8 – 10, 2009
CHICAGO, ILLINOIS
The 16th Annual
ASC Communications and
ASC Association Conference:
Improving Profits and
Business and Legal Issues
for Ambulatory Surgery Centers

Becker’s ASC Review: White Papers
Share your knowledge with the ASC industry. Have your custom content written and designed by Becker’s ASC Review editors and hosted on beckersasc.com for one year. Or post your own white papers on beckersasc.com.

- Hosting: $200/Month
- Custom White Paper: $5,000

Energize your marketing efforts by advertising in Becker’s ASC Review.

Call (800) 417-2035.

To advertise: Call (800) 417-2035 □ Fax (866) 678-5755 □ www.beckersasc.com
Becker's ASC Advertising Order Form

CONTACT INFORMATION
Name: ________________________________________
Company:  ____________________________________
Address:  _____________________________________
City/State/ZIP: ________________________________
Phone: _______________________________________
Fax: __________________________________________
Email: ________________________________________

PRINT
Please check the boxes below to indicate the issues in which you would like to advertise.

**Becker's ASC Review**
- Jan./Feb. 2009
- March/April 2009
- May/June 2009
- July/Aug. 2009
- Sept./Oct. 2009
- Nov./Dec. 2009

**Special Issues for 2009**
- Feb. 2009
- July 2009
- Oct. 2009

**The Hospital Review**
- Fall 2008
- Winter 2009
- Spring 2009
- Summer 2009
- Fall 2009

Frequency  Size
- 1X  Full page
- 3X  ½ page
- 6X  ¼ page
- 9X  1/12 page
- 13X

E-WEEKLY BANNERS
- One Issue ($400)
- Ten Issues ($3,500)

Please specify which weeks you would like to advertise:

WEBSITE BANNER ADS
- Top Leaderboard ($700/Month)
- In Content Leaderboard ($700/Month)
- Sidescraper ($500/Month)
- Button ($400/Month)
- Sponsored Link ($400/Month)

WHITE PAPERS
- Hosting: $200/Month
- Authoring and Creation: $5,000

FOUNDING SPONSORSHIPS
Please call for information.

CREDIT CARD INFORMATION

Credit Card #: _________________________________
Expiration Date:  _______________________________
3-Digit Security Code: ________
Cardholders Name (printed): ____________________
Cardholders Signature: _________________________

If paying by check, please make payable to
ASC Communications.

3 EASY WAYS TO ORDER

1 MAIL TO: ASC Communications, Inc.
            315 Vernon Ave.
            Glencoe, IL 60022

2 FAX TO: (866) 678-5755

3 CALL: (800) 417-2035

Call (800) 417-2035 for assistance.