

Advertising and Sponsorship Prospectus 2017

Take advantage of our premium opportunities to reach your market



EVENTS



PRINT



DIGITAL

The Australian Society of Ophthalmologists is the
peak medico-political body for all ophthalmologists.



About ASO

The Society rates as a leading national advocacy organization. Our high profile campaigns on issues such as standards for the diagnosis and treatment of Glaucoma and the importance of Medicare rebates for cataract patients are crafted to capture the attention of government while engaging the broader medical profession and the general public.

With our business arm, ASO Business, the Society delivers education and support to ophthalmologists in key areas such as practice management, technology, IR & HR, financial investment, and marketing and promotion.

With a new membership category for Business Associates, ASO now also provides education and support for ophthalmic practice professionals.



Accessing your target market

ASO can deliver dynamic, high value opportunities to market your business to Ophthalmologists practising in Australia. This Prospectus details the range of event, print, and online options we have available.

EVENTS

ASO hosts two annual events which provide unique opportunities for advertisers to put their brand in front of 100+ ophthalmologists. This includes the opportunity to undertake 30 minute presentations on key business topics. Our events for 2017 include:



ASO Business Skills Expo (13 - 14 May 2017)

The ASO Business Skills Expo 2017 will be held at the InterContinental Hotel, Double Bay, Sydney on the 13th and 14th of May. The unique and increasingly popular education event is designed to arm ophthalmologists with business skills that will complement their well-earned expertise in medicine and will again include the popular Day Surgery Practice Owners' Breakfast.

Sponsorship Level	Details
Bronze Sponsorship	Includes: <ul style="list-style-type: none"> • Sponsor Display Area • Attendance for 2 representatives • Sponsor Listing on ASO Workshop Program and ASO Website
Silver Sponsorship	(Maximum of 6-10) Includes: <ul style="list-style-type: none"> • 30-minute presentation to full audience (topic to be approved by ASO) • Sponsor Display Area • Attendance for 2 company representatives • Logo on Expo Program and ASO website • Inclusion of one marketing item inside official delegate satchel
Gold Sponsorship	(Maximum of 2) Includes: <ul style="list-style-type: none"> • 30 minute presentation to full audience (topic to be approved by ASO) • Opportunity to be named exclusive sponsor of either the Expo Cocktail, or the Day Surgery Breakfast • Preferential Sponsor Display Area • Exclusive event branding including, logo on name tag lanyards, logo on the event program, 2 marketing items in the satchel, company logo on presentation screens, • Pre-event promotion including banner advertisement in email communication.

EVENTS



ASO Advocacy and Practice Skills Workshop

(28 October 2017)

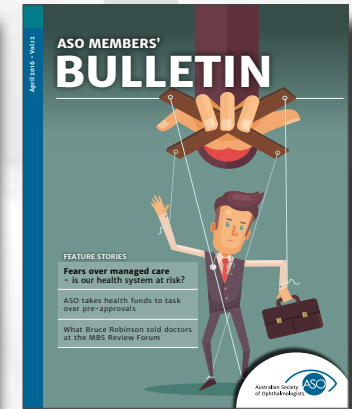
Held at the commencement of the Royal Australian and New Zealand College of Ophthalmologists (RANZCO) Annual Congress, the half-day ASO Advocacy and Practice Skills Workshop is well attended (80+ ophthalmologists). The workshop focuses on challenges and opportunities facing the profession and how best to navigate these. The workshop includes the Andrew Stewart Lecture. In 2016 the lecture was delivered by the Hon Ken Wyatt MP.

Sponsorship Level	Details
Bronze Sponsorship	(Maximum of 4) Includes: <ul style="list-style-type: none"> • 30 minute presentation to full audience (topic to be approved by ASO) • Sponsor Display Area • Attendance for 2 company representatives • Logo on Expo Program and ASO website • Inclusion of one marketing item inside official delegate satchel
Silver Sponsorship	(Maximum of 1) Includes: <ul style="list-style-type: none"> • 30 minute presentation to full audience (topic to be approved by ASO) • Sponsor Display Area • Attendance for 2 company representatives • Logo on Expo Program and ASO website • Inclusion of two marketing items inside official delegate satchel • Pre-event promotion including banner advertisement in email communication.



PRINT

Our flagship publication, The ASO Members' Bulletin, offers ophthalmologists a balanced and timely mix of news, feature stories, and industry profiles. This quality 28 page magazine also provides important updates about key medico-political and professional issues affecting the profession. The ASO Members' Bulletin lands on the desks of ASO members, partners and other key stakeholders three times a year. Readership is currently close to 600.



Print Opportunity	1 Edition*	2 Edition*	3 Editions*	Requirements
Inside Front Cover	\$2,550.00	\$4,743.00	\$6,502.50	198mm (w) x 263mm (H) Press ready pdf with 3mm bleed. Fonts converted to curves.
Inside Back Cover	\$2,125.00	\$3,952.50	\$5,418.75	
Back Cover	\$3,060.00	\$5,691.60	\$7,803.00	
Full Page	\$1,836.00	\$3,414.96	\$4,681.80	185mm (w) x 120mm (H) Press ready pdf with no bleed. Fonts converted to curves.
Half Page	\$1,200.00	\$2,232.00	\$3,060.00	
Inserts**	\$1,000.00	\$1,860.00	\$2,550.00	No larger than 210mm (w) x 275mm (H). Press ready pdf with 3mm bleed. Fonts converted to curves.

* prices are exclusive of GST

** prices are not inclusive of cost of production or printing/delivery of actual insert

ONLINE

EyeWatch is the Society's monthly e-news bulletin, designed to keep members up-to-date on medico-politics, ASO activity, and upcoming events. EyeWatch is personalised and distributed to more than 600 ophthalmologists and key stakeholders in the second week of each month. Designed in a reader-friendly format it can be accessed on the range of electronic devices including smartphones and tablets. The average readership open rate is 50%, which is significantly higher than comparable electronic publications.



Online Opportunity	Price	Requirements
Banner advertisements	\$900*	600px (W) x 120px (H) Web optimised jpegs or PNG. Colour space RGB.

** prices are exclusive of GST*

BUSINESS PARTNERSHIP

ASO offers exclusive Business Partnership agreements to a small number of organisations interested in cross-cutting marketing opportunities to take advantage of all of our event, print, and online activities. Call us to find out more.



CONTACT US

For more information about marketing with ASO or to tailor a campaign specific to your businesses, don't hesitate – make contact.

Email: info@asoeye.org • Phone: 07 3831 3006

ASO Advertising Booking Form

Contact details:

Company name:

ACN / ABN:

Primary contact name:

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Phone:

Email:

Postal address:

.....

Invoice attention to:

Invoice email:

ASO Bulletin advertising booking:

Advertising	Include your edition/s dates
Back cover (full page)	
Inside front cover (full page)	
Inserts (full page)	
Inside back cover (full page)	
Half page (right hand page)	
Half page (left hand page)	
Flysheet banner (mono)	

ASO EyeWatch online (please tick):

JAN 2017	FEB 2017	MAR 2017	APR 2017	MAY 2017	JUN 2017

JUL 2017	AUG 2017	SEPT 2017	OCT 2017	NOV 2017	DEC 2017

Terms and conditions: Advertisers must complete this form to secure placement. Payment for advertising required prior to production. Prices include GST. Artwork must be provided by ad copy deadlines. Artwork must comply with advertising specifications provided within this advertising kit.

Name: Signed: Date:

Please submit this form via email to info@ASOeye.org



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