



Media Kit

Advertising and Promotional Sponsorship Opportunities

www.astro.org/mediakit

About ASTRO

ASTRO is the premier radiation oncology society in the world, with more than 10,000 members who are physicians, nurses, biologists, physicists, radiation therapists, dosimetrists and other health care professionals that specialize in treating patients with radiation therapies. As the leading organization in radiation oncology, the Society is dedicated to improving patient care through professional education and training, support for clinical practice and health policy standards, advancement of science and research and advocacy.

ASTRO is dedicated to improving patient care through education, clinical practice, advancement of science and advocacy.

EARN PRIORITY POINTS

Icon appears on items that can earn Priority Points. →

Priority Points are earned on a yearly basis and count toward booth space selection for the Annual Meeting.



Please contact the ASTRO Meetings department at meetings@astro.org with any questions regarding Priority Points.

Updated September 2023

Please visit www.astro.org for updated information throughout the year.

Table of Contents

ASTRO Member Demographics	3
Print Opportunities	4
<i>ASTROnews</i>	4-6
ASTRO Show Daily News	7-8
ASTRO Journals	9
Digital and Other Marketing Opportunities	10
ASTROgram	10
<i>ASTROnews</i> eTOC	11
ASTRO Website	12
ROhub	12
Annual Meeting	13
Exhibit Space	13
Exhibitor Opportunities	14
Promotional Opportunities	15
Sponsorship Opportunities	16
Response Form	17
Key Contacts	18

Advertisements may be accepted or declined in ASTRO's sole discretion. Advertiser assumes liability for, and agrees to indemnify, defend and hold harmless ASTRO (including payment of reasonable attorneys' fees) for, all claims related to the content of the advertisement and/or arising from publication of the advertisement, including, but not limited to, claims for libel, invasion of privacy, commercial appropriation of one's name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal deceptive trade practices acts.

Member Demographics

Who we are

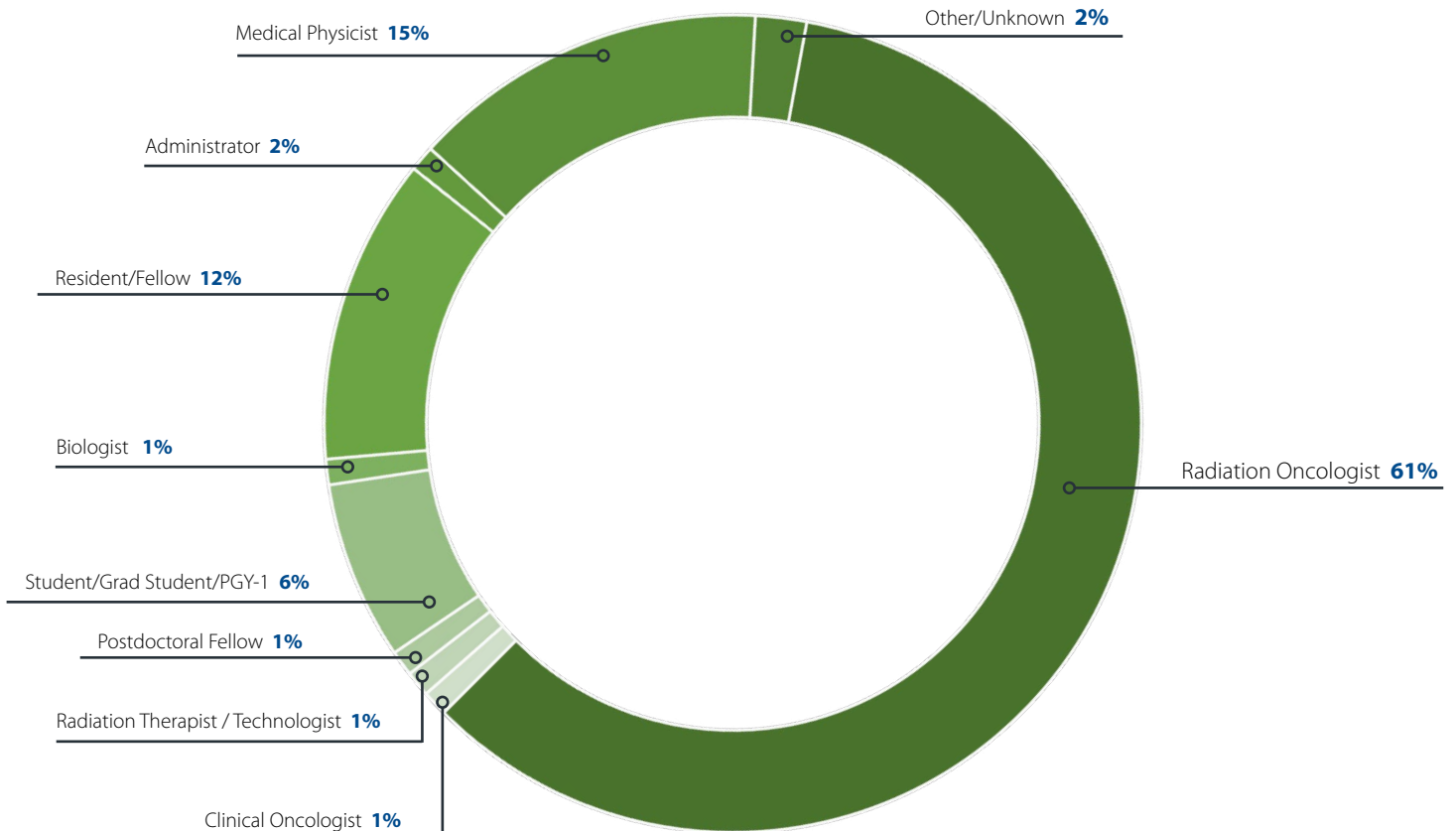
ASTRO Membership by Member Type*:

Member Type	Count	Percentage
Active	4,340	41.8%
Affiliate	246	2.4%
Associate	1,457	14.0%
Emeritus	1,221	11.8%
Honorary	34	0.3%
International	1,314	12.6%
International Member-in-Training	358	3.4%
Member-in-Training	713	6.9%
Postdoctoral Fellow	51	0.5%
Student/Grad Student/PGY-1	656	6.3%
Total	10,390	100.0%

ASTRO Membership by Location*:

Location	Count	Percentage
United States	8,111	78%
Canada	387	4%
Japan	290	3%
Australia	192	2%
Germany	159	2%
India	95	1%
Other International	1,156	11%
Total	10,390	100%

ASTRO Membership by Profession*:



*As of September 19, 2023

ASTROnews Advertising Opportunities



ASTRONEWS

Our print and digital quarterly member magazine is distributed to all our domestic and international members. *ASTROnews* delivers your message to radiation oncologists around the world to their home or clinic.

Each issue covers the latest news and timely topics of the radiation oncology world, including columns from influential Society members, updates on legislative issues, coding and billing changes, profiles of ASTRO award winners, in-depth feature stories on our membership and issues affecting the specialty and updates from the larger cancer community.

When you secure your print ad, you reserve your spot in the digital edition of *ASTROnews*, too. Digital ads can link to a website of your choosing. For an additional fee, video, audio or animation can be added to digital ads. The average open rate for our digital distribution is 40% and reaches nearly 10,000 members.



BENEFITS OF ADVERTISING

Accumulation of five priority points per \$1,000 in advertising spent.

2024 ASTRONEWS RATES

Ad Size	1 Issue		2 Issues <i>(price per issue)</i>		3 Issues <i>(price per issue)</i>	
	Nonmember	Corporate Member	Nonmember	Corporate Member	Nonmember	Corporate Member
4-Color						
Back Cover	\$10,000	\$8,000	\$9,000	\$7,200	\$8,100	\$6,480
Premium*	\$8,500	\$6,800	\$7,650	\$6,120	\$6,885	\$5,508
Center Spread	\$13,500	\$10,800	\$12,150	\$9,720	\$10,935	\$8,748
Full Page	\$5,500	\$4,400	\$4,950	\$3,960	\$4,455	\$3,564
1/2 Page	\$3,500	\$2,800	\$3,150	\$2,520	\$2,835	\$2,268
1/4 Page	\$2,000	\$1,600	\$1,800	\$1,440	\$1,620	\$1,296
Black & White						
Full Page	\$3,000	\$2,400	\$2,700	\$2,160	\$2,430	\$1,944
1/2 Page	\$2,000	\$1,600	\$1,800	\$1,440	\$1,620	\$1,296

Additional \$500 fee for video/audio/animation

*Premium locations include inside front cover, inside back cover, opposite the table of contents, page one and opposite inside back cover.

Note: Advertisers who receive frequency discounts and opt not to complete their contract will be billed at the adjusted rate or the full rate based on the number of ads placed.

ADVERTISING TIMELINE *(circulation approximately 7,000 print and 10,000 electronic)*

	INSERTION ORDER AD SPACE CLOSING	MATERIALS DUE DATE	TARGET MAIL DATE
WINTER 2024	November 17, 2023	December 15, 2023	January 29, 2024
SPRING 2024	December 1, 2023	February 2, 2024	April 2, 2024
SUMMER 2024	March 4, 2024	May 3, 2024	June 24, 2024
WINTER 2025	October 4, 2024	December 6, 2024	January 13, 2025

Looking for a way to capitalize on the popularity of *ASTROnews* in a digital format?

See **page 11** for more information on advertising in our electronic table of contents.

CONTACT INFORMATION

For advertising opportunities in *ASTROnews*, please contact **the Corporate Relations Department** at corporaterelations@astro.org.

ASTROnews Annual Meeting Guide Special Edition

This is a special edition issue of ASTROnews; different advertising rates apply.

Join us in Washington, DC for the 66th ASTRO Annual Meeting! You don't want to miss out on this early opportunity to target meeting attendees. This special edition of *ASTROnews* hits mailboxes and inboxes four weeks before the meeting. The issue is distributed in print and digitally and reaches more than 10,000 ASTRO members and Annual Meeting attendees from around the world. Our digital issue averages a 40% open rate, well above industry standards.

This issue is sent to all attendees before the Meeting and includes important information they need to know before they arrive on-site such as:

- Highlights of top science and programming
- Registration information
- Shuttle bus routes
- City map with hotel information
- Industry Satellite Symposia and Industry Expert Theaters
- Exhibitor listings

This is a special edition of *ASTROnews*. In addition to the Annual Meeting information, this issue includes the announcement of the ASTRO Fellows, profiles of the ASTRO Gold Medal Award recipients, the newly elected leadership and the previous year's Annual Report.



BENEFITS OF ADVERTISING

Accumulation of five priority points per \$1,000 in advertising spent.



Availability is on a first-come, first-served basis and based on space available.

2024

Insertion deadline:

May 3, 2024

Materials deadline:

July 10, 2024

ASTROnews mails:

September 3, 2024

2024 ASTRONEWS ANNUAL MEETING SPECIAL EDITION RATES

4-Color	Nonmember	Corporate Member	Black and White	Nonmember	Corporate Member
Back Cover	\$10,000	\$8,000	Full Page	\$3,218	\$2,575
Premium*	\$8,500	\$6,800	1/2 Page	\$2,669	\$2,135
Center Spread	\$13,500	\$10,800			
Full Page	\$5,500	\$4,400			
1/2 Page	\$3,500	\$2,800			

*Premium locations are inside front cover, inside back cover, opposite the table of contents, page one and opposite inside back cover.

Looking for a way to capitalize on the popularity of ASTROnews in a digital format?

See **page 11** for more information on advertising in our electronic table of contents.

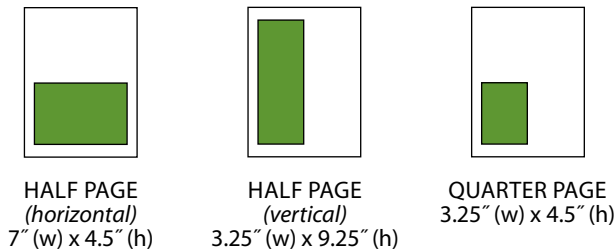
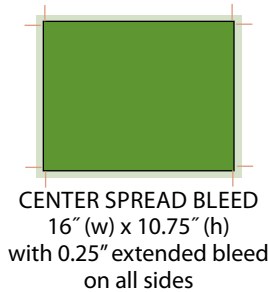
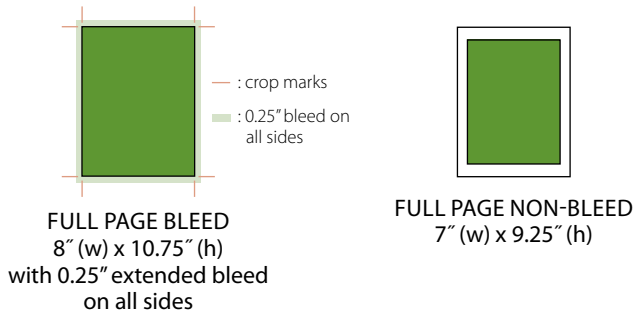
CONTACT INFORMATION

For advertising opportunities in *ASTROnews*, please contact **the Corporate Relations Department** at corporaterelations@astro.org.

ASTROnews Specs / Ad Preparation

Page sizes for both digital and print ASTROnews and Annual Meeting Special Edition

Trim size: 8" (w) x 10.75" (h)
Full page bleed ad: 8" (w) x 10.75" (h) with 0.25"
extended bleed on all sides
Full page non-bleed ad: 7" (w) x 9.25" (h)



Shipping Information

Please send all contracts, insertion orders, printing materials and instructions to:

ASTRO
Attn: Diane Kean
251 18th Street South
8th Floor
Arlington, VA 22202
Phone: 703-839-7336
Email: ASTROnews@astro.org

Ad Preparation

Camera-ready artwork or collected electronic files (Adobe Illustrator, high-resolution Adobe Acrobat with cropmarks, Adobe Photoshop and Adobe InDesign) are preferred. If you are submitting electronic files, please submit artwork in a format that can be read by a PC (e.g., as a high-resolution .tiff file or press quality PDF).

Samples, proofs, color keys and/or chromalines are preferred if you are concerned about your color ad. Artwork can be submitted by email as a high-res PDF or contact us for further file transfer information. If you are providing materials produced on a Mac, our printer will access the design files. Production work required to make ads print ready, to edit text or to make color separations and/or work required on ads at press time will be charged to the advertiser at cost.

Premium Positions

These advertisements must be four-color, full-page advertisements:

- Back Cover
- Inside Front Cover
- Inside Back Cover
- Page one
- Page opposite from the Table of Contents
- Page facing the inside back cover

Terms of Agreement

ASTRO reserves the right to refuse position requests if layout or production conflicts arise. Proofs will not be provided before publication. Duplicate position requests will be honored in order of receipt. Advertisements will be reviewed for content by ASTRO staff before acceptance. All advertisements must be consistent with the goals and mission of the Society. Any disputes will be settled at the discretion of the ASTRO chief executive officer.

ASTRO Show Daily News Advertising Opportunities

Get your message in front of more than 10,000 attendees of ASTRO's Annual Meeting in the ASTRO Show Daily News!



We're heading to our nation's capital, Washington, DC, for the 66th ASTRO Annual Meeting! Three issues will be published during the meeting on Sunday, Monday and Tuesday, September 29-30 and October 1. These oversized, full-color publications are distributed on-site to attendees of the Annual Meeting. These newspapers include day-by-day schedules, meeting highlights and important ASTRO and radiation oncology news.

Links to PDFs of each edition with ads hyperlinked to the website of your choice are also sent to the entire ASTRO membership and all meeting attendees each morning (digital distribution averaging 14,000 to 17,000). The electronic PDFs have an average open rate of 42% and are also posted on ASTRO's website, giving you even more ad visibility during and after the Annual Meeting.



BENEFITS OF ADVERTISING

Accumulation of five priority points per \$1,000 in advertising spent.

2024 ASTRO SHOW DAILY NEWS RATES

DISPLAY OPPORTUNITY	COST – ONE EDITION	TWO EDITIONS	SPECIAL PRICING – THREE EDITIONS
Inside Front Cover	\$8,000	\$12,000	\$15,000
Inside Back Cover	\$8,000	\$12,000	\$15,000
Center Spread	\$12,000	\$18,000	\$24,000
Outside Back Cover	\$12,000	\$20,000	\$27,000
Full Page	\$4,000	\$7,000	\$8,500
1/2 Page	\$3,000	\$5,000	\$6,000



ADVERTISING TIMELINE

	INSERTION ORDER AD SPACE CLOSING	MATERIALS DUE DATE
Issue one: Sunday, 9/29/2024	July 26, 2024	August 26, 2024
Issue two: Monday, 9/30/2024	July 26, 2024	August 26, 2024
Issue three: Tuesday, 10/1/2024	July 26, 2024	August 26, 2024

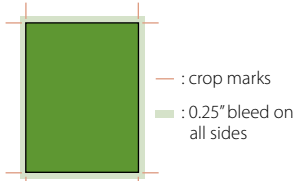
CONTACT INFORMATION

For advertising opportunities in *ASTROnews*, please contact **the Corporate Relations Department** at corporaterelations@astro.org.

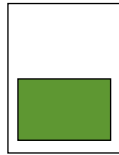
ASTRO Show Daily News Specs / Ad Preparation

Page sizes for ASTRO Show Daily News

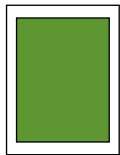
Trim size: 10.5" (w) x 14" (h)
 Full page bleed ad: 10.5" (w) x 14" (h) with 0.25" extended bleed on all sides
 Full page non-bleed ad: 9.5" (w) x 13" (h)



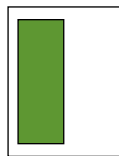
FULL PAGE BLEED
 10.5" (w) x 14" (h)
 with 0.25" extended bleed on all sides



HALF PAGE (horizontal)
 9.5" (w) x 6.5" (h)



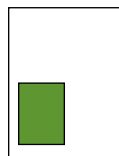
FULL PAGE NON-BLEED
 9.5" (w) x 13" (h)



HALF PAGE (vertical)
 4.75" (w) x 13" (h)



CENTER SPREAD BLEED
 21" (w) x 14" (h)
 with 0.25" extended bleed on all sides

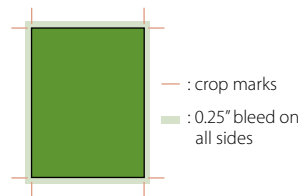


QUARTER PAGE
 4.75" (w) x 6.5" (h)

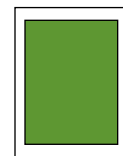
Page sizes for ASTRO Show Daily News City Guide Insert

Inquire for special pricing.

Trim size: 8.375" (w) x 10.5" (h)
 Full page bleed ad: 8.375" (w) x 10.5" (h) with 0.25" extended bleed on all sides
 Full page non-bleed ad: 7.375" (w) x 9.5" (h)



FULL PAGE BLEED
 8.375" (w) x 10.5" (h)
 with 0.25" extended bleed on all sides



FULL PAGE NON-BLEED
 7.375" (w) x 9.5" (h)

Ad Preparation

Camera-ready artwork or collected electronic files (Adobe Illustrator, high-resolution Adobe Acrobat with cropmarks, Adobe Photoshop and Adobe InDesign) are preferred. If you are submitting electronic files, please submit artwork in a format that can be read by a PC (e.g., as a high-resolution .tiff file or press quality PDF).

Samples, proofs, color keys and/or chromalines are preferred if you are concerned about your color ad. Artwork can be submitted by email as a high-res PDF or contact us for further file transfer information. If you are providing materials produced on a Mac, our printer will access the design files. Production work required to make ads print ready, to edit text or to make color separations and/or work required on ads at press time will be charged to the advertiser at cost.

Premium Positions

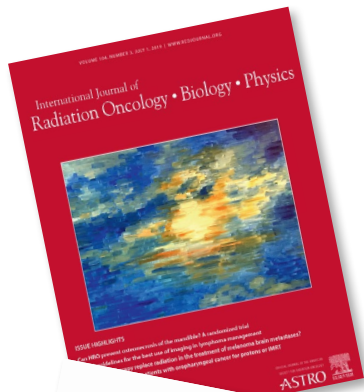
These advertisements must be four-color, full-page advertisements:

- Back Cover
- Inside Front Cover
- Inside Back Cover
- Page one
- Page opposite from the Table of Contents
- Page facing the inside back cover

Terms of Agreement

ASTRO reserves the right to refuse position requests if layout or production conflicts arise. Proofs will not be provided before publication. Duplicate position requests will be honored in order of receipt. Advertisements will be reviewed for content by ASTRO staff before acceptance. All advertisements must be consistent with the goals and mission of the Society. Any disputes will be settled at the discretion of the ASTRO chief executive officer.

ASTRO Journals



International Journal of Radiation Oncology • Biology • Physics (Red Journal)

Impact Factor:
8.013

The *International Journal of Radiation Oncology • Biology • Physics*, known as the Red Journal, offers authoritative articles linking new research and technologies to clinical applications. Original contributions by leading scientists and researchers include but are not limited to experimental studies of combined modality treatment, tumor sensitization and normal tissue protection, molecular radiation biology, particle irradiation, brachytherapy, treatment planning, tumor biology and clinical investigations of cancer treatment that include radiation therapy. Technical advances related to dosimetry and conformal radiation treatment planning are also included. The Annual Meeting abstracts are published in a print and online supplement.



Practical Radiation Oncology (PRO)

Impact Factor:
3.439

Practical Radiation Oncology (PRO) is a bi-monthly journal with the mission to improve the quality of radiation oncology practice. This journal is a natural complement to ASTRO's clinical research journal, the *International Journal of Radiation Oncology • Biology • Physics*, and aims to be what MEDLINE defines as a clinical or practice journal, a journal that documents the state of current practice, providing background for those in training or the continuing education of practitioners.



Advances in Radiation Oncology

CiteScore:
3.8

Advances in Radiation Oncology is a wide-ranging open access journal publishing both full-length articles and brief reports. As a related publication to the *International Journal of Radiation Oncology • Biology • Physics* and *Practical Radiation Oncology*, *Advances* aims to build upon the research in those two journals. *Advances* is a Gold Open Access journal, so authors, readers and patients have free access to all articles. All work published by this journal is peer reviewed by the editorial board and expert reviewers in radiation oncology.

The ASTRO suite of journals is extremely popular, with thousands of copies in print circulation and downloads **exceeding 4.4 million in 2021**. Information on advertising in the Red Journal, *PRO* and *Advances in Radiation Oncology*, including a rate card and mechanical specifications, is available at www.elsmediakits.com/home/geolocator. For advertising opportunities please contact Jane Liss at jliss@triplethreatmedia.com or 732-890-9812, or Jenn Callow at jcallow@triplethreatmedia.com or 732-580-8884. For classified advertising, please contact Jaesam Hong at jhong@elsevier.com or 212-633-3713.



BENEFITS OF ADVERTISING

Accumulation of two priority points per \$1,000 in advertising spent.

ASTRO Journals Media Kits

www.elsmediakits.com/journal_home/details/ROB
www.elsmediakits.com/journal_home/details/PRO



Priority Points are earned on a yearly basis and count toward booth space selection for the Annual Meeting. Please contact the Meetings department at meetings@astro.org with any questions regarding Priority Points.

Digital Opportunities

Deliver your message via the ASTROgram, the weekly communications tool to reach ASTRO members directly.

ASTROgram 

The ASTROgram is sent every Wednesday to more than 10,000 ASTRO members. This email newsletter is where ASTRO members get their news on what's happening in the field of radiation oncology. It contains links to upcoming ASTRO meetings, current events in the profession, health care policy issues and more. The ASTROgram averages a 42% open rate, well above industry standards, and is one of the only opportunities to get your brand in our members' email inbox throughout the whole year.

Expand your media mix to digital advertising and get maximum visibility to the ASTRO membership via email by placing your ad — hyperlinked to a website of your choice — in a premium location in this popular e-newsletter.



PLEASE NOTE: Layout and size of banner subject to change. There is a \$500 fee per ASTROgram for U.S. only sends.

Banner ad size:

600 x 74 pixels or 600 x 90 pixels accepted

- **Single edition:** \$2,750 (Corporate Member)
\$3,250 (nonmember)
- **Three editions:** \$7,500 (Corporate Member)
\$9,500 (nonmember)
- **Premium editions:** \$3,750 (Corporate Member)
\$4,250 (nonmember)

(Two weeks prior to, during and one week following the ASTRO Annual Meeting. No bundle deals for premium dates. Limit 2 premium dates per company.)

Materials are due one week before issue date.

2024 ASTROGRAM RUN DATES

- | | | |
|---------------------|----------------------|----------------------|
| • January 3, 2024 | • May 22, 2024 | • September 29, 2024 |
| • January 10, 2024 | • May 29, 2024 | • September 30, 2024 |
| • January 17, 2024 | • June 5, 2024 | • September 30, 2024 |
| • January 24, 2024 | • June 12, 2024 | • October 1, 2024 |
| • January 31, 2024 | • June 19, 2024 | • October 1, 2024 |
| • February 7, 2024 | • June 26, 2024 | • October 2, 2024 |
| • February 14, 2024 | • July 3, 2024 | • October 2, 2024 |
| • February 21, 2024 | • July 10, 2024 | • October 3, 2024 |
| • February 28, 2024 | • July 17, 2024 | • October 3, 2024 |
| • March 6, 2024 | • July 24, 2024 | • October 9, 2024 |
| • March 13, 2024 | • July 31, 2024 | • October 16, 2024 |
| • March 20, 2024 | • August 7, 2024 | • October 23, 2024 |
| • March 27, 2024 | • August 14, 2024 | • October 30, 2024 |
| • April 3, 2024 | • August 21, 2024 | • November 6, 2024 |
| • April 10, 2024 | • August 28, 2024 | • November 13, 2024 |
| • April 17, 2024 | • September 4, 2024 | • November 20, 2024 |
| • April 24, 2024 | • September 11, 2024 | • November 27, 2024 |
| • May 1, 2024 | • September 18, 2024 | • December 4, 2024 |
| • May 8, 2024 | • September 25, 2024 | • December 11, 2024 |
| • May 15, 2024 | • September 29, 2024 | • December 18, 2024 |

Premium ASTROgram dates averaged a 47% open rate and 5% CTR in 2022, with an average circulation of 13,000.

****Two weeks prior to, during (Sept. 29–Oct. 2) and one week following the ASTRO Annual Meeting are premium editions, \$3,750 per issue. No bundle deals.**

*****Annual Meeting daily editions. Two ad positions available per email.**

2025 FIRST QUARTER ASTROGRAM RUN DATES

- | | | | |
|--------------------|---------------------|---------------------|------------------|
| • January 8, 2025 | • January 29, 2025 | • February 19, 2025 | • March 12, 2025 |
| • January 15, 2025 | • February 5, 2025 | • February 26, 2025 | • March 19, 2025 |
| • January 22, 2025 | • February 12, 2025 | • March 5, 2025 | • March 26, 2025 |

Other Opportunities

Banner ad size: 647 x 115 pixels

The summer issue of *ASTROnews* highlights ASTRO's commitment to health equity, diversity and inclusion, what's been achieved, what's being done and what's in store. Articles offer tangible actions all members can take to create more equitable environments for colleagues and patients.

ASTRO's Commitment to Diversity, Equity and Inclusion
ASTRO CEO provides an overview on the Society's commitment to DEI programs and initiatives.
Laura Therasse, ASTRO CEO

Sexual and Gender Minority Inclusion in Radiation Oncology: A Call to Action, NOT Checking a Box
Representatives from ARRO and ASTRO's SGM Task Force offer ways to create a more inclusive workplace.
Jason D. Domogauer, MD, PhD; Rachel Conger, MD; Stephanie Terezakis, MD; and Snigpen Patel, MD, FASRO

Unconscious Bias in Cancer Care and Legal Ramifications
Uncovering the legal consequences of unconscious bias in the health care setting.
Tony S. Quang, MD, JD, and Sushi Benhal, MD, MBA, FASRO

Diversity, Value and Your Science Council
The chair and vice-chair of ASTRO's Science Council discuss why diversity in science and research brings excellence to the field.
Brian Margolis, PhD, and John N. Guatti, MD, FASRO

The Commitment to Equity, Diversity and Inclusion at the Red Journal
The Red Journal's editor-in-chief shares updates on efforts underway at the journal to improve equity, diversity and inclusion.
Sue S. Yom, MD, PhD, FASRO

Banner ad

ASTROnews Electronic Table of Contents (eTOC)

The digital version of the member magazine, *ASTROnews*, is announced with an electronic table of contents (eTOC) email. This email goes to all ASTRO members and, on average, boasts a greater than 40% open rate — high above industry standards.

There are four eTOCs per year — one for the Spring, Summer and Winter editions of *ASTROnews*, plus one for our Annual Meeting Guide, which comes out every fall. This news blast includes the table of contents for each issue of the magazine with links to the online edition and online-only exclusive content.

There are two ad positions available for these widely read and clicked emails: the leaderboard placement is located at the top of the email and the standard placement is below the list of feature stories, about one-third of the way down the email.

Banner ad size: 647 x 115 pixels

Leaderboard placement: \$3,000 (Corporate Member); **\$3,600** (nonmember)

Standard placement: \$2,500 (Corporate Member); **\$3,000** (nonmember)

A \$500 fee per eTOC will be issued for U.S. only sends.

	MATERIALS DUE DATE	eTOC SEND DATES
WINTER 2024	January 19, 2024	January 22, 2024
SPRING 2024	March 22, 2024	April 2, 2024
SUMMER 2024	June 14, 2024	June 24, 2024
FALL (Annual Meeting Guide)	August 23, 2024	September 3, 2024
WINTER 2025	January 3, 2025	January 13, 2025

Other Opportunities

ASTRO Website Ads

Expanding your online media mix increases your visibility to ASTRO members and other site visitors. Ads will appear on select pages* throughout the www.astro.org website. ASTRO.org averages more than 256,000 page views and nearly 40,000 visitors per month.

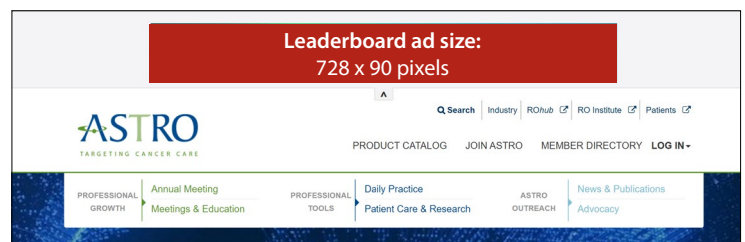
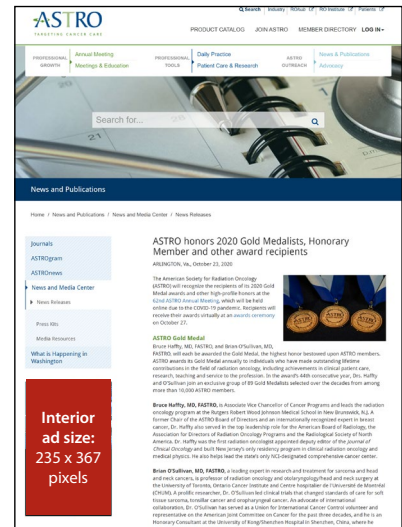
Leaderboard size: 728 x 90

Skyscraper size: 235 x 367

For leaderboard advertising opportunities on the astro.org homepage and interior pages, please call or email **Tim Waddill**, 214-396-6780, twaddill@associationrevenuepartners.com, with questions or to get additional information.

- No advertisements can be placed on education webpages.
- Artwork can be switched out once a month.

*Due to CME restrictions, no ads can appear on education webpages.



Ad size: 160 x 400 pixels

Advertising on ROhub, ASTRO's exclusive private member community, offers the opportunity to reach an engaged audience of ASTRO members. Members use the ROhub member directory to network and contact other members. Ads will be posted on the first of every month. The ROhub averages nearly 6,000 visitors per month.

Ad size: 160 x 400 pixels

\$1,000 per month

Exclusive advertising opportunity for ASTRO Corporate Members

For more information, contact **Chloe Mujwit** at corporaterelations@astro.org.

Annual Meeting Advertising Opportunities



Exhibit Space

ASTRO's Annual Meeting is the premier radiation oncology scientific event in the world with more than 10,000 attendees each year. The meeting includes a vibrant Exhibit Hall, featuring more than 200 companies displaying the latest products and services for cancer treatment. For more details, view the 2024 Exhibitor Prospectus www.astro.org/exhibits24, or contact SPARGO, Inc. at 703-654-6490 or john.barrett@spargoinc.com.

ASTRO Annual Meeting Digital Daily News (Premium ASTROgram)

Reach the more than 10,000 attendees at ASTRO's Annual Meeting by advertising in the ASTRO Annual Meeting Digital Daily News. This email newsletter, sent each morning of the Annual Meeting, is a must-read for attendees. The Digital Daily News includes information on the day's events, coverage of key sessions and expert commentary on scientific studies being presented at the meeting. The Digital Daily News is sent to all Annual Meeting attendees, including those who register on site, and all ASTRO members. Ad rates are \$3,750 per insertion. For specific dates and specs, see page 10.

Annual Meeting Exhibitor Opportunities

CORPORATE MEMBERSHIP

\$3,000, \$4,000 or \$5,000 (dues based on annual sales volume in radiation oncology)

Become a Corporate Member and enjoy many tangible benefits in addition to increased visibility, access to additional promotional opportunities and ongoing communication. Corporate Members receive the following Annual Meeting benefits:

- One hundred (100) priority points credit toward the following year's booth selection.
- Discount on exhibit space: \$2 per square foot.
- Member-rate registration for two company representatives.
- Access to virtual corporate press room.
- Corporate Member recognition sign for booth and ribbons for company representatives.
- Recognition in Annual Meeting Exhibitor Directory.
- Invitation to exclusive event with ASTRO leadership.

ASTRO
**CORPORATE
MEMBER**

AMBASSADORSHIP

\$65,000

Join the exclusive ranks of ASTRO Corporate Ambassadors and enjoy year-round VIP privileges. Ambassadors receive tremendous marketing opportunities and enhanced visibility for their annual commitment. Ambassadors receive the following Annual Meeting benefits:

- First priority selection of following year's Annual Meeting exhibit space.
- 600 priority points toward the following year's Annual Meeting exhibit booth selection.
- Discount on exhibit space: \$2 per square foot.
- Four complimentary full conference registrations.
- Two complimentary 10-foot by 10-foot booths.
- 10 Exhibit Hall guest passes to give to preferred clients and customers.
- Early courtesy notice for VIP housing.
- Option to reserve up to ten (10) reserved rooms in ASTRO designated premier hotels.
- Comprehensive recognition package to include on-site and digital acknowledgement before, during and after the Annual Meeting.
- Appear as a featured exhibitor on the Annual Meeting Conference Planner and MyASTROApp, the official meeting app.
- Discount on ASTRO approved Industry Satellite Symposia.
- Discount on affiliate meeting/event requests at ASTRO official venues.
- Two complimentary full conference registrations at ASTRO sponsored multidisciplinary meetings held throughout the year



For more information, visit www.astro.org/corporatemembership or contact the **Corporate Relations Department** at corporaterelations@astro.org.

Annual Meeting Promotional Opportunities

GOLD (\$40,000+)*

- Two (2) complimentary full-conference registrations.
- One (1) complimentary 10 foot by 10 foot booth.
- Complimentary set of preregistration labels (for one-time use).
- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Complimentary set of ASTRO member mailing labels (for one-time use).
- Two invitations to attend the President's Reception.
- On-site signage.
- Possible bundling opportunities available.

SILVER (\$20,000+)*

- One (1) complimentary 10 foot by 10 foot booth.
- Complimentary set of preregistration labels (for one-time use).
- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Complimentary set of ASTRO member mailing labels (for one-time use).
- Two invitations to attend the President's Reception.
- On-site signage.
- Possible bundling opportunities available.

BRONZE (\$12,500+)*

- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Two invitations to attend the President's Reception.
- On-site signage.
- Possible bundling opportunities available.

COPPER (\$7,500+)

- ASTRO website recognition.
- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Possible bundling opportunities available.

BENEFIT FOR ALL SPONSORSHIP LEVELS:

Survivor Circle Sponsorship Recognition

All Annual Meeting sponsors receive Survivor Circle Sponsorship recognition.

Visit the [Survivor Circle Program](#) for more information.



*Take advantage of bundling opportunities with commensurate sponsorship levels.

If you have additional ideas of other potential marketing opportunities not included in this brochure, please contact the Corporate Relations Department to discuss further at corporaterelations@astro.org.



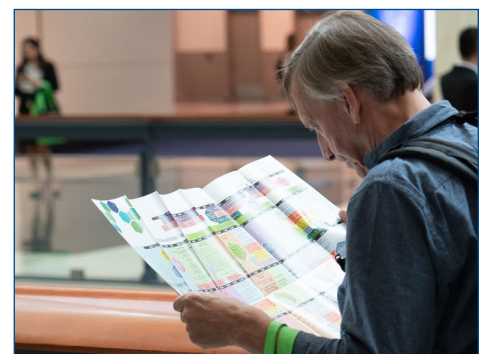
Priority Points are earned on a yearly basis and count toward booth space selection for the Annual Meeting. Please contact the Meetings Department at meetings@astro.org with any questions regarding Priority Points.

Annual Meeting Sponsorship Opportunities

There are numerous promotional opportunities available at the ASTRO Annual Meeting, including:

- Aisle Signs in Exhibit Hall
- ARRO/Resident Program
- ASTRO Show Daily News
- Badge Wallet Insert
- Convention Center Displays
- Exhibitor Directory
- Exhibit Hall Street Signs
- Hotel Key Card
- Industry-Expert Theater
- Networking Lounge
- Annual Meeting Portal and MyASTROapp
- Poster Viewing Area
- Product Showcase
- Schedule-At-A-Glance
- Showcase Registration Bag
 - Bag Sponsor
 - Bag Insert
- Shuttle Bus Display
- Survivor Circle Sponsorship
- Wi-Fi

For details on any of these promotional opportunities, contact kathy.peters@astro.org, joanne.dicesare@astro.org, or chloe.mujwit@astro.org.



2024 ASTRO ADVERTISING

RESPONSE FORM

YES! My company is interested in advertising with ASTRO.

We are interested in advertising in the following opportunities (prices vary):

ASTROnews

Winter

Spring

Summer

ASTRO Show Daily News

(on-site newspaper for the Annual Meeting)

ASTROgram

Preferred dates:

Annual Meeting Guide (Fall ASTROnews)

ASTROnews Electronic Table of Contents

Winter

Spring

Summer

AMG (Fall)

ASTRO Annual Meeting Digital Daily News

(Premium ASTROgram)

ROhub

(ASTRO's private community)

COMPANY NAME

CONTACT

TITLE

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

Key Contacts

We are here to help.

ASTRO.ORG LEADERBOARD AND INTERIOR ADVERTISING

Association Revenue Partners
Tim Waddill
twaddill@associationrevenuepartners.com
214-396-6780

EXHIBIT SALES

SPARGO, INC.
John Barrett
john.barrett@spargoinc.com
703-654-6490

EXHIBIT MANAGEMENT

SPARGO, INC.
Shirley Harris
shirley.harris@spargoinc.com
703-631-6200

AFFILIATE EVENT REQUESTS

Meetings Department
meetings@astro.org
703-502-1550

HOUSING

SPARGO, INC.
Susan Corbett
susan.corbett@spargoinc.com
703-654-6922

OFFICIAL SERVICE CONTRACTOR

GLOBAL EXPERIENCE SPECIALISTS (GES)
Tim Myers
tmyers@ges.com
415-286-0614

REGISTRATION

SPARGO, INC.
ASTRO REGISTRATION CENTER
astroregistration@spargoinc.com
1-800-541-6058 or 703-449-6418

PRINT, ONLINE AND PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Kathy Peters
kathy.peters@astro.org

Joanne Dicesare
joanne.dicesare@astro.org

Chloe Mujwit
chloe.mujwit@astro.org

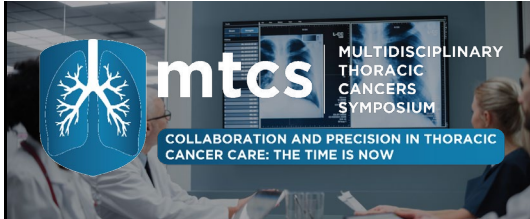
MEDIA RELATIONS

Liz Gardner
liz.gardner@astro.org
703-286-1600

SURVIVOR CIRCLE SPONSORSHIP

Kathy Peters
kathy.peters@astro.org
703-839-7342

UPCOMING MEETINGS



Multidisciplinary Thoracic Cancers Symposium

November 30 – December 2, 2023

Sheraton New Orleans

Co-sponsored by: ASCO, ASTRO, SITC, STS

IN-PERSON | LIVE VIRTUAL MEETING



ASTRO 2023 Coding and Coverage Seminar

Saturday, December 9, 2023

VIRTUAL



Multidisciplinary Head and Neck Cancers Symposium

February 29 – March 2, 2024

JW Marriott Desert Ridge • Phoenix

Co-sponsored by: AHNS, ASCO, ASTRO, and SITC

IN-PERSON | LIVE VIRTUAL MEETING



2024 Virtual ASTRO Annual Refresher Course

April 17 – 19, 2024

VIRTUAL



2024 Advocacy Day

May 2024

Washington, DC



2024 ASTRO Annual Meeting

“Targeting Provider Wellness for Exceptional Patient Care”

September 29 – October 2, 2024

Walter E. Washington Convention Center

Washington, DC