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 October 2019
Please visit www.astro.org for updated information throughout the year.
Table of Contents

ASTRO Member Demographics 4

Print Opportunities 5
ASTROnews 5-7
ASTRO Daily News 8
ASTRO Journals 9

Digital and Other Marketing Opportunities 10
ASTROgram 10
ASTROnews eTOC 11
ASTRO Website Interior Ad 11
ROhub 11
ASTRO Career Center 12
ASTRO Academy 12
ASTRO Membership Mailing 12

Annual Meeting 13
Exhibitor Opportunities 13
Membership Opportunities 14
Sponsorship Opportunities 15
Promotional Opportunities 16

Advertising Packages 17

Contact Information 19

2020 Meetings 20

ADVERTISING PACKAGES
Expand your media mix by exploring ASTRO’s advertising packages or build your own with any of the offerings in this media kit.

Email CorporateRelations@astro.org for more information.
Member Demographics

Who we are

**ASTRO Membership by Member Type**:  

<table>
<thead>
<tr>
<th>Member Type</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active</td>
<td>4,288</td>
<td>42%</td>
</tr>
<tr>
<td>Affiliate</td>
<td>181</td>
<td>2%</td>
</tr>
<tr>
<td>Associate</td>
<td>1,619</td>
<td>16%</td>
</tr>
<tr>
<td>Emeritus</td>
<td>1,066</td>
<td>10%</td>
</tr>
<tr>
<td>Honorary</td>
<td>32</td>
<td>0%</td>
</tr>
<tr>
<td>International</td>
<td>1,369</td>
<td>13%</td>
</tr>
<tr>
<td>International Member-In-Training</td>
<td>554</td>
<td>5%</td>
</tr>
<tr>
<td>Member-In-Training</td>
<td>800</td>
<td>8%</td>
</tr>
<tr>
<td>Postdoctoral Fellow</td>
<td>38</td>
<td>0%</td>
</tr>
<tr>
<td>Student/Grad Student</td>
<td>320</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10,267</td>
<td>100%</td>
</tr>
</tbody>
</table>

**ASTRO Membership by Location**:  

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>7,755</td>
<td>76%</td>
</tr>
<tr>
<td>Canada</td>
<td>410</td>
<td>4%</td>
</tr>
<tr>
<td>Japan</td>
<td>362</td>
<td>4%</td>
</tr>
<tr>
<td>Australia</td>
<td>177</td>
<td>2%</td>
</tr>
<tr>
<td>Germany</td>
<td>170</td>
<td>2%</td>
</tr>
<tr>
<td>Brazil</td>
<td>124</td>
<td>1%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>112</td>
<td>1%</td>
</tr>
<tr>
<td>Other International</td>
<td>1,157</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10,267</td>
<td>100%</td>
</tr>
</tbody>
</table>

**ASTRO Membership by Profession**:  

- Radiation Oncologist: 59%
- Medical Physicist: 16%
- Resident/Fellow: 12%
- Other/Unknown: 4%
- Student/Grad Student/PGY-1: 3%
- Administrator: 2%
- Biologist: 1%
- Clinical Oncologist: 1%
- Nurse/Nurse Practitioner: 1%
- Medical Dosimetrist: 1%
- Radiation Therapist/Technologist: 1%

*As of July 16, 2019*
ASTROnews Advertising Opportunities

ASTRONEWS
ASTRO’s quarterly magazine is delivered in print or electronically to all of our domestic and international members, which communicates your message to radiation oncologists around the globe.

Each issue covers the latest news 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 30% and reaches nearly 10,000 members.

2020 ASTRONEWS RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 Issue Non Member (price per issue)</th>
<th>1 Issue Corporate Member (price per issue)</th>
<th>2 Issues (price per issue) Non Member</th>
<th>2 Issues (price per issue) Corporate Member</th>
<th>3 Issues (price per issue) Non Member</th>
<th>3 Issues (price per issue) Corporate Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Color Premium*</td>
<td>$7,030</td>
<td>$5,624</td>
<td>$6,327</td>
<td>$5,062</td>
<td>$5,624</td>
<td>$4,499</td>
</tr>
<tr>
<td>4-Color Center Spread</td>
<td>$13,125</td>
<td>$10,500</td>
<td>$11,813</td>
<td>$9,450</td>
<td>$10,500</td>
<td>$8,400</td>
</tr>
<tr>
<td>4-Color Full Page</td>
<td>$4,249</td>
<td>$3,399</td>
<td>$3,994</td>
<td>$3,196</td>
<td>$3,405</td>
<td>$2,724</td>
</tr>
<tr>
<td>4-Color 1/2 Page</td>
<td>$3,183</td>
<td>$2,547</td>
<td>$2,696</td>
<td>$2,157</td>
<td>$2,334</td>
<td>$1,868</td>
</tr>
<tr>
<td>4-Color 1/4 Page</td>
<td>$1,847</td>
<td>$1,477</td>
<td>$1,563</td>
<td>$1,251</td>
<td>$1,428</td>
<td>$1,142</td>
</tr>
<tr>
<td>Black &amp; White Full Page</td>
<td>$2,974</td>
<td>$2,379</td>
<td>$2,796</td>
<td>$2,237</td>
<td>$2,384</td>
<td>$1,907</td>
</tr>
<tr>
<td>Black &amp; White 1/2 Page</td>
<td>$2,229</td>
<td>$1,783</td>
<td>$1,888</td>
<td>$1,510</td>
<td>$1,634</td>
<td>$1,307</td>
</tr>
<tr>
<td>Black &amp; White 1/4 Page</td>
<td>$1,293</td>
<td>$1,034</td>
<td>$1,093</td>
<td>$875</td>
<td>$1,000</td>
<td>$800</td>
</tr>
</tbody>
</table>

*BENEFITS OF ADVERTISING
Accumulation of five priority points per $1,000 in advertising spent.

ADVERTISING TIMELINE (circulation approximately 7,500 print and 10,000 electronic)

<table>
<thead>
<tr>
<th>INSERTION ORDER AD SPACE CLOSING</th>
<th>MATERIALS DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING 2020</td>
<td>January 6</td>
</tr>
<tr>
<td>SUMMER 2020</td>
<td>April 3</td>
</tr>
<tr>
<td>WINTER 2020</td>
<td>October 9</td>
</tr>
</tbody>
</table>

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 Megan Watson at corporaterelations@astro.org or 703-839-7344.
This is a special edition issue of ASTROnews; different advertising rates apply.

Don’t miss out on the opportunity to target ASTRO attendees before they arrive in the host city by advertising in the ASTROnews Annual Meeting Special Edition. A special super-sized issue of ASTROnews that is both printed and released digitally reaches more than 10,000 attendees and members from around the world. Our digital issue averages a 35% open rate, high 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:

- Registration information.
- Shuttle bus routes.
- City map with hotel information.
- Industry Satellite Symposia.
- Exhibitor listings.

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

2020

Insertion deadline: July 10, 2020
Materials deadline: August 14, 2020
ASTROnews mails: September 21, 2020

2020 ASTRONEWS ANNUAL MEETING SPECIAL EDITION RATES

<table>
<thead>
<tr>
<th>4-Color</th>
<th>Nonmember</th>
<th>Corporate Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium*</td>
<td>$6,116</td>
<td>$4,893</td>
</tr>
<tr>
<td>Center Spread</td>
<td>$12,600</td>
<td>$10,080</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,597</td>
<td>$3,677</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,813</td>
<td>$3,050</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,904</td>
<td>$1,523</td>
</tr>
<tr>
<td>Black and White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,218</td>
<td>$2,575</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,669</td>
<td>$2,135</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,332</td>
<td>$1,066</td>
</tr>
</tbody>
</table>

*Premium locations are back cover, 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 Megan Watson at corporaterelations@astro.org or 703-839-7344.
### Page sizes for both digital and print ASTROnews and Annual Meeting Special Edition

<table>
<thead>
<tr>
<th>Trim size:</th>
<th>8” (w) x 10.75” (h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page bleed ad:</td>
<td>8” (w) x 10.75” (h) with 0.25” extended bleed on all sides</td>
</tr>
<tr>
<td>Full page non-bleed ad:</td>
<td>7” (w) x 9.25” (h)</td>
</tr>
</tbody>
</table>

### 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.

### Shipping Information

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

**ASTRO**
Att: Diane Kean
251 18th Street South
8th Floor
Arlington, VA 22202
Phone: 703-502-1550
Email: ASTROnews@astro.org
Get your message in front of more than 10,000 attendees of ASTRO’s Annual Meeting in the ASTRO Daily News!

Two newspapers will be published at the ASTRO 62nd Annual Meeting: a Sunday/Monday issue and a Tuesday/Wednesday issue. These oversized, full-color publications are freely distributed to attendees of the Annual Meeting. 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 (circulation of almost 17,000). The electronic PDFs have an average open rate of nearly 36% and are also posted on ASTRO’s website, giving you even more ad visibility.

These newspapers include day-by-day schedules, meeting highlights and important ASTRO and radiation oncology news.

<table>
<thead>
<tr>
<th>DISPLAY OPPORTUNITY</th>
<th>COST – ONE EDITION</th>
<th>BOTH EDITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$8,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$8,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$12,000</td>
<td>$16,000</td>
</tr>
<tr>
<td>City Guide Edition with Inside Spread</td>
<td>$15,000 (Sunday only)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>¾ Page</td>
<td>$3,500</td>
<td>$6,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

ADVERTISING TIMELINE

<table>
<thead>
<tr>
<th>INSERTION ORDER</th>
<th>AD SPACE CLOSING</th>
<th>MATERIALS DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue one: Sunday/Monday</td>
<td>August 14, 2020</td>
<td>September 18, 2020</td>
</tr>
<tr>
<td>Issue two: Tuesday/Wednesday</td>
<td>August 14, 2020</td>
<td>September 18, 2020</td>
</tr>
</tbody>
</table>

CONTACT INFORMATION
For advertising opportunities in ASTROnews, please contact Megan Watson at corporaterelations@astro.org or 703-839-7344.
ASTRO Journals

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

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)**

*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**

*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 complement 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.

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](http://www.elsmediakits.com). 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.

For more information about the opportunity to sponsor these items for residents, please contact Kathy Peters at corporaterelations@astro.org or 703-839-7342.

**ASTRO Journals Media Kits**


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

Communicate your message via the ASTROgram, our weekly email newsletter.

ASTROgram

The ASTROgram is a weekly email newsletter sent out every Wednesday to more than 10,000 ASTRO members. This is where ASTRO members get their weekly 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 32% open rate, well above industry standards.

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 eNewsletter. Materials are due one week before issue date. For more information, contact Megan Watson at corporaterelations@astro.org • 703-839-7344.

Banner ad size: 600 x 74 pixels

- Single edition: $2,500 (Corporate Member); $3,000 (nonmember)
- Three editions: $6,500 (Corporate Member); $8,000 (nonmember)
- Premium issues at $3,500 (Corporate Member), $4,000 (nonmember) each

Each premium edition requires a two-week commitment prior to, during, and following the ASTRO Annual Meeting. No bundle deals.

** PLEASE NOTE:** Layout and size of banner subject to change. We can accept 728 x 90 ads but they will be resized.

2020 ASTROGRAM RUN DATES

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

** Two weeks prior to, during (Oct. 25-28) and one week following the ASTRO Annual Meeting are premium editions, $3,500 per issue. No bundle deals.

*** Annual Meeting daily editions

** Premium ASTROgram dates averaged a 35.5% open rate with an average circulation of over 14,000.
**Other Opportunities**

**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 30% 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 premium placement is located at the top of the email and the regular placement is below the list of feature stories, about one-third of the way down the email.

- **Banner ad size:** 647 x 115 pixels
  - Premium placement: $2,880 (Corporate Member); $3,600 (nonmember)
  - Regular placement: $2,000 (Corporate Member); $2,500 (nonmember)

**ASTRO Website Interior Page Ads**

Expanding your online media mix increases your visibility to ASTRO members and other site visitors. Ads can appear on select pages throughout the www.astro.org website. (Home page ad space is not available.) ASTRO.org averages more than 256,000 page views and nearly 40,000 visitors per month.

**Ad materials are due one week prior to posting date.**
For more information, contact Kathy Peters at corporaterelations@astro.org, 703-839-7342.

- **Skyscraper size:** 235 x 367
  - $2,000 per month

**ROhub**

Advertising on ROhub, ASTRO’s private community, offers the opportunity to reach an engaged audience of ASTRO members. Ads will be posted on the first of every month. The ROhub averages nearly 6,000 visitors per month.

For more information, contact Kathy Peters at corporaterelations@astro.org or 703-839-7342.

- **Ad size:** 160 x 400 pixels
  - $1,000 per month

Exclusive advertising opportunity for ASTRO Corporate Members
Other Opportunities

ASTRO Career Center

The ASTRO Career Center is a highly targeted and easy-to-use resource for employers and job seekers to make employment connections. ASTRO members benefit from discounted job posting packages and featured job posting options. Free résumé posting services are available for all job seekers. The Career Center offers the most comprehensive recruiting site for the field of radiation oncology.

For more information, visit www.astro.org/careercenter.

ASTRO Academy

ASTRO Academy now serves as the go-to hub for both online education activities and all post live meeting credits and certificates. ASTRO Academy provides more than 100 online courses covering more than 18 disease site areas for radiation oncology. In its first six months, ASTRO Academy had 11,000 unique visits with 250,000 page views across the site. Currently there are 3,500 online registered users with this number continuing to grow.

There are two different advertising opportunities on ASTRO Academy. The slideshow placement contains one image and text, which can be hyperlinked to the URL of the advertiser’s choice. This option rotates every seven seconds with a pause feature. There is also a static banner placement at the bottom of the homepage.

| Slideshow placement | 400 x 500 pixels | $7,000 (No more than 75 words of text.) |
| Banner placement    | 150 x 1000 pixels | $10,000 |

Duration: Six months (January-June or July-December)

ASTRO Membership Mailing List

The ASTRO membership mailing list is available for rental. List selections are available by title and by U.S. regions. For information and to order, please contact membership@astro.org. Before your list rental request is approved, you are required to submit a sample of your mailpiece for review. The sample mailpiece may be submitted via mail, fax or email. ASTRO reserves the right to decline mailing list orders if the event conflicts with an ASTRO event or initiative. The requestor will be notified of exact count and cost after approval of mailpiece. Email lists are not available.
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 2020 Exhibitor Prospectus www.astro.org/exhibits20, or contact SPARGO, Inc. at 703-654-6490 or john.barrett@spargoinc.com.

ASTRO Annual Meeting Daily Update
Reach the more than 10,000 attendees at ASTRO’s Annual Meeting by advertising in the ASTRO Annual Meeting Daily Update. This email newsletter, sent each morning of the Annual Meeting (Sunday-Wednesday), is a must-read for attendees. The Daily Update includes information on the day’s events, brief recaps of the previous day’s events and session/schedule changes. The Daily Update is sent to all Annual Meeting attendees, including those who register on site, and all ASTRO members. Ad rates are $3,500 per insertion. For specific dates, see page 10.
Annual Meeting Membership Opportunities

**CORPORATE MEMBERSHIP**

$2,750, $3,750 or $4,750 (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.

**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.

For more information, visit [www.astro.org/corporatemembership](http://www.astro.org/corporatemembership) or contact the Corporate Relations Department at 703-502-1550 or corporaterelations@astro.org.
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 may include hotel key cards or city street pole banners.

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 may include an Industry-Expert Theater or ASTRO Connect.

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 may include charging stations or convention center displays.

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 may include a leaderboard ad on the Conference Planner or a ten-second digital wall advertisement.

BENEFIT FOR ALL SPONSORSHIP LEVELS:
Participation in the Survivor Circle Passport Program

Enjoy increased exposure and traffic to your booth through the Survivor Circle Passport Program. Your name and logo will be seen by the more than 10,000 attendees and those who are participating will stop by your booth to receive their stamp and learn more about your company and products.

Visit www.astro.org/scpassportprogram 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 703-502-1550 or 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
Promotional Opportunities

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

- Aisle Signs in Exhibit Hall
- Annual Meeting Schedule-At-A-Glance
- ARRO/Resident Program
- ASTRO Connect
- ASTRO Daily News
- ASTRO Relax
- Badge Wallet Insert
- Charging Station Lounge
- Conference Planner Leaderboard Display
- Convention Center Displays
- Convention Center Touch Screen Displays
- Exhibitor Directory
- Exhibit Hall Street Signs
- Hotel Key Card
- Industry-Expert Theater

Innovation Hub Opportunities

- Poster Viewing Area
- Hub Central
- MyASTROApp
- Product Showcase

Showcase Registration Bag

- Bag Sponsor
- Bag Insert
- Shuttle Bus Display
- Survivor Circle Passport Program
- Wellness Zone

For details on any of these promotional opportunities, visit www.astro.org/AMPromoOpps or contact kathy.peters@astro.org.
Advertising Packages

Not sure where to start? ASTRO has taken the guesswork out of choosing where to place your company's advertising in order to reach the highest number of members.

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### PREMIUM PRINT LOVER’S PACKAGE

<table>
<thead>
<tr>
<th>ITEM</th>
<th>ORIGINAL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page ASTRO News (3-Pack Premium)</td>
<td>$13,497</td>
</tr>
<tr>
<td>Full Page Annual Meeting Guide (Premium)</td>
<td>$4,893</td>
</tr>
<tr>
<td>Full Page Exhibitor Directory (Premium)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Full Page Daily News – Sun./Mon. (ROB)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full Page Daily News – Tues./Weds.(ROB)</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$35,390</strong></td>
</tr>
</tbody>
</table>

### PREMIUM SAMPLER

<table>
<thead>
<tr>
<th>ITEM</th>
<th>ORIGINAL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page ASTRO News (3-Pack ROB)</td>
<td>$8,172</td>
</tr>
<tr>
<td>Full Page Annual Meeting Guide (ROB)</td>
<td>$3,677</td>
</tr>
<tr>
<td>ASTROgram (3 issues)</td>
<td>$6,500</td>
</tr>
<tr>
<td>ASTRO.org (3 months)</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$24,349</strong></td>
</tr>
</tbody>
</table>

### ALL DIGITAL

<table>
<thead>
<tr>
<th>ITEM</th>
<th>ORIGINAL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASTROgram (3 issues)</td>
<td>$6,500</td>
</tr>
<tr>
<td>ASTRO.org (6 months)</td>
<td>$12,000</td>
</tr>
<tr>
<td>eTOC (2 issues)</td>
<td>$4,000</td>
</tr>
<tr>
<td>ROhub (6 months)</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$28,500</strong></td>
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</table>

### PRINT LOVER’S PACKAGE (ROB)

<table>
<thead>
<tr>
<th>ITEM</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Full-Page ASTROnews (3-Pack ROB)</td>
<td>$8,172</td>
</tr>
<tr>
<td>Full-Page Annual Meeting Guide (ROB)</td>
<td>$3,677</td>
</tr>
<tr>
<td>Full-Page Daily News – Sun./Mon. (ROB)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full Page Daily News – Tues./Weds.(ROB)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full-Page Exhibitor Directory (ROB)</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$23,849</strong></td>
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</table>

### ANNUAL MEETING IGNITER KIT

<table>
<thead>
<tr>
<th>ITEM</th>
<th>ORIGINAL PRICE</th>
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</thead>
<tbody>
<tr>
<td>Full-Page Annual Meeting Guide (ROB)</td>
<td>$3,677</td>
</tr>
<tr>
<td>ASTROgram (Premium Date)</td>
<td>$3,500</td>
</tr>
<tr>
<td>ASTRO Daily News (ROB)*</td>
<td>$4,000</td>
</tr>
<tr>
<td>Exhibitor Directory</td>
<td>$5,000</td>
</tr>
<tr>
<td>Conference Planner</td>
<td>$7,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$23,177</strong></td>
</tr>
</tbody>
</table>

*Option to upgrade to both issues

### ASTRO SAMPLER

<table>
<thead>
<tr>
<th>ITEM</th>
<th>ORIGINAL PRICE</th>
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</thead>
<tbody>
<tr>
<td>Full Page ASTRO News (1 Issue ROB)</td>
<td>$3,399</td>
</tr>
<tr>
<td>Full Page Annual Meeting Guide (ROB)</td>
<td>$3,677</td>
</tr>
<tr>
<td>ASTROgram (3 issues)</td>
<td>$6,500</td>
</tr>
<tr>
<td>ASTRO.org (3 months)</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$19,576</strong></td>
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</tbody>
</table>

### STARTER KIT

<table>
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<tr>
<th>ITEM</th>
<th>ORIGINAL PRICE</th>
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</thead>
<tbody>
<tr>
<td>Full-Page ASTROnews (1 issue ROB)</td>
<td>$3,399</td>
</tr>
<tr>
<td>ASTROgram (1 issue)</td>
<td>$2,500</td>
</tr>
<tr>
<td>ASTRO.org (1 month)</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$7,899</strong></td>
</tr>
</tbody>
</table>

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**SELF-STARTER**

Select from any ASTRO offering in the media kit, and the Corporate Relations and Communications team will build a custom package to fit your company’s goals.
☐ YES! My company is interested in advertising with ASTRO.

We understand that we are entitled to all advertising opportunities associated with the category selected below:

☐ Premium Print Lover’s Package $28,000
☐ Premium Sampler $20,000
☐ Print Lover’s Package (ROB) $18,000
☐ All Digital $18,000
☐ Annual Meeting Igniter Kit $17,500
☐ ASTRO Sampler $15,000
☐ Starter Kit $6,000
☐ Self-Starter Pricing based on selections.

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

☐ ASTROnews
☐ ASTROnews Annual Meeting Guide
☐ ASTROnews Electronic Table of Contents
☐ ASTRO Daily News (on-site newspaper for the Annual Meeting)
☐ ASTRO Journals
☐ ASTROgram
☐ Annual Meeting Daily ASTROgram
☐ ASTRO.org
☐ ROhub (ASTRO’s private community)
☐ ASTRO Career Center
☐ ASTRO Academy
☐ ASTRO Membership List Rental

Please remit this response form to:
ASTRO Corporate Relations
corporaterelations@astro.org

COMPANY NAME

CONTACT

TITLE

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL
Key Contacts
We are here to help.

PRINT AND ONLINE ADVERTISING
Megan Watson
corporaterelations@astro.org
703-839-7344

ASTRO HEADQUARTERS
703-502-1550

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

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

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

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

ASTRO CAREER CENTER
www.astro.org/careercenter
1-866-964-2765

SURVIVOR CIRCLE PASSPORT PROGRAM
www.astro.org/SCpassportprogram
Kathy Peters
kathy.peters@astro.org
703-839-7342
2020 UPCOMING ASTRO MEETINGS

Multidisciplinary Head and Neck Cancers Symposium
February 27-29, 2020
Westin Kierland Resort and Spa · Scottsdale, Arizona

ASTRO 62nd Annual Meeting
October 25-28, 2020
Miami Beach Convention Center · Miami Beach, Florida

ASTRO Annual Refresher Course
March 20-22, 2020
The Ritz-Carlton · New Orleans, Louisiana

Best of ASTRO
November 13-14, 2020
Beverly Wilshire Hotel · Beverly Hills, California

17th Annual Advocacy Day
April 20-21, 2020
Washington Court Hotel · Washington, DC

Multidisciplinary Thoracic Cancers Symposium
December 3-5, 2020
Omni Scottsdale Resort & Spa at Montelucia · Scottsdale, Arizona

ASTRO Research Workshop
Harnessing the Power of Artificial Intelligence to Improve Radiation Therapy
June 11-12, 2020
FHI360 Conference Center · Washington, DC

ASTRO Coding and Coverage Seminar
December 2020
ASTRO Headquarters · Arlington, Virginia