The Society of Thoracic Surgeons (STS) is the world’s largest professional organization representing all members of the cardiothoracic surgery team, including surgeons, researchers, and allied health professionals. The STS mission is to advance cardiothoracic surgeons’ delivery of the highest quality patient care through collaboration, education, research, and advocacy. STS offers a variety of advertising and sponsorship opportunities for your company to reach the cardiothoracic surgery community through its digital and print publications, podcasts, webinars, website, and more.

Learn more about STS membership categories at sts.org/membership.
Digital Advertising

STS Website
Add your message to the STS website homepage—a frequent stop for cardiothoracic surgery professionals worldwide. Two ad spaces in prominent locations are available and can be hyperlinked.

ANNUAL UNIQUE PAGE VIEWS: 196,000
ANNUAL PAGE VIEWS: 267,000

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<th>Top Page Banner Ad</th>
<th>Lower Right Box Ad</th>
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<td>3 months (10% discount)</td>
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<td>6 months (15% discount)</td>
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<td>$12,750</td>
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FORMAT: JPG, JPEG, PNG, or GIF
MAXIMUM FILE SIZE: 256 MB

Cardiothoracic Surgery News
A daily briefing provided exclusively to STS members. It is delivered each weekday morning by 8:00 a.m. ET.

Rate Card

CIRCULATION: 4,600
OPEN RATE: 39%

CT Surgery Online Buyers Guide
A user-friendly online tool for cardiothoracic surgeons and their teams to utilize when seeking out products and services for their practices. The Online Buyers Guide has advertising options for every company, from high-profile banners to premier listings designed to fit a variety of budgets. It is promoted on the STS website homepage, in STS Weekly (an e-newsletter that is distributed to all STS members), and other publications throughout the year.

Rate Card

ANNUAL UNIQUE PAGE VIEWS: 2,500
ANNUAL UNIQUE VISITORS: 1,300

Industry Partnerships
STS offers customized, year-round sponsorship packages. These partnerships allow for the development of exciting new educational programs and curricula, research awards, information sharing, and more. Each package includes high-profile and exclusive opportunities that will extend an industry partner’s reach and impact among cardiothoracic surgery professionals worldwide. To learn more about becoming an industry partner, contact Samantha McCarthy Tagg, Industry Relations Manager, at smccarthy@sts.org.
Podcast Advertising

Reach your target audience by purchasing a pre-roll audio advertisement in the Society’s Surgical Hot Topics podcast episodes. Episodes range from 15 to 60 minutes and are available on the STS website, or through iTunes, Google Play, Stitcher, iHeartRadio, TuneIn Radio, Spotify, and Castbox subscriptions. Podcasts are promoted on the STS website homepage, in social media, STS News (a quarterly newsletter published online and in print), STS Weekly (an e-newsletter that is distributed to all STS members), The Annals of Thoracic Surgery (STS print and online journal), and other publications throughout the year.

ALL TIME DOWNLOADS: 157,000
TOTAL ANNUAL DOWNLOADS: 44,000
AVERAGE DOWNLOADS PER EPISODE: 1,070
AUDIENCE: International reach of over 140 countries

LENGTH OF ADVERTISEMENT: 30 seconds or 60 seconds
FORMAT: MP3, recommended 256kbps encoded in vbr-3.

Pricing available upon request.

Newsletters

**STS News**
The Society’s quarterly flagship newsletter published online and in print.

Regular Features
- President’s Column
- Member News
- Thoracic Surgery Foundation
- Washington Scene

PRINT CIRCULATION: 6,300
DIGITAL CIRCULATION: 7,300
OPEN RATE: 45%

FORMAT: high-quality PDF, 300 dpi, set in CMYK

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**ISSUE** | **SPACE DUE** | **AD ARTWORK DUE** | **DIGITAL VERSION DISTRIBUTED** | **MAIL DROP**
--- | --- | --- | --- | ---
Summer 2023 | July 1, 2023 | July 10, 2023 | July 17, 2023 | July 26, 2023
Fall 2023 | September 18, 2023 | September 25, 2023 | October 10, 2023 | October 18, 2023
Winter 2023 | December 4, 2023 | December 11, 2023 | December 12, 2023 | January 5, 2024
**STS Weekly**

A weekly e-newsletter that highlights important opportunities, events, and benefits for STS members.

- **CIRCULATION:** 6,200
- **OPEN RATE:** 44%
- **SPECS:** 588 w x 98 h pixels
- **FILE TYPE:** JPG, PNG, or GIF
- **Price:** $1,500

**Trainee Connection**

This bi-monthly e-newsletter provides information about courses, benefits, and other activities relevant to residents, fellows, medical students, and STS scholarship recipients.

- **CIRCULATION:** 1,225
- **OPEN RATE:** 54%
- **SPECS:** 588 w x 98 h pixels
- **FILE TYPE:** JPG, PNG, or GIF
- **Price:** $1,000

**STS Print and Online Journal**

*The Annals of Thoracic Surgery* is the official journal of The Society of Thoracic Surgeons and the Southern Thoracic Surgical Association. First published in 1965, *The Annals* is an international, peer-reviewed journal that provides outstanding original coverage of recent progress in adult and congenital cardiovascular and chest surgery and related fields. This leading monthly receives approximately 3,000 manuscripts for consideration annually and maintains rigorous acceptance standards under the editorial leadership of Joanna Chikwe, MD, and a distinguished editorial board.

- **IMPACT FACTOR:** 5.113
- **CIRCULATION:** 5,700
- **AVERAGE MONTHLY VISITS:** 28,000
- **TOC EMAIL OPEN RATE:** 63%

**Media Kit**
Sponsored Content

E-Learning Videos
A special section on the STS website under Online Learning that is home to a collection of videos highlighting cutting-edge techniques, medical devices, and other industry news and education in the specialty. Industry Spotlight provides a dedicated portal for physicians to quickly and easily access the information they crave. The Society will regularly promote the availability of new content via multiple marketing channels.

**Pricing Available Upon Request**

LENGTH OF VIDEO: Up to 60 minutes
FORMAT: MP4 or URL

Email Blast Communications
Share news about your company’s products, services, or other information directly with STS members by email. STS will distribute the pre-approved message on behalf of the sender.

CIRCULATION: 5,300
AVERAGE OPEN RATE: 45%
ROYALTY RATE: $5,000 per email
FILE TYPE: HTML format with graphics embedded

Social Media Posts
Promote your content to more than 55,000 followers through one or more STS social media channels including Facebook, Instagram, Linkedin, and Twitter.

PRICE: $2,500 for one channel // $4,000 for all channels
FILE TYPE: JPEG, JPG, PNG, or GIF

Direct Mail

Mailing List Licenses
Purchase an STS membership or Annual Meeting registrant list license to mail an STS-approved mailing such as a postcard or brochure.

CIRCULATION: 6,500
ROYALTY RATE: $2,000

Educational Activity Opportunities
STS offers a variety of advertising and sponsorship opportunities designed to meet your budget, boost your brand, and generate demand. Some of these include:

**STS Annual Meeting**
- 2,100 professional registrants
- 46 countries represented by registrants
- 211 abstracts highlighted across oral and e-poster presentations

**Standalone Programs**
- 50-150 professional registrants
- 7 events scheduled for 2023

**Webinars**
- 117 average number of live unique viewers
- 830 average number of archive viewers
- 17 countries represented by unique viewers
Advertising & Sponsorship Contacts

The Society of Thoracic Surgeons
Samantha McCarthy Tagg, Industry Relations Manager
312-202-5869
smccarthy@sts.org
- STS website
- Print and digital newsletters
- Podcast advertisements
- E-Learning videos
- Mailing list licenses
- Email blast communications
- Educational events and activities
- Year-round partnerships

Elsevier
Bob Heiman, Display Advertising
856-520-9632
Bob.rhmedia@comcast.net
Kenneth Naylor, Recruitment & Classified Advertising
212-633-3835
k.naylor@elsevier.com
Craig Smith, Multimedia Publishing
212-462-1933
c.smith@elsevier.com
- The Annals of Thoracic Surgery print and online advertisements

Multiview
800-816-6710
sts@multiview.com
- CT Surgery Online Buyers Guide

Bulletin Healthcare
advertise@bulletinhealthcare.com
- CT Surgery News Digital Advertisements