CTSNet Media Kit
2021-22

CTSNet.org

CTSNet is the premier international destination for online networking and educational enrichment in the field of cardiothoracic surgery. CTSNet's mission is to "Connect the global cardiothoracic community." The website is an access point to the specialty's major journals, a huge repository of outstanding text-based and multimedia clinical resources, and a bona fide online community of cardiothoracic surgery professionals, specialty-dedicated associations, and industry groups.

Why Advertise on CTSNet?

CTSNet offers a comprehensive array of web-based resources that sets the standard for online education and career development in cardiothoracic surgery. CTSNet is the digital resource cardiothoracic surgeons around the globe use to learn about new techniques, connect with their colleagues, and stay apprised of the latest research on devices and procedures.

Over 50,000 cardiothoracic surgery professionals, over 30,000 of whom are surgeons, are registered users of CTSNet.org.

What Surgeons Are Saying

"CTSNet is a great equalizer of opportunity and knowledge. It provides an online community where any cardiothoracic surgeon, team member, and industry representative can share important information such as novel procedures, job opportunities, "how to do it" videos and discussions, and more. I consider it to be at the very heart of profession, no pun intended!"

-Dr. T. Sloane Guy
Thomas Jefferson University

"CTSNet has a number of outstanding features that are very useful and attractive to me as a CT surgeon. The videos and articles are all incredibly relevant; however, the most helpful aspects to me are the connectivity provided to other surgeons and the ease of accessibility to other CTSNet members."

-Dr. Mara Antonoff
UT MD Anderson Cancer Center

"We live in an era where the most effective and dynamic way to disseminate information is via the internet. As such, CTSNet is the central destination on the web for cardiothoracic surgery videos and educational content, and the main gateway on the web to journal content and organization websites. For me, it's nice to have to remember only one URL that can link me to any CT-related content I need on the web. And that's www.CTSNet.org."

-Dr. Tom C. Nguyen
University of Texas

"CTSNet provides an updated view of the current status in cardiothoracic surgery across the world, and this is my favorite thing about CTSNet. It gives us the opportunity to peek into the practice of our colleagues around the world and learn from each other."

-Dr. Peyman Sardari Nia
Maastricht Universty Medical Center, Netherlands

CTSNet.org

Generates 4 million
Pageviews per year

Nearly 100,000
Visitors per month

Over 970,000
Unique visitors every year

Abundant Promotional Opportunities

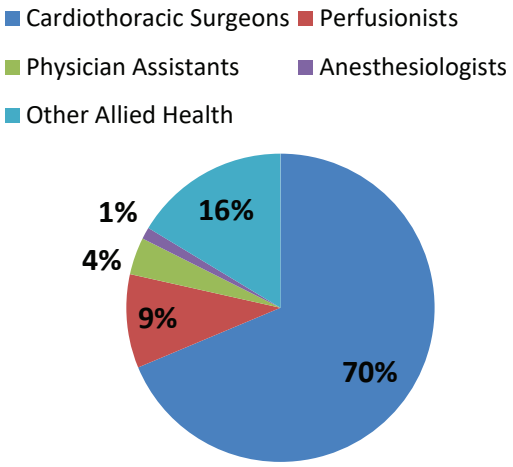
CTSNet's status as the "go to" site for cardiothoracic surgeons and allied health care professionals offers abundant opportunities to communicate product information, disseminate new product announcements, and get out the latest news. As one of CTSNet's **primary sponsors**, your company will be recognized as a major supporter of CTSNet's global educational mission. By advertising on or sponsoring CTSNet, your message will be articulated to a large, highly qualified, and decidedly niche audience—exactly the population you need to reach.

CTSNet Community Demographics

CTSNet Community

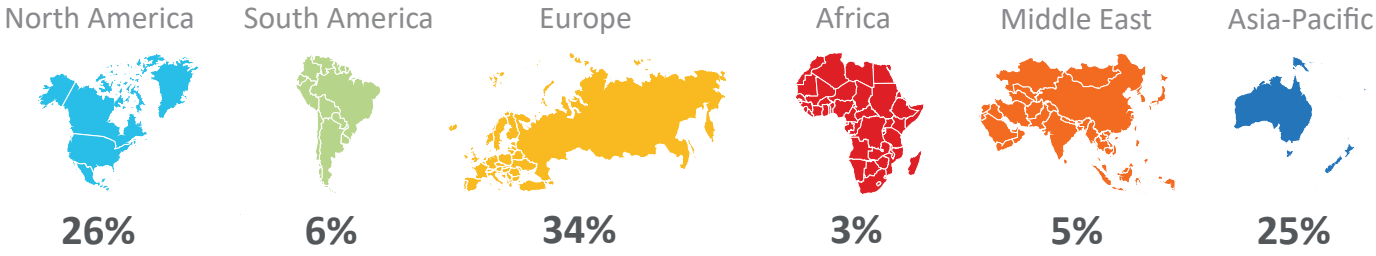
50,307 Registered Participants

- 30,972 Cardiothoracic Surgeons
- 4,042 Perfusionists
- 1,701 Physician Assistants
- 586 Anesthesiologists
- 13,006 Other Allied Health Professionals



CTSNet Surgeons by Region

Geographic Breakdown *(surgeons only)*



Growing Social Media Influence

(as of December 2021)

6,492 Followers

7,769 Followers

36,400 Subscribers

3,990 Followers

1,025 Followers

Niche Community

With over 30,000 registered cardiothoracic surgeons from around the world, CTSNet gives you access to precisely the community you need to reach. *CTSNet is cardiothoracic surgery online.*

Where CT Surgeons Go to Know

CTSNet is an access point for online versions of leading cardiothoracic surgery journals. In addition, CTSNet.org presents:

- A rapidly expanding library of podcasts
- Interviews and roundtables in video format
- A heavily visited, constantly updated clinical videos section
- A rich collection of clinical techniques (incorporating video, images, and text)
- Content portals dedicated to particular subspecialties or areas of interest
- Profiles on over 30,000 CT surgeons worldwide
- A listing of specialty events happening around the globe
- A job board for the CT community

Opportunities to Connect

CTSNet provides the richest collection of cardiothoracic surgeon profiles available on the web. Beyond providing basic contact information, CTSNet's profile pages display valuable biographical and association membership details. With its substantial database of CT surgeons and allied health specialists, CTSNet.org is the key place online where people in the field go to connect with their fellow professionals.

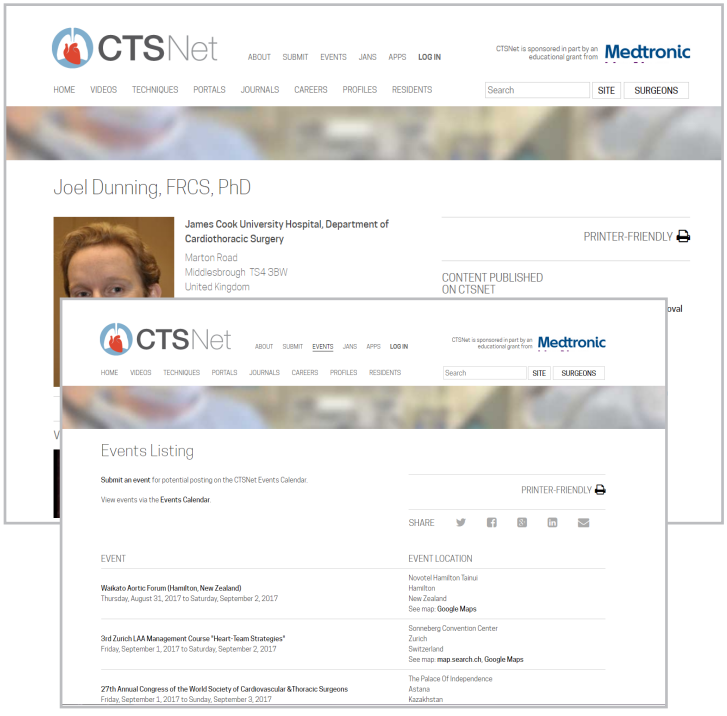
A Window to New Careers

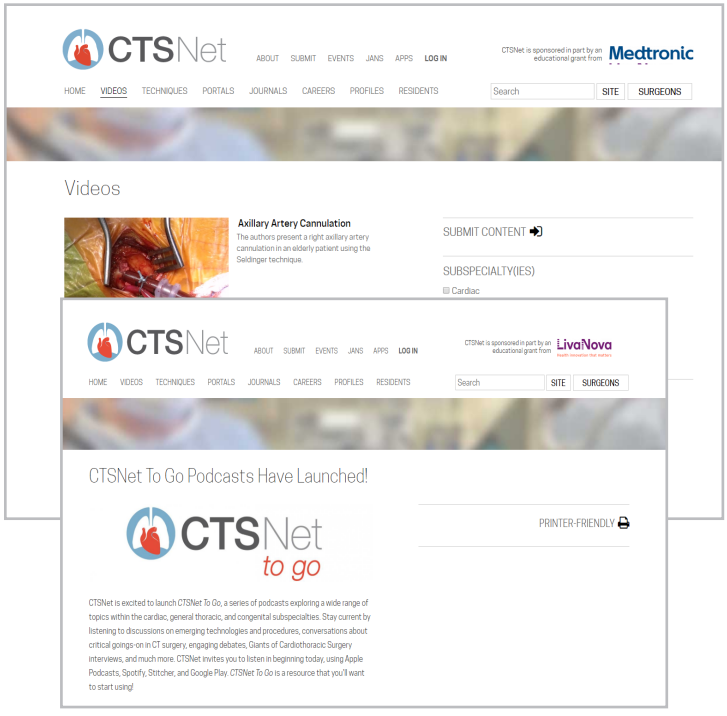
CTSNet's Career Center is the foremost utility for finding and posting cardiothoracic surgery jobs and CVs on the web.

Events Calendar

CTSNet's events calendar is the leading online resource for the dates and details of the essential cardiothoracic surgery educational meetings taking place around the world.

Almost 70% of cardiothoracic surgeons surveyed identified CTSNet as their website of choice to obtain professional information.

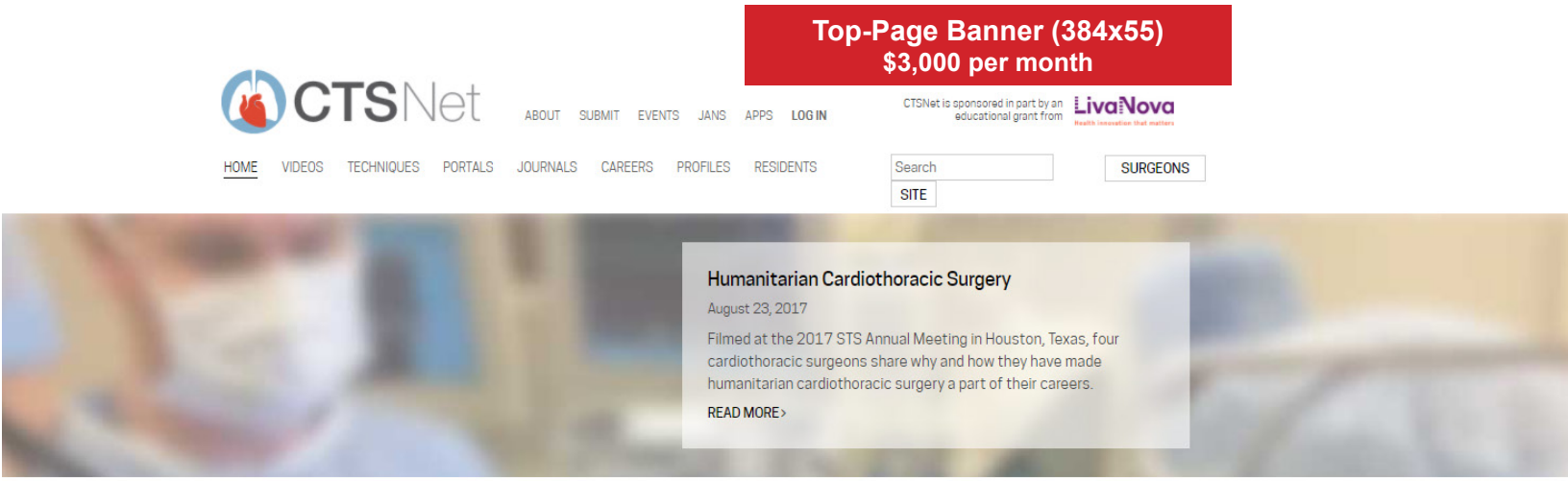




Advertising Drives Exposure and Product Sales

CTSNet offers numerous products that will enable you to deliver your message with the highest possible impact on our community.

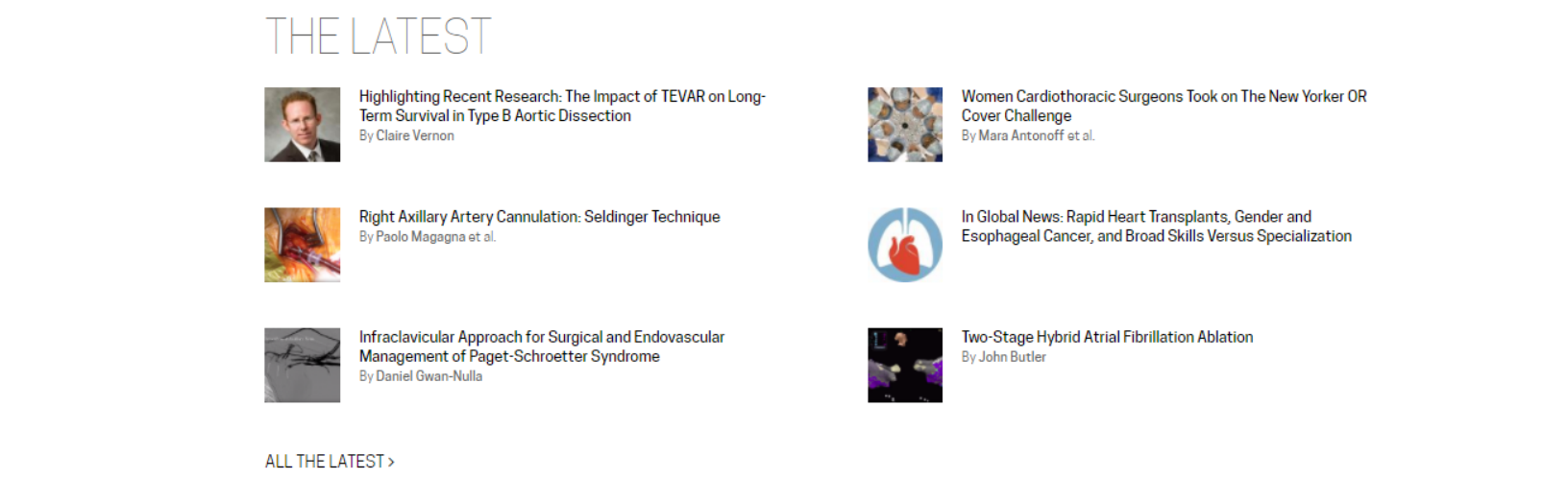
Homepage



Main Premium Box (384x222) $3,400 per month

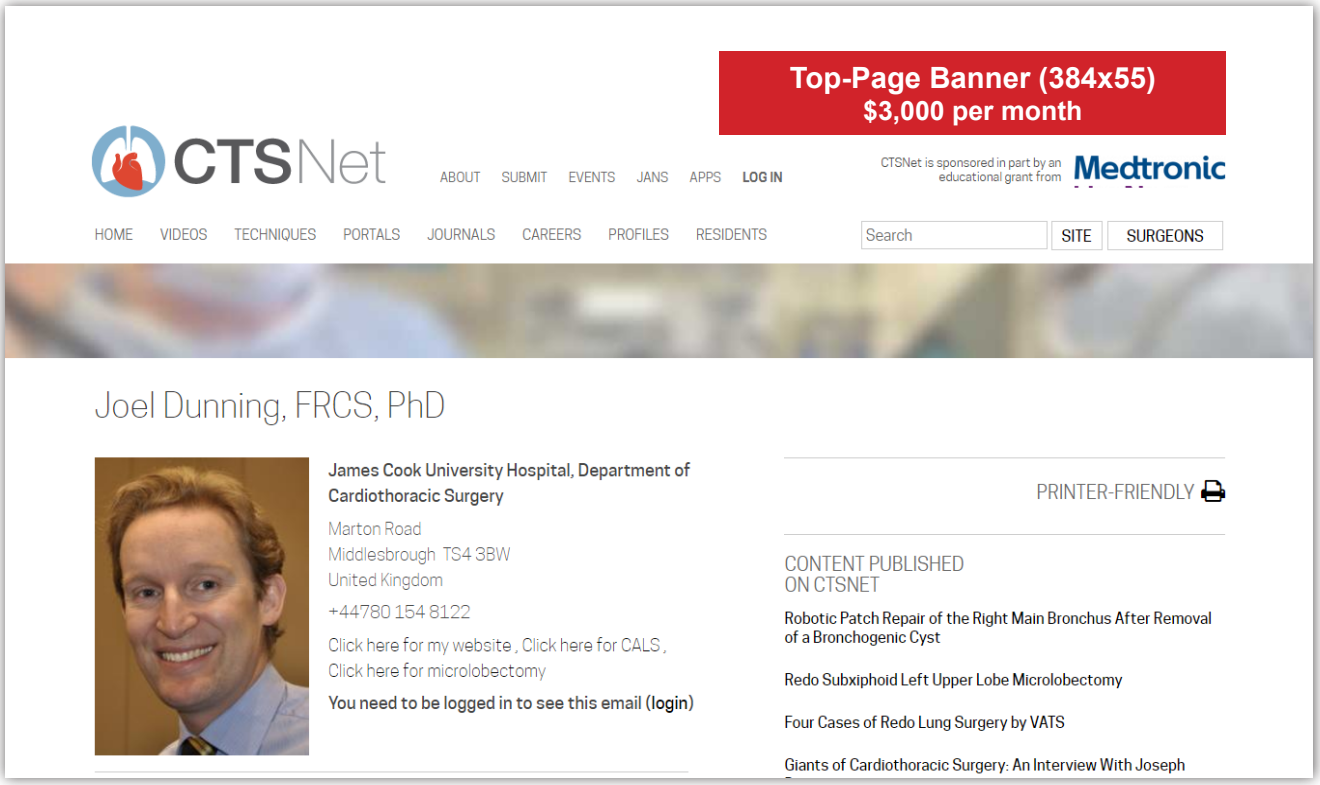
2nd Premium Box (384x222) $3,400 per month

3rd Premium Box (384x222) $3,400 per month

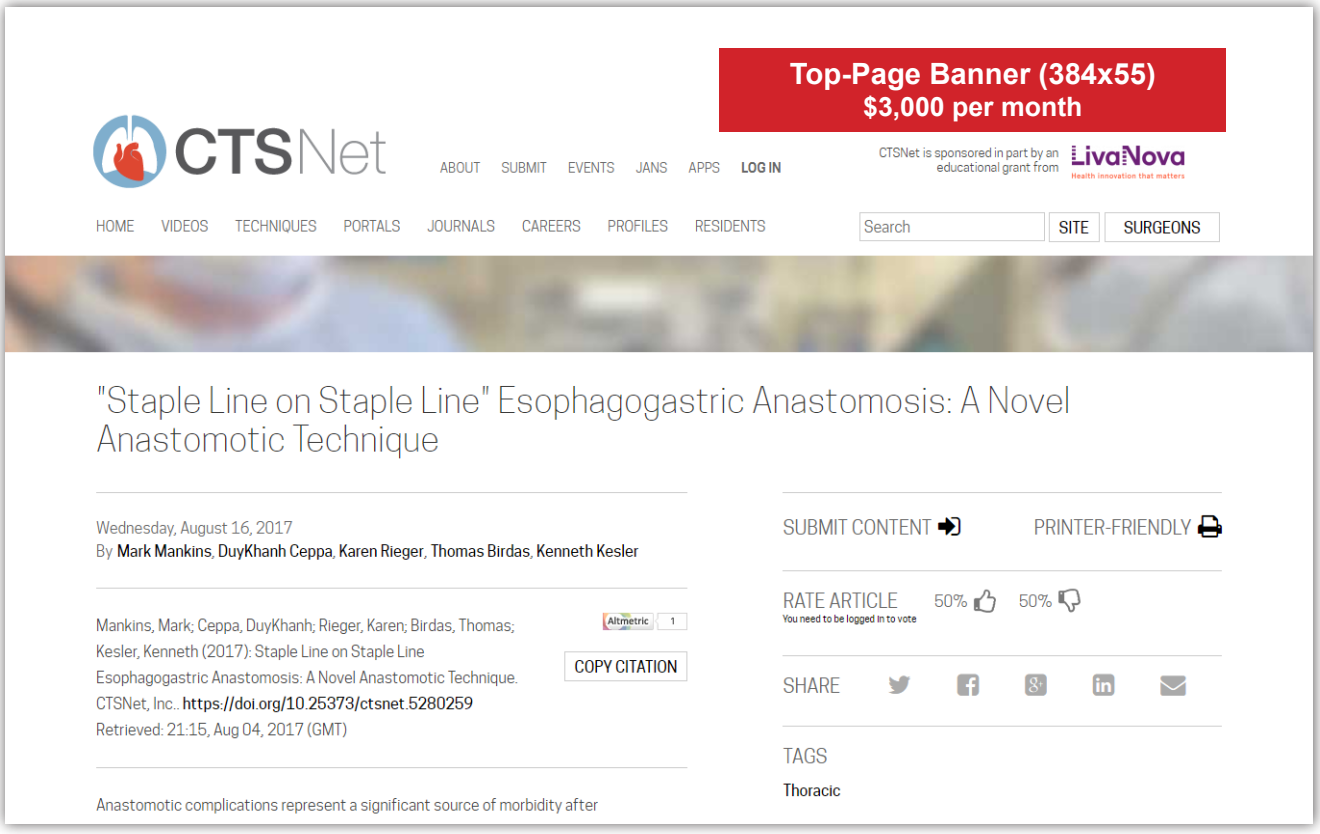


Full-Width Horizontal Banner (1112x80) $2,800 per month

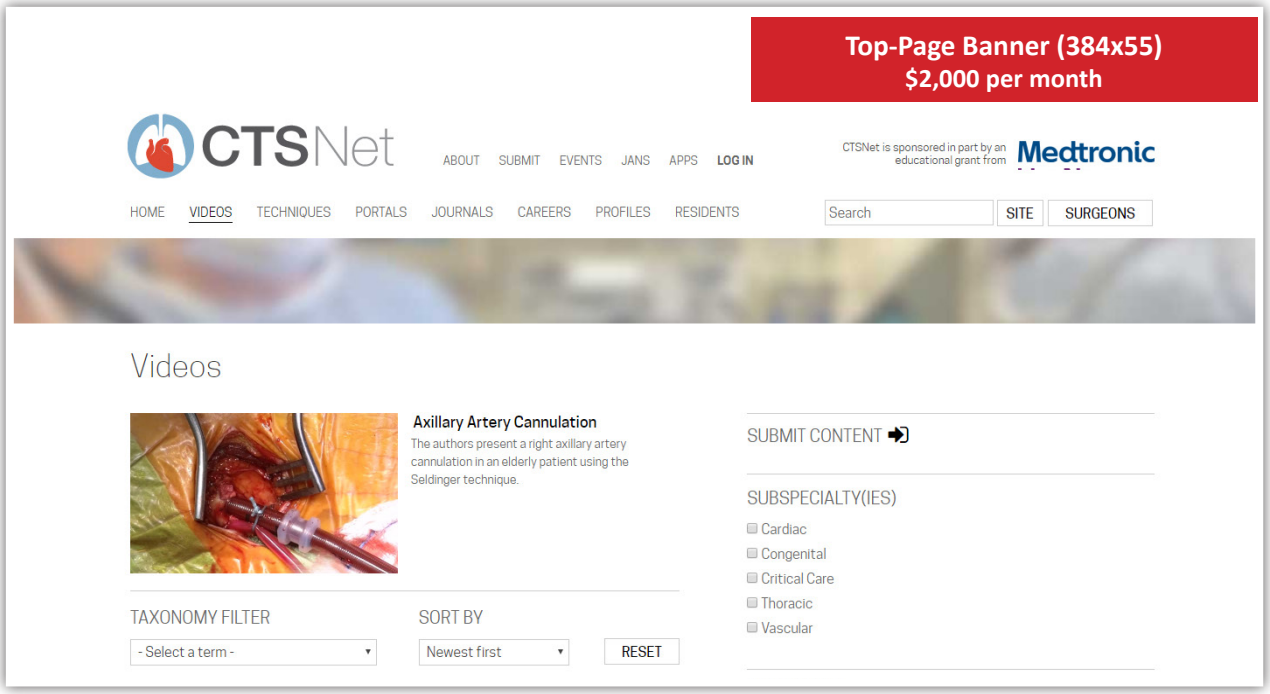
Profile Pages



Article Pages



Main Videos Page



Special Discounts for Longer-Term Campaigns*

One month buy minimum	
Three month buy	10% discount
Six month buy	15% discount
One year buy	20% discount

**Discounts only apply to ad buys for consecutive months.*

Standalone eBlast Options

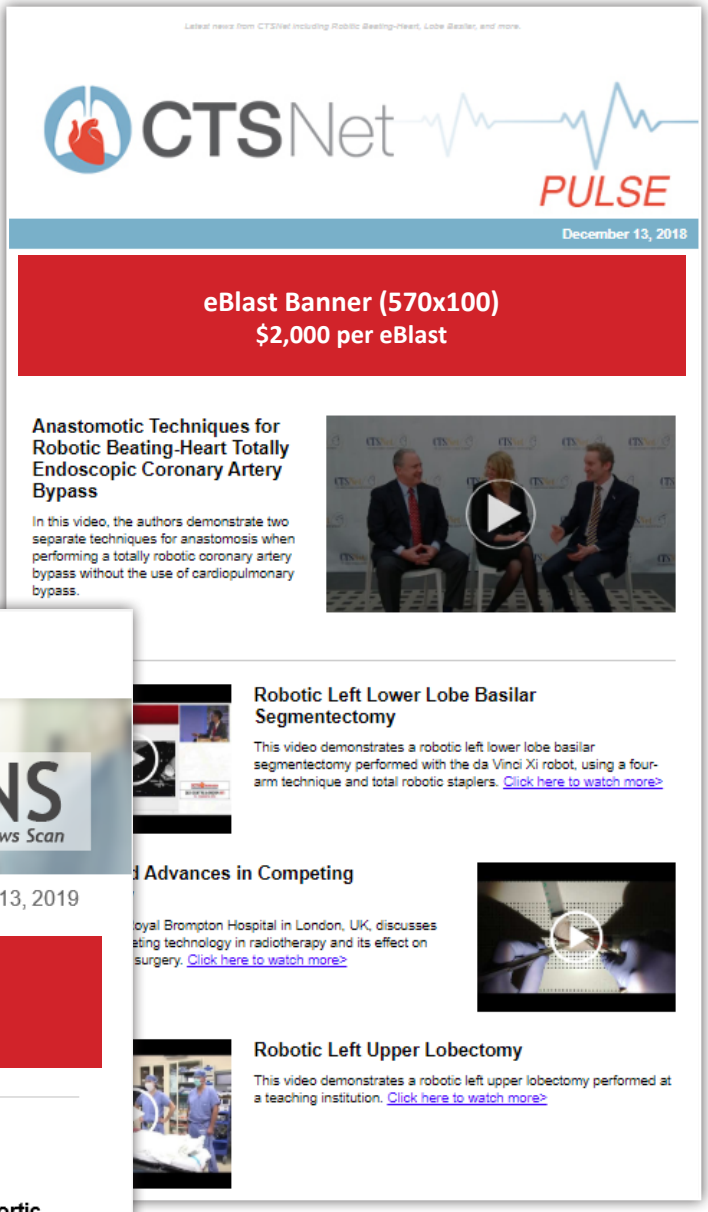
Entire CTSNet Community
Exclusive standalone eBlast to the entire CTSNet community.
Cost: $6,500/eBlast

Subset of CTSNet Community
Exclusive standalone eBlast to a subset of the CTSNet community (e.g., cardiothoracic surgeons in the United States).
Cost: Starting from $2,500/eBlast

CTSNet Exclusive eBlast Banner Options

JANS—Journal and News Scan
The highly popular *CTSNet Journal and News Scan* brings the latest CT surgery news to the CTSNet community via weekly eBlasts.
Weekly reach of almost 25,000 CT surgeons
Cost: $2,000/eBlast

Pulse
Just as popular as the *Journal and News Scan*, *CTSNet Pulse* connects readers to new educational videos and articles on CTSNet, as well as the latest news pertaining to the CT surgery community.
Weekly reach of almost 25,000 CT surgeons
Cost: $2,000/eBlast



CTSNet is a not-for-profit organization that depends upon corporate partners to extend its capabilities as the leading online source of educational tools and resources in the cardiothoracic surgery field. Sponsorships, typically ranging from a one- to three-year commitment, are custom-designed to fit your company's needs. *Contact Michelle Hidalgo today at mhidalgo@sts.org for a proposal fashioned to match your marketing goals.*

Advantages of Becoming a CTSNet Overall Site Sponsor

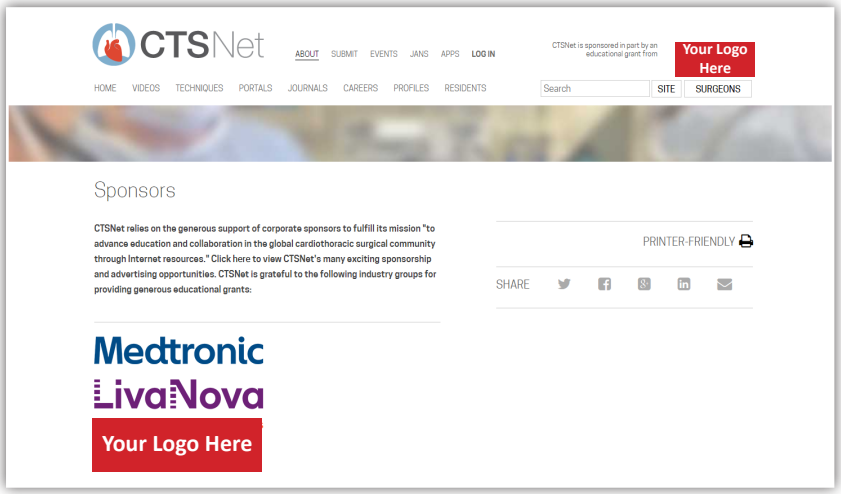
1. Put your company front and center of the international community of cardiothoracic surgeons—you will be reaching surgeons in every corner of the globe.

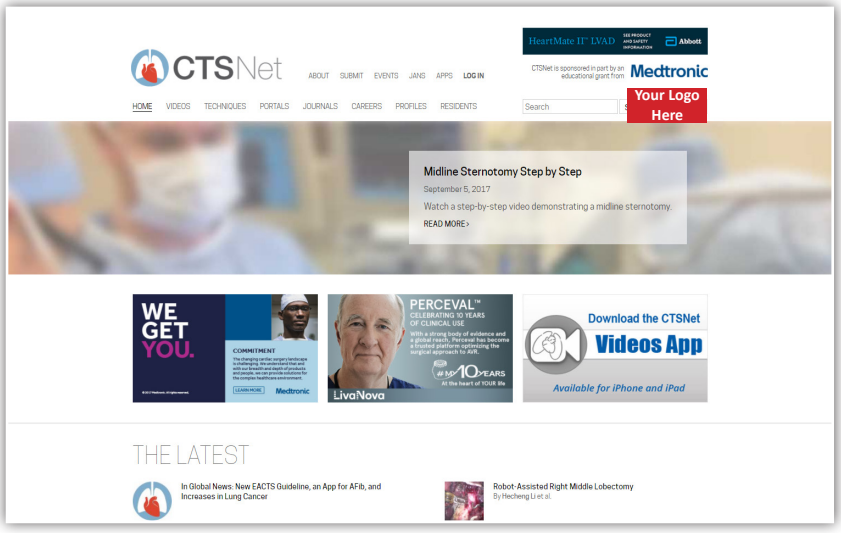
2. Build a reputation for supporting CTSNet's educational efforts, associating your key products with CTSNet's rich collection of educational resources.

3. Establish a strong brand presence with the worldwide community of cardiothoracic surgery residents—tomorrow's decision-makers, who are especially avid users of CTSNet.org.

Overall Site Sponsorship Features

- Logo in CTSNet main navigational bar so that it appears on almost every page on the site.
- Three key products in the featured product carousel on the homepage and on the main Industry page.
- Special acknowledgment and logo presence on the main Industry and Sponsor pages of CTSNet.
- Exclusive sponsorship of and banner messaging on one of the most highly trafficked internal pages, and/or in relation to one of the CTSNet mobile apps.





CTSNet Videos App Sponsorship Opportunity

The CTSNet Videos App is a collection of the newest videos published on CTSNet, and includes the very latest adult cardiac, general thoracic, congenital heart, and vascular surgery video content. As the exclusive sponsor of the CTSNet Videos app, your company will receive significant brand exposure to the international cardiothoracic surgery community via the iOS mobile platform.

Sponsorship Key Features

- Your company's logo/message on the app splash screen
- Your company's logo/message displayed prominently on the app home-screen bottom panel
- A website destination of your choosing associated with tapping the home-screen bottom panel (you can even choose to alternate between multiple URLs)
- The adjustment of your banners and URLs according to user demographic and usage data
- Advanced app usage stats

App Highlights

- Access to the latest CTSNet surgical video content in the palm of one's hand
- The ability to share videos across social media platforms
- The ability to rate and comment on videos
- Users can opt to receive push notifications regarding the posting of new videos
- Constantly updated with newest video content on CTSNet

This exclusive branding opportunity could be a part of a standalone sponsorship arrangement or a customized sponsorship package.

Further Opportunities

Filmed Roundtables at CT Surgery Annual Meetings

Working collaboratively with your company to choose a topic of promotional value and to select a panel of appropriate experts, CTSNet will plan, film, and produce a roundtable discussion video at the specialty's most important annual meetings, with a long-enduring related news item (and video link) on the CTSNet.org homepage.
Exclusive sponsorship per roundtable (including exclusive eBlast)
$20,000/roundtable without CME
$30,000/roundtable with CME
Podcast Promotion: Starting from $3,000/roundtable

Surgical Videos

CTSNet features hundreds of videos on a large variety of products and techniques, and the surgical videos section is amongst the most visited on CTSNet.org.
Branding opportunity for surgical videos section
$10,000/year

Livestream Broadcast

CTSNet offers an international platform to stream portions or all of your meeting live. Your meeting's stream can be placed on CTSNet's YouTube channel, Facebook page, and a dedicated CTSNet page.
Please contact CTSNet for more information and pricing.

Webinars

CTSNet will host live and/or recorded webinars for your company to demonstrate and showcase your products and related techniques to a global audience, encouraging surgeon and allied health providers from around the world to share in the conversation. Your company can also choose to sponsor a CTSNet-organized webinar that is related to your company's area of focus. Your webinar can be streamed on CTSNet's YouTube channel, Facebook page, and a dedicated CTSNet page. Webinar packages can be customized to include special elements, such as turning your recorded webinar into a podcast.
Contact CTSNet for pricing.

Podcasts

Reaching CTSNet members by making it convenient to listen to the latest goings-on within the cardiothoracic community, CTSNet provides podcasts that are made available on a variety of platforms. Your company can sponsor a podcast or a series of podcasts. *Contact CTSNet for pricing.*

Guest Editor Series

Consider sponsoring one of CTSNet's most engaging content formats – the Guest Editor series. This series features a renowned guest editor and up to six contributors who dedicate articles and videos to one focused topic. Any series typically culminates with a webinar, gathering the group to discuss their work.
Contact CTSNet for pricing.

For more information on advertising and sponsorship opportunities, contact:

Michelle Hidalgo
Marketing and Sponsorship Manager, CTSNet
633 North Saint Clair Street
Suite 2100
Chicago, IL 60611-3658
USA
312-202-5850
mhidalgo@sts.org