

# Media Kit

2018-19



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." Over 40,000 cardiothoracic surgery professionals, almost 30,000 of whom are surgeons, are registered users of CTSNet.org. 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. CTSNet is the digital resource cardiothoracic surgeons use to learn about new techniques, connect with their colleagues, and stay apprised of the latest research on devices and procedures.

### 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 prime source of online content for cardiothoracic surgeons around the globe.

### 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**

*"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**

*"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](http://www.CTSNet.org)."*

**-Dr. Tom C. Nguyen**

*"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**

## Web Stats



**Over 3.5 million**  
Pageviews per year



**More than 80,000**  
Visitors per month



**Over 800,000**  
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 for industry to communicate product information, disseminate new product announcements, and get out the latest news. By becoming one of CTSNet’s **primary sponsors**, your company will be constantly recognized as one of the major supporters of CTSNet’s global educational mission. By advertising on or sponsoring CTSNet, your message will be effectively articulated to a large, highly qualified, and decidedly niche audience—exactly the population you need to reach.

## CTSNet Community Demographics

### CTSNet Community

#### 43,989 Registered Participants

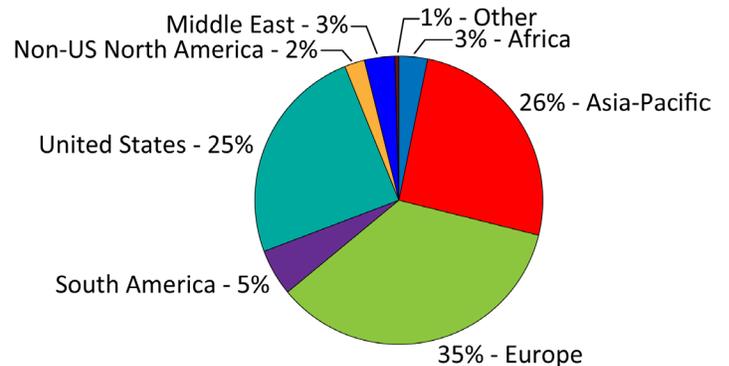
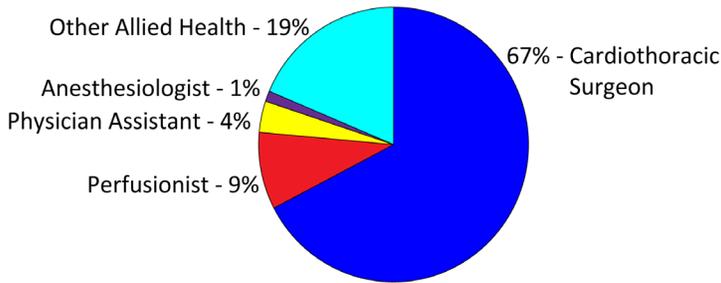
- 29,631 Cardiothoracic Surgeons
- 3,990 Perfusionists
- 1,618 Physician Assistants
- 547 Anesthesiologists
- 8,203 Other Allied Health Professionals



### CTSNet Surgeons by Region

#### Geographic Breakdown (*surgeons only*)

- 950 Africa
- 7,615 Asia-Pacific
- 10,407 Europe
- 1,545 South America
- 1,009 Middle East
- 7,307 United States
- 666 Other North America (non-US)
- 132 Rest of World



## Growing Social Media Influence

(as of June 2018)



**5,325**  
Followers



**4,424**  
Followers



**8,152**  
Subscribers

## Niche Community

With almost 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 houses:

- A heavily visited, constantly updated surgical videos section
- A rich collection of clinical techniques (incorporating video, images, and text)
- Content portals dedicated to particular subspecialties or areas of interest

## Prized Content

When cardiothoracic surgeons were asked in a recent survey where they went on the web to obtain information essential to their profession and their practice, almost 70% of respondents identified CTSNet as their website of choice.

## Opportunities to Connect

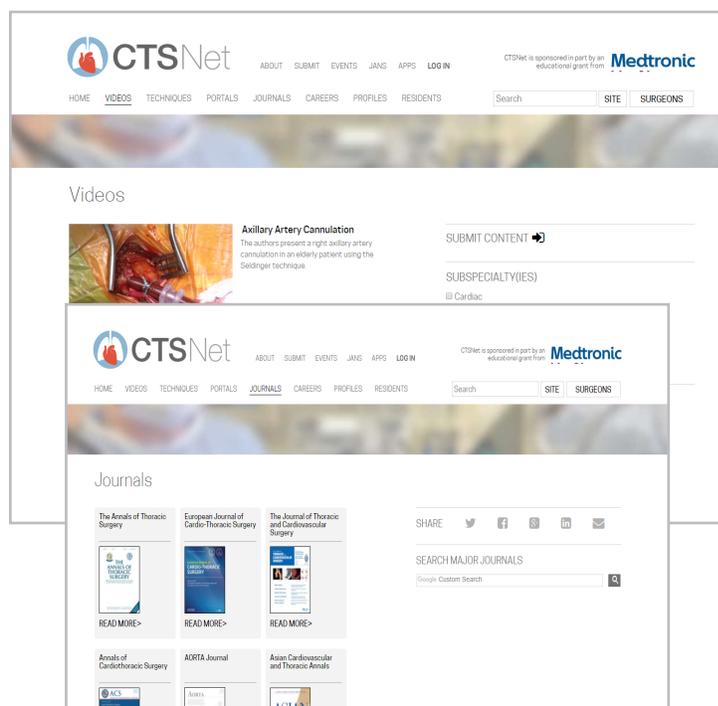
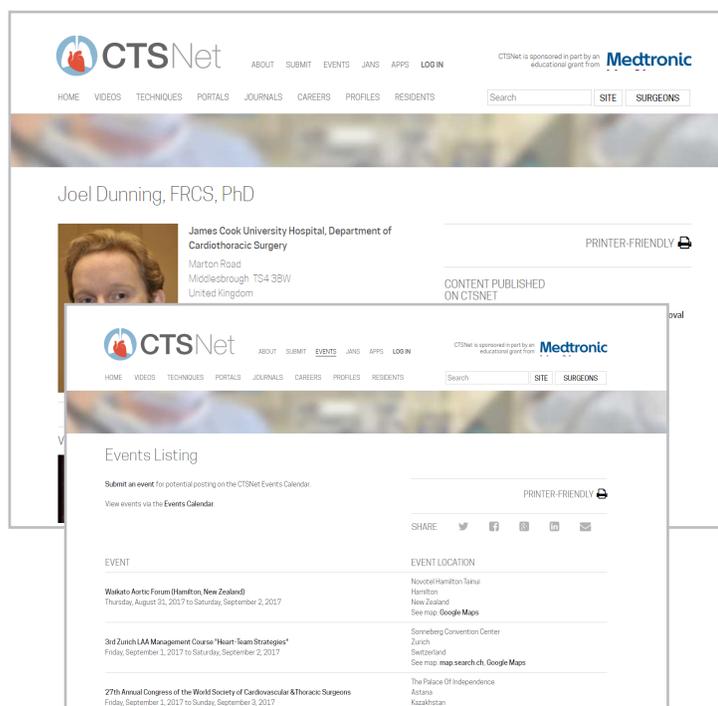
CTSNet provides the richest collection of cardiothoracic surgeon profiles available on the web. Beyond providing basic contact information, CTSNet's profile pages display valuable biographical and association membership details. With its substantial database of CT surgeons and allied health specialists, 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.



## 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



ABOUT SUBMIT EVENTS JANS APPS LOGIN

CTSNet is sponsored in part by an educational grant from



HOME VIDEOS TECHNIQUES PORTALS JOURNALS CAREERS PROFILES RESIDENTS

SURGEONS

**Top-Page Banner (384x55)**  
**\$3,000 per month**

#### Humanitarian Cardiothoracic Surgery

August 23, 2017

Filmed at the 2017 STS Annual Meeting in Houston, Texas, four cardiothoracic surgeons share why and how they have made humanitarian cardiothoracic surgery a part of their careers.

[READ MORE >](#)

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

**2<sup>nd</sup> Premium Box  
(384x222)**  
**\$3,400 per month**

**3<sup>rd</sup> Premium Box  
(384x222)**  
**\$3,400 per month**

## THE LATEST



**Highlighting Recent Research: The Impact of TEVAR on Long-Term Survival in Type B Aortic Dissection**  
By Claire Vernon



**Women Cardiothoracic Surgeons Took on The New Yorker OR Cover Challenge**  
By Mara Antonoff et al.



**Right Axillary Artery Cannulation: Seldinger Technique**  
By Paolo Magagna et al.



**In Global News: Rapid Heart Transplants, Gender and Esophageal Cancer, and Broad Skills Versus Specialization**



**Infraclavicular Approach for Surgical and Endovascular Management of Paget-Schroetter Syndrome**  
By Daniel Gwan-Nulla



**Two-Stage Hybrid Atrial Fibrillation Ablation**  
By John Butler

[ALL THE LATEST >](#)

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

Profile Pages



# CTSNet

ABOUT SUBMIT EVENTS JANS APPS LOGIN

HOME VIDEOS TECHNIQUES PORTALS JOURNALS CAREERS PROFILES RESIDENTS

CTSNet is sponsored in part by an educational grant from



Search

SITE SURGEONS



**Joel Dunning, FRCS, PhD**

**James Cook University Hospital, Department of Cardiothoracic Surgery**

Marton Road  
Middlesbrough TS4 3BW  
United Kingdom  
+44780 154 8122

[Click here for my website](#), [Click here for CALS](#),  
[Click here for microlobectomy](#)

**You need to be logged in to see this email (login)**

PRINTER-FRIENDLY 

CONTENT PUBLISHED ON CTSNET

- [Robotic Patch Repair of the Right Main Bronchus After Removal of a Bronchogenic Cyst](#)
- [Redo Subxiphoid Left Upper Lobe Microlobectomy](#)
- [Four Cases of Redo Lung Surgery by VATS](#)
- [Giants of Cardiothoracic Surgery: An Interview With Joseph](#)

Article Pages



# CTSNet

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HOME VIDEOS TECHNIQUES PORTALS JOURNALS CAREERS PROFILES RESIDENTS

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Search

SITE SURGEONS

## "Staple Line on Staple Line" Esophagogastric Anastomosis: A Novel Anastomotic Technique

Wednesday, August 16, 2017

By **Mark Mankins, DuyKhanh Ceppa, Karen Rieger, Thomas Birdas, Kenneth Kesler**

SUBMIT CONTENT 

PRINTER-FRIENDLY 

**Mankins, Mark; Ceppa, DuyKhanh; Rieger, Karen; Birdas, Thomas; Kesler, Kenneth (2017): Staple Line on Staple Line Esophagogastric Anastomosis: A Novel Anastomotic Technique.** CTSNet, Inc.. <https://doi.org/10.25373/ctsnet.5280259>  
Retrieved: 21.15, Aug 04, 2017 (GMT)

 1

**COPY CITATION**

RATE ARTICLE 50%  50% 

You need to be logged in to vote

SHARE     

TAGS

**Thoracic**

Anastomotic complications represent a significant source of morbidity after

## Main Journals Page

## 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** PULSE

**eBlast Banner (570x100)**  
 \$2,000 per eBlast

New Content

**Left Carotid to Subclavian Artery Bypass**  
 This video demonstrates a left carotid to subclavian artery bypass and revascularization of the extremity.  
[Read More...](#)

**Technique for Repair of a Tracheocutaneous Fistula After Lung Transplantation**  
 The authors describe a technique for closure of a tracheocutaneous fistula, an infrequent complication of lung transplantation.

**Cardiothoracic Surgery: An Interview with Joseph Bavaria**  
 An interview with former STS President Joseph Bavaria at the Society's 2017 Annual Meeting in San Francisco, California.

**Improve Outcomes Over Open Lobectomy?**  
 Dr. Joseph Bavaria of the Massachusetts General Hospital presents a detailed review of the current evidence for video-assisted thoracoscopic lobectomy versus open lobectomy.

[View All of the Latest Content on CTSNet](#)

CTSNet Thoracic Surgery Community

**Month: Tom C. Nguyen, MD**  
 Dr. Tom C. Nguyen is an Associate Professor of Cardiothoracic Surgery at the University of Texas Medical Branch in Houston, Texas, where he specializes in minimally invasive valve surgery.

**Journal CME - August 2017**

**CTSNet**

**JANS**  
 Journal & News Scan

November 3, 2017

**eBlast Banner (570x100)**  
 \$2,000 per eBlast

**In Global News**  
 Donating Pacemakers, Surgical Pumpkin-Carving Contest, and PCI Versus Placebo  
 News from around the web.  
 Submitted by Claire Vernon

**Journal Articles**  
 Restrictive Mitral Valve Annuloplasty: Prognostic Implications of Left Ventricular Forward Flow  
 The Annals of Thoracic Surgery  
 Submitted by Claire Vernon

Serum Biomarkers May Prognosticate Recurrence in Node-Negative, Non-Small Cell Lung Cancers Less Than 4 Centimeters  
 The Annals of Thoracic Surgery

**Editors**  
 Rakesh Arora  
 Benjamin Bidstrup  
 Arie Blitz  
 Lisa Brown  
 Joel Dunning  
 Emily Farkas  
 Mark Ferguson  
 Jill Ley  
 Marco Nardini  
 Tom C. Nguyen  
 Ruben Osnabrugge  
 Aristotle Protopoulos  
 Aamir Shah  
 Claire Vernon

**Your Profile**  
 Modify your CTSNet Profile Page

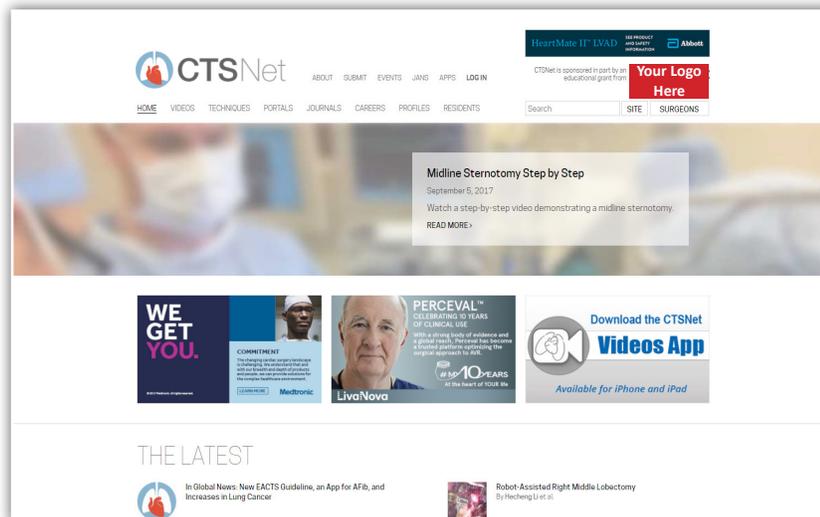
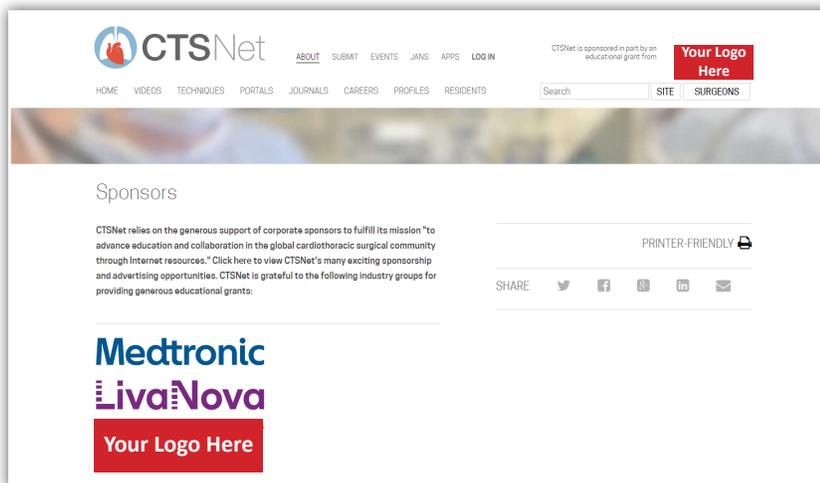
CTSNet is a not-for-profit organization that depends upon corporate partners to extend its capabilities as the leading online source of educational tools and resources in the cardiothoracic surgery field. Sponsorships, typically ranging from a one- to three-year commitment, are custom-designed to fit your company's needs. *Contact us today 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, and displaying your dedication to CTSNet's vital educational mission.
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.

## Some Features Typically Included in an Overall Site Sponsorship

- Logo in CTSNet main navigational bar so that it appears on almost every page on the site.
- The ability to include three key products in the featured product carousel on the homepage and on the main Industry page.
- Special acknowledgement and logo presence on the main Industry and Sponsor pages of CTSNet.
- The ability to have 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.



# Sponsorship

## CTSNet Videos App Sponsorship

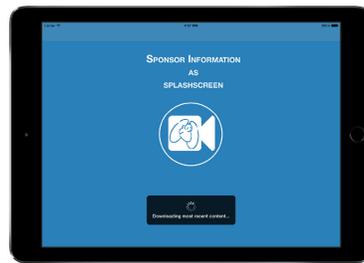
The CTSNet Videos App is a collection of the newest videos published on CTSNet, and includes the very latest adult cardiac, general thoracic, congenital heart, and vascular surgery video content. The new app is a terrific sponsorship opportunity. As the exclusive sponsor of the CTSNet Videos app, your 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.*

# Sponsorship

## 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*

### 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.*

For more information on advertising and sponsorship opportunities contact:

**Jazmine Blanch**  
**Sponsorship & Customer Relations**  
**Manager, CTSNet**  
**633 North Saint Clair Street, Floor 23**  
**Chicago, IL 60611-3658**  
**USA**  
**312-202-5850**  
**jblanch@ctsnet.org**

The screenshot shows the CTSNet website interface. At the top, there is a navigation menu with links for HOME, VIDEOS, TECHNIQUES, PORTALS, JOURNALS, CAREERS, PROFILES, and RESIDENTS. A search bar is located next to a SURGEONS button. The main content area is titled "Roundtable Videos" and features three video thumbnails:

- Managing Arrests After Cardiac Surgery**: Filmed at the 2017 STS Annual Meeting in Houston, Texas, a panel of "Shed" health professionals discuss the new STS protocol for the management of cardiac arrest after cardiac surgery.
- How to Survive Residency**: In a discussion filmed at the 2017 STS Annual Meeting in Houston, Texas, a panel of current cardiothoracic surgery residents share their tips and tricks for thriving during residency and fellowship.
- Roundtable: Controversies in Type A Aortic Dissection - Optimal Strategies and Surgical Interventions**: Mohamed Bashir moderates a panel discussion on controversial issues surrounding the treatment of thoracic aortic dissection.

On the right side of the page, there is a "SUBMIT CONTENT" button and a "SUBSPECIALTY(IES)" filter menu with options for Cardiac, Congenital, Critical Care, Thoracic, and Vascular.