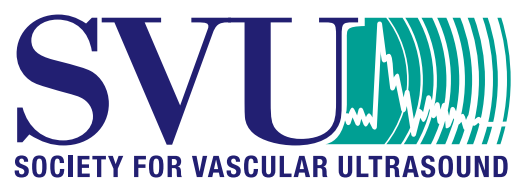


# 2016 RATE CARD



Advertise with SVU and reach  
over 5,500 SVU members worldwide!

Vascular Technologists • Sonographers • Vascular Physicians  
Cardiologists • Radiologists • Students



*The VOICE for the Vascular Ultrasound Profession since 1977*

# SOCIETY FOR VASCULAR ULTRASOUND

Established in 1977 in Columbus, Ohio, SVU is the only professional organization completely dedicated to the advancement of non-invasive vascular technology used in the diagnosis of vascular disease. The Society's success for over 35 years is based on the involvement of a diverse membership of vascular ultrasound professionals. Located in the Washington, DC, suburb of Lanham, MD, SVU provides its members with regional continuing medical education programs on both introductory and advanced vascular interpretation, clinical and scientific topics, all through a series of webinars, in-person conferences and products. SVU also has a strong presence on Capitol Hill through legislative advocacy representation. SVU publishes a well regarded quarterly medical publication on vascular technology, the *Journal for Vascular Ultrasound (JVU)*.

SVU has been dedicated to the advancement of noninvasive vascular technology used in the diagnosis of vascular disease. The Society has a diverse membership of over 5,500 vascular technologists, surgeons, cardiologists, lab directors and many more. SVU membership includes approximately 22 percent physicians. SVU offers over 45 SVU CME credits a year as well as *AMA PRA Category 1 CME Credits™*.

## Demographics

### **Membership:** approximately 5,500

72% Technologists  
22% Physicians  
4% Students  
1% Fellows  
1% Retired/Disabled

### **Employers:**

57% Private Lab/Physicians Office  
38% Hospital/Institution  
5% Equipment Company

### **Location for Majority of Members:**

United States  
Canada  
Australia  
Brazil  
Singapore

### **Medical Credentials of Members:**

Registered Vascular Technologist  
Registered Vascular Sonographer  
Radiologic Technologist  
Registered Diagnostic Medical Sonographer  
Registered Diagnostic Cardiac Sonographer  
Registered Cardiac Sonographer  
Registered in Musculoskeletal Sonography  
Registered Phlebology Sonographer  
Registered Radiography Technologist  
Doctor of Medicine  
Registered Physician in Vascular Interpretation  
Certified Cardiographic Technician  
Registered Nurse  
Certified Vascular Nurse  
Licensed Practical Nurse  
Licensed Vocational Nurse

For more information on Digital and Print Advertising, Exhibits, Sponsorships  
and Mailing List Rentals, please contact:

Jeanette Brown  
[jbrown@svunet.org](mailto:jbrown@svunet.org)  
301-459-7550 ext. 104  
Fax: 301-459-5651

Missi McLean  
[mmclean@svunet.org](mailto:mmclean@svunet.org)  
301-459-7550 ext. 102  
Fax: 301-459-5651

# JOURNAL FOR VASCULAR ULTRASOUND

The *JVU* is the official journal of the Society for Vascular Ultrasound. The co-editors for the *JVU* are Barton A. Bean, RVT FSVU and Steven R. Talbot, RVT FSVU. It consists of original scientific and educational articles, case studies, book reviews, technical reviews, ultrasound principle reviews, viewpoints, letters to the editor, and CME tests. The *JVU* is approved for 3 *AMA PRA Category 1 CME Credits*™ per issue. This is of significant interest and value to SVU physician members as Category 1 credit is necessary to maintain licensure and obtain lab accreditation.

## Circulation

Over 5,500 including SVU members, nonmember subscribers and libraries.

## Pass-along Readership

12,000

## Frequency

Quarterly: March, June (Annual Conference Issue), September and December

## Indexed

EMBASE/Excerpta Medica  
Cumulative Index to Nursing  
Allied Health Literature  
IngentaConnect.com

## Market Coverage

Readership consists of vascular technologists, sonographers, vascular physicians, general surgeons, cardiologists, radiologists, neurologists, neurosurgeons, physiologists, nurses, students, educators, other healthcare professionals and healthcare equipment manufacturers

## Subscriptions

\$165 Nonmember annual rate in US & Canada  
\$200 Nonmember annual rate International  
\$265 Institutional annual rate in US & Canada  
\$300 Institutional annual rate International

## 2016 Closing Dates

	Reserve Space	Send Ad Material
March	January 22	January 29
June	March 24	March 31
September	July 22	July 29
December	October 20	October 27

Cancellations must be received in writing and are not accepted after closing dates. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

## Content

All advertisements are subject to review and approval of the publisher. The *JVU* does not accept advertising for credit/debit cards or travel. The advertiser is responsible for updating the content of all advertisements. Every effort is made to prevent mistakes, but we cannot accept responsibility for clerical or printer's error. The advertiser and/or advertising agency assumes liability for all contents of advertising and any claims against the publisher as the result of the advertisement. SVU expects all employers with advertising for employment to comply with all the U.S. Department of Labor and EEOC antidiscrimination laws in their recruiting/hiring practices.

## Journal Rates

The below rates include 4-color.  
For black and white rate, deduct \$250 from rate.

### Standard Positions

	1-3x	4x
1/4 Page	\$600	\$500
1/2 Page	\$1,000	\$900
Full Page	\$1,800	\$1,600

### Premium Positions

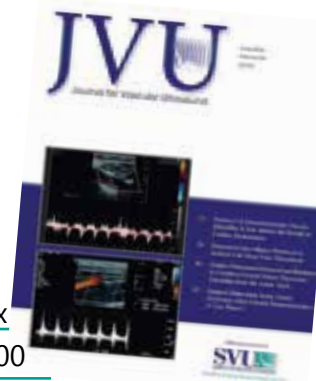
	1-3x	4x
Opposite Table of Contents	\$2,200	\$2,000
Opposite Officers Page	\$2,200	\$2,000
Opposite First Article	\$2,200	\$2,000
Inside Front Cover	\$2,400	\$2,200
Inside Back Cover	\$2,400	\$2,200
Back Cover	\$2,600	\$2,400

### Special Placements

	1-3x	4x
Single Place Loose Insert	\$1,800	\$1,600
Single Page Bound Insert	\$2,000	\$1,800
Exterior Belly Band	\$3,000	\$2,800

## Payment

**Terms Net 30 days. Late fees will apply with added 2 percent on balance due per month.**



# MECHANICAL SPECIFICATIONS FOR JVU

## Ad Sizes

	Non-Bleed	Full Bleed
	Width x Height	Width x Height
Full Page	7 1/2" x 10"	8 3/4" x 11 1/4"
1/2 Page (horiz)	7 1/2" x 4 7/8"	8 3/4" x 5 1/2"
1/2 Page (vert)	3 5/8" x 10"	4 1/2" x 11 1/4"
1/4 Page	3 5/8" x 4 7/8"	

## Trim Size

Journal trims 1/4" off top, bottom and outside edges. Final trim size of publication is 8 1/2" x 11". Live matter should be a minimum of 1/4" inside trimmed edges and a minimum of 1/2" should be allowed for the bind.

## Binding

Perfect bound

## Paper Stock

Inside Pages 60lb. Anthem Gloss

Cover 10 pt. Aero Cover C/2S

## Halftone Screen

133-150 line screen

## Insert Requirements

All inserts must be furnished printed, folded, ready for binding. Inserts must be folded 8 3/8" x 11 1/2". Folded insert will be placed between signatures. Insert cards can be placed directly under inside front cover preceding the first page or directly after the last page preceding inside back cover.

## Electronic Files

The preferred file format for submission is imposition-ready single-page PDF. Printed proof must accompany files. It is recommended that you submit electronic file one week prior to the published materials deadline. Please include name and version of software program used to create your file.



## Reproduction Requirements

PDF files should be prepared according to Press Optimized Specifications. (See [www.DDAP.org](http://www.DDAP.org) for additional information.) PostScript, .eps and .tif are also accepted. Fonts should be embedded or converted to outlines. Use of Type 1 fonts is recommended. Resolution specifications for raster images is 266 dpi to tones (either grayscale or color), 500–900 dpi for combination tones (either grayscale or color), and 900–1200 dpi for monochrome (1-bit) images. Images should not include OPI. Files should be supplied as CMYK or gray space. (If Pantone colors are required, special arrangements may be needed.) Files should not contain ICC profile tags nor PostScript color management. All ads must be built to the specified publication trim size with 1/8" minimum bleed and a 1/4" safety margin. All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP-certified contract color proof produced on a SWOP-certified system. The proof must include a SWOP proofing bar or GATF proof comparator. The proofing systems used should be identified on or supplied with the proof. If a SWOP-certified contract color proof is not supplied, we will run to standard densities and dot gains, or a proof will be produced by the printer to SWOP specifications at the expense of the ad supplier after the supplier has granted approval to do so.

## JVU Article Reprints

Reprints of articles in the *JVU* are available for authors, SVU members, manufacturers and marketers. *JVU* can increase your product credibility and visibility whenever your product is mentioned in an article. Reprints can provide you with a unique promotional opportunity to give to your sales and exhibit booth staff or mail to prospects.

Please contact Gail Hallman at 800.352.2210 ext. 8175, fax 717.633.8929 or via email at [gail.hallman@sheridan.com](mailto:gail.hallman@sheridan.com) for more information and to place your *JVU* reprint order.

# SVU 2016 Rate Card

## RESERVATION PLACEMENT FORM

Type _____	Type _____	Example:
Month(s) or Option(s) _____	Month(s) or Option(s) _____	Type <u>JVU Ad</u>
_____	_____	Month(s) or Option(s) <u>All four</u>
_____	_____	<u>2016 issues, full page, color,</u>
_____	_____	<u>opposite 1st article</u>

Please visit [www.svunet.org](http://www.svunet.org) to place an order for a mailing list, view Annual Conference & Exhibition details or to post a job.

## Contact Information

Company \_\_\_\_\_

Agency (if applicable) \_\_\_\_\_

Company Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Comments \_\_\_\_\_

\_\_\_\_\_

## Payment

Total Amount Due: \$ \_\_\_\_\_

☐ Check enclosed

☐ Please invoice

☐ Credit Card ☐ Visa ☐ MasterCard ☐ AMEX

**Terms** Net 30 days. Late fees will apply with added 2 percent on balance due per month.

Card Number _____	Exp. Date _____
Name (as it appears on the card) _____	
Billing Address (no P.O. box) _____	
City, State, Zip _____	
Signature of Card Holder _____	

.....

For more information on Digital and Print Advertising, Exhibits, Sponsorships and Mailing List Rentals, please contact

Jeanette Brown  
[jbrown@svunet.org](mailto:jbrown@svunet.org)  
800.SVU.VEIN ext. 104

Missi McLean  
[mmclean@svunet.org](mailto:mmclean@svunet.org)  
800.SVU.VEIN ext. 102

Fax for Advertising, Exhibits and Sponsorships

301-459-5651

### Disclaimer

SVU does not advocate or support any claims made by advertisers showcased in any of the enclosed opportunities.

# SVU Webinar Sponsorships

SVU Webinar sponsorships provide you with the opportunity to have your company listed both live and on-demand on the SVU website for a year. SVU conducts a minimum of six webinars annually. All webinars offer SVU CME credits and most offer *AMA PRA Category 1 CME Credits™*. The webinars are available for free to SVU members and are \$50 for non-members. SVU webinars are made available on-demand for a year after the live webinar is presented.

## Benefits of Sponsoring a SVU Webinar:

- Sponsor acknowledged in all email marketing to membership of 5,500 and up to 2,000 + unique industry email addresses
- Exclusive promotion on the SVU website for webinars
- Verbal recognition will be presented by the session moderator at the beginning and end of the webinar
- Webinars are put on-demand for a year after recording date so exposure of the company continues for a whole year

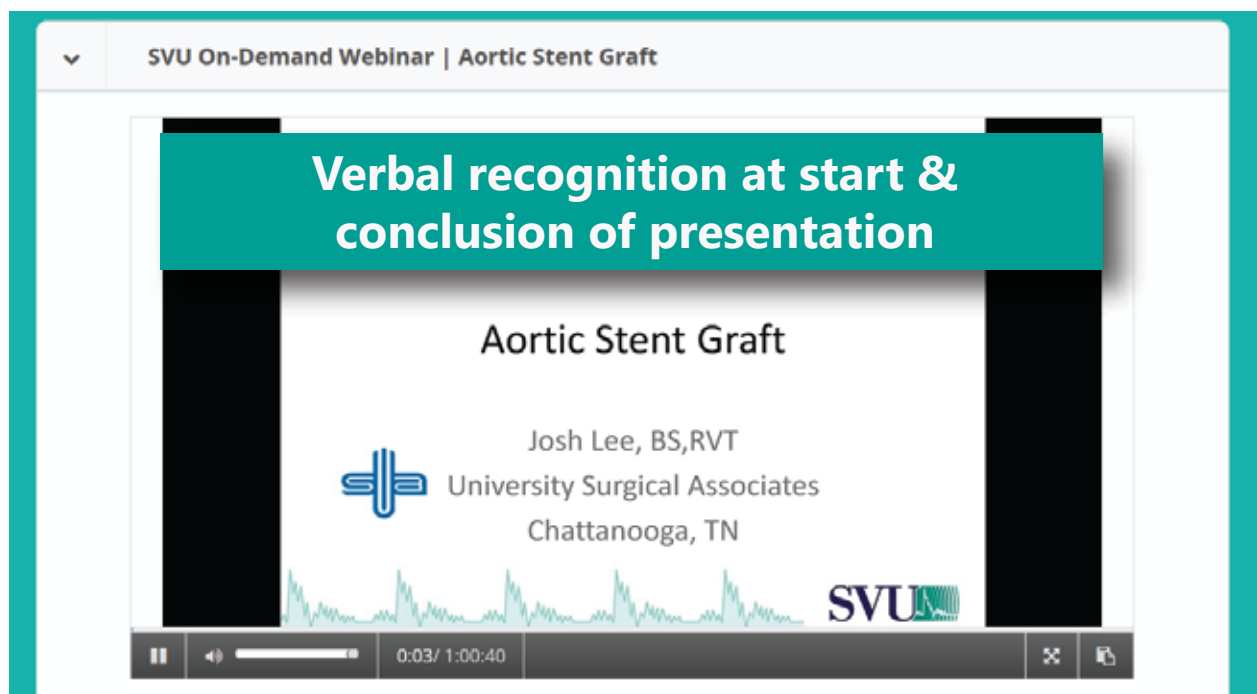
## 2015 Webinar Statistics

- 142 average amount of participants per live webinar
- 935 total views for on-demand webinars

## Pricing

\$1,500/webinar

\$8,000 Entire 2016 webinar series





# Digital Advertising

## Website

www.svunet.org

### About the Website

An online website ad will be featured on every page of SVU except for the homepage, online job center, *JVU*, *U*Learn and *U*Connect. The ad will be placed on the right column, above the fold.

### Right side bar ad (exclusive only)

\$750 for 3 months (current advertiser)

\$1,500 for 3 months (non-advertiser)

### Deadlines for Reservation and Artwork

Ten days prior to first of the month in which you wish to advertise. Artwork must be received five business days prior to the first of the month.

### Specifications

**Ad size:** 125 pixels (w) x 800 pixels (h)

**Format:** .gif, .jpeg or .png format

### Statistics

Average monthly unique pageviews 32,085

## eSpectrum

The e-newsletter is emailed to all 5,500+ SVU members at the beginning of every month. Additionally, each addition is posted to the SVU website.

### Right Side Ad

\$1,500/month

\$15,000 for one full year (12 issues)

### Deadlines for Reservation and Artwork

One week prior to first of the month in which you wish to advertise. Artwork must be received by the first of the month in which you wish to advertise.

### Specifications

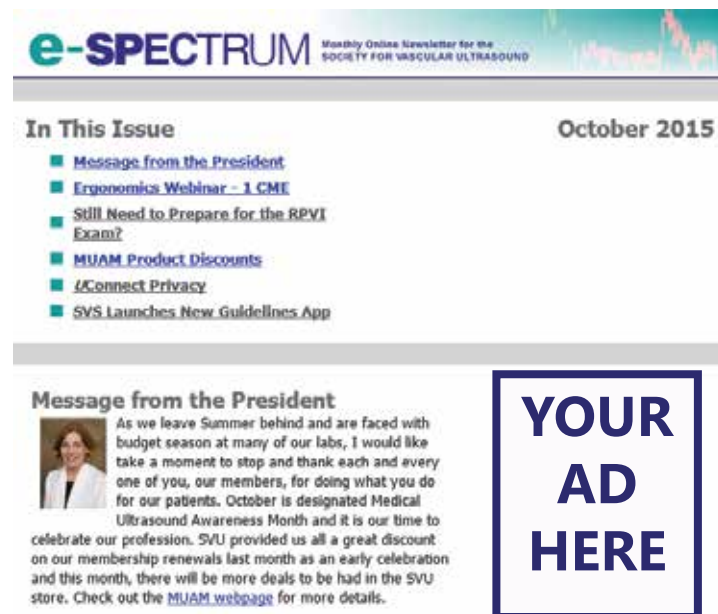
**Ad size:** 150 pixels (w) x 300 pixels (h)

**Format:** .gif, .jpeg or .bmp format (flash ads are not accepted)

### Statistics

Average monthly open rate is 26.77%

Average monthly click rate is 17.29%



# UConnect Digital Advertising

Advertise on the SVU's newest online member community. The community creates an environment for peer-to-peer learning and sharing. Your ad will be included in both the emailed and online discussion threads for an entire month, providing visibility every single day to SVU's 5,500+ members. SVU members are automatically signed up to receive a daily digest from UConnect which will include your ad at the bottom of every email.

## Square Ad

\$1,500/month

## Specifications

**Ad size:** 180 pixels (w) x 180 pixels (h)

**Format:** .gif, .jpeg or .bitmap

## 2015 Statistics

- 426 new discussion posts created
- 1,205 public replies to discussion posts
- The longest amount of time UConnect has gone with now new discussion posts is five days
- The daily digest emails are viewed on average 689 times per day

Topic: Membership Matters!

## SVU UConnect Open Forum

1. Membership Matters!

0 Recommend



[Agnes Lovell](#)

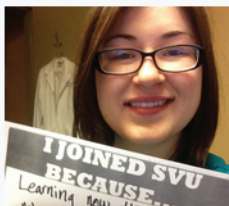
Posted 8 days ago

Edited by Kathryn Saba 8 days ago

Reply to Discussion

Hello all,

This month SVU is [highlighting members](#) by asking why we've joined SVU! I participated in the challenge, which you can see below. I hope to see everyone else participate and can't wait to see all the other photos and explanations of why students have joined SVU!



**YOUR  
AD  
HERE**

## SVU UConnect Open Forum Daily Digest Email

**YOUR  
AD  
HERE**



The VOICE for the Vascular Ultrasound Profession since 1977



# SVU Mailing List

The SVU mailing list is composed of names and addresses of more than 5,500 members of the SVU and is available on a one-time use only basis. The SVU list is made up of approximately 72% technologists and 22% physicians.

## Restrictions

- All orders must be made on this form and must include an explanation of how the lists will be used, as well as a copy (or draft) of the proposed mailing material.
- Telephone orders will not be accepted.

**Important:** SVU lists or labels may not be copied or resold. The SVU reserves the right to refuse a request for a list or labels for any reason including those that are, in its opinion, not in keeping with the Society's character and purpose. In addition, SVU may decline a list rental if the event is within 60 days of an official SVU meeting.

## Pricing

- Cost is \$150 per 1,000 names or portion thereof. SVU Affiliated Chapters may receive up to two complimentary sets of electronic labels per year of names in their regions (your state and two adjoining states).
- All label orders must be pre-paid in full.
- The base price includes one sort, either alphabetically or by zip code. Additional sorts are \$26 each, regardless of size of order.

## Information

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

When and how will these labels be used? \_\_\_\_\_

Request: ☐ Full Mailing List ☐ Partial Mailing List  
Sort (\$26 per sort) ☐ RVT Subset ☐ Physician Subset  
☐ Location Subset please list locations: \_\_\_\_\_

## Charges

Item	Quantity	Rate	Total
Labels (\$150/m; 1,000 minimum)		\$150/m	
RVT/RVS Sort		\$26	
Location Sort		\$26	
NCOA Charge			\$25
		TOTAL	

## Payment

☐ Check

☐ Credit Card (Please circle below)

Mastercard

Visa

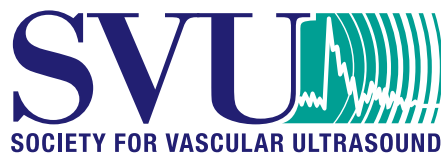
AMEX

Exp. Date: \_\_\_\_\_ Card Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Please return the completed form with a **copy of mailing piece** to [svuinfo@svunet.org](mailto:svuinfo@svunet.org). Questions, please contact Missi McLean at 301-459-7550, ext. 102.



*The VOICE for the Vascular Ultrasound Profession since 1977*

# Advertisement Placement Form

This Advertisement Placement Form is required for all advertising requests.

## Advertising Information

Advertiser: \_\_\_\_\_

Agency: \_\_\_\_\_

Person placing advertisement: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Comments: \_\_\_\_\_

## For more information

Jeanette Brown and Missi McLean

[jbrown@svunet.org](mailto:jbrown@svunet.org) / [mmclean@svunet.org](mailto:mmclean@svunet.org)

301-459-7550 x104 or x102

Fax: 301-459-5651

Society for Vascular Ultrasound

4601 Presidents Drive, Suite 260, Lanham

MD 20706-4831

Phone: 301-459-7550

## Disclaimer

SVU does not advocate or support any claims made by advertisers within the SVU website, Online Job Center, Journal for Vascular Ultrasound, SVU Interpretation Courses, or SVU Mailing List mailings.

## Type of Advertising:

☐ Journal for Vascular Ultrasound (JVU)  
Month(s) of advertising: \_\_\_\_\_  
A separate JVU Insertion Order will be sent to confirm all advertisers interested in the Journal for Vascular Ultrasound.

☐ SVU Banner Ad  
Month(s) of advertising: \_\_\_\_\_  
Links to: \_\_\_\_\_

☐ SVU Website Logo (appears on home page)  
Month(s) of advertising: \_\_\_\_\_  
Links to: \_\_\_\_\_

☐ **Educational or Classified** (please attach copy)

SVU Interpretation Courses:

☐ Take One Table ☐ Exhibit & Live Demo

## Payment

☐ Check is enclosed

☐ Please invoice

☐ Please charge my credit card: ☐ Visa ☐ MasterCard ☐ AmEx

TERMS: Net 30 days. Lates fees will apply; 2% added on balance due each month.

Card Number

Exp. Date

CSC

NAME as it appears on the card

Billing Address (Street No., no P.O. box)

City, State, Zip

SIGNATURE of Card Holder

TOTAL DUE:

SVU Online Job Center

Job listing placement is done online at [www.careers.svunet.org](http://www.careers.svunet.org)



Secure your spot early!



# CHICAGO

SOCIETY FOR VASCULAR ULTRASOUND

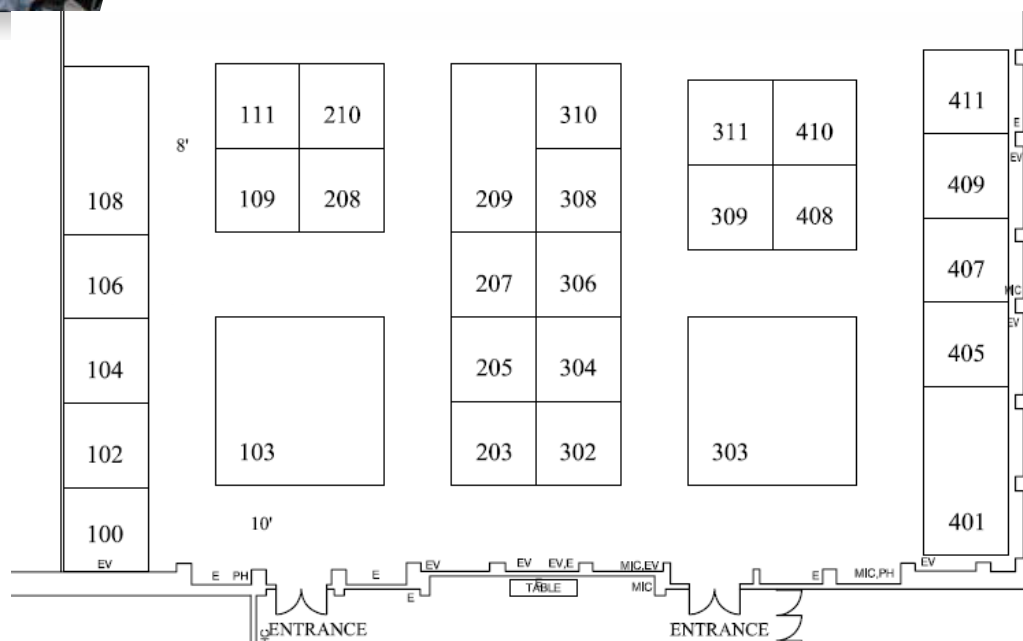
## 2016 ANNUAL CONFERENCE & MARKETPLACE

HYATT REGENCY CHICAGO | CHICAGO, IL

August 11-13, 2016

SNEAK  
PEEK

## Exhibitor Prospectus & Sponsorship Guide



### SPONSORSHIP OPPORTUNITIES

#### Final Program Advertising

Back cover .....	\$2600
Inside covers .....	\$2200
Opposite Table of Contents .....	\$1900
Full Page Color .....	\$1700
½ Page .....	\$900
¼ Page .....	\$500

Technology Theater ..... \$4,500

Food and Networking Events—  
Please contact us for options

Mobile App Push Notification (8) .....	\$250
Mobile App Exclusive Daily Banner Ad (3)...	\$500
GOBO Spotlight Signs (1) .....	SOLD
Conference Tote Bags .....	SOLD
Lanyards .....	SOLD
Luncheon Plates .....	\$8,000
Awards .....	\$500-\$1000

These are just a few popular items, please contact  
us for additional opportunities.

# SVU 2016 Exhibit Booth and Sponsorship Contract

Please reserve the following for our company's participation at the SVU 2016 Annual Conference and Marketplace, August 11–13, 2016, at the Hyatt Regency Chicago, Chicago, IL

## MARKETPLACE BOOTHS

BOOTH PREFERENCE 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

BOOTH SIZE	FEES	FEE INCLUDES
<input type="radio"/> 10' x 10'	\$2800	One complimentary full conference registration
<input type="radio"/> 10' x 20'	\$4200	Two complimentary full conference registrations
<input type="radio"/> 20' x 20'	\$6800	Three complimentary full conference registrations

## SPONSORSHIP (Please see reverse for available options.)

ITEM \_\_\_\_\_ PRICE \_\_\_\_\_  
ITEM \_\_\_\_\_ PRICE \_\_\_\_\_  
ITEM \_\_\_\_\_ PRICE \_\_\_\_\_

## CONTACT INFORMATION

Unless otherwise indicated, all correspondence, including billing, will be conducted with the individual listed below.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name (as you wish it to appear when published) \_\_\_\_\_

Mailing address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

☐ We understand this application becomes a contract when signed by us and accepted by SVU. We agree to abide by all rules and regulations as posted on the SVU 2016 Annual Conference page, [www.svunet.org/annualconferencemain](http://www.svunet.org/annualconferencemain).

Signature \_\_\_\_\_ Date \_\_\_\_\_

## PAYMENT

☐ Check enclosed ☐ Send invoice

☐ Please charge credit card: ☐ MasterCard ☐ Visa ☐ AMEX

Name on Card \_\_\_\_\_ Account # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_ CVV# \_\_\_\_\_ Date \_\_\_\_\_

**EARLY BIRD DISCOUNT:** Send in your contract by December 31, 2015, and deduct \$100 for each 10' x 10' space.

Please complete and return this contract to:

Email: [jbrown@svunet.org](mailto:jbrown@svunet.org) or [mmclean@svunet.org](mailto:mmclean@svunet.org)

Fax: 301-459-5651

Mail: Society for Vascular Ultrasound  
4601 Presidents Dr., #260, Lanham, MD 20706

Questions?

Contact Jeanette Brown or Missi McLean  
301-459-7550 ext. 104 or ext. 102