

2014 RATE CARD



*Advertise with SVU and reach
over 5,100 SVU members worldwide!*

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



The VOICE for the Vascular Ultrasound Profession since 1977

JOURNAL FOR VASCULAR ULTRASOUND

Co-Editors

Barton A. Bean, RVT FSVU

Steven R. Talbot, RVT FSVU

The *Journal for Vascular Ultrasound (JVU)* is dedicated to the publication of original articles pertinent to the vascular ultrasound profession. As the official journal of the Society for Vascular Ultrasound, *JVU* publishes peer reviewed original scientific research and clinical articles, case study reports, review articles, and Technical Notes.

Note: Starting in 2014 (first issue March 2014), JVU will be 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 5,200 including SVU members, nonmember subscribers and libraries.

Pass-along Readership

12,000

Frequency

Quarterly; March, June, September (Annual Conference issue), and December

Market Coverage

The quarterly *JVU* is received by SVU members as a member benefit. 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.

2014 Closing Dates

	Reserve Space	Send Ad Material
March	Jan. 22, 2014	Jan. 29, 2014
June	March 24	March 31
September	July 23	July 30
December	Oct. 20	Oct. 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.

Special Issues

Annually, one issue of the *Journal* usually is devoted to a special topic. Previous special issues have centered on such topics as endovascular, venous disease, peripheral arterial disease, abdominal disease, lab management, advanced interpretation, vascular complications in diabetes mellitus, and waveforms.

Subscriptions

Nonmember annual subscription rate: \$110 United States and Canada, \$150 international. Institutional subscription rate: \$315 United States and Canada, \$350 international.

Indexed

EMBASE/Excerpta Medica, and Cumulative Index to Nursing and Allied Health Literature

Content

All advertisements are subject to review and approval of the publisher. The *Journal* 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 errors. 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 U.S. Department of Labor and EEOC antidiscrimination laws in their recruiting/hiring practices.

Rates

Journal (quarterly)

The below rates include 4-color. For black and white rate, deduct \$250 from rate, regardless of ad size or frequency.

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 1st 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 Page 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

Ad Sizes

	Non-Bleed Width x Height	Full Bleed 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"
1/2 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 60 lb. 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 to 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 for additional information.) PostScript, .eps and .tiff 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 to mail to customers and prospects. SVU is known throughout the ultrasound community as a leading authority on all aspects of vascular ultrasound as covered by our journal. When your product is mentioned in an article in *JVU*, the reader will take notice. Reprints from these articles are more than educational giveaways, they are persuasive testimonials.

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

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

Pam Fitzgerald
pfitzgerald@svunet.org
 800.SVU.VEIN ext. 105
 Cell: 240.277.4886

Debra Bass
dbass@svunet.org
 800.SVU.VEIN ext. 107
 Cell: 202.409.7974

Private fax for Advertising, Exhibits and Sponsorships
 703.920.0102

DIGITAL ADVERTISING

Website www.svunet.org

Be the first thing visitors see when arriving at the SVU website. Ad will be placed on the right column, above the fold.

Right side cube ad (exclusive only)

1x \$3,500 (per month)

3x \$3,000 (per month)

Deadlines for Reservation

10 days prior to 1st of the month in which you wish to advertise.

Deadlines for Artwork

5 business days prior to 1st of the month

Specifications

Ad size 240 pixels (w) x 133 pixels (h)

Format .gif, .jpeg, .bitmap or most file types supporting animation

eSpectrum



The e-newsletter is emailed to all 5,100+ SVU members at the beginning of every month. Additionally, each edition is posted to the SVU website.

One month \$1,500

Full year \$15,000 (12 issues)

Deadlines for Reservation

1 week prior to first of the month in which you wish to advertise

Deadlines for Artwork

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 recommended in e-newsletters)

SVU Online Job Center

Maximize your recruitment advertising by placing your job opportunity online at SVU's Online Job Center. You will have access to a specialized group of more than 5,100 individuals, including vascular technologists, vascular lab directors, vascular physicians, technical directors and sonographers. Visit svunet.org/About/OnlineJobCenter today!

Content

All content is subject to approval by SVU. Each job description should be no more than 10 lines of text plus location and contact information.

Payment

Prepayment is required for online listings.

1 month posting \$295

2 month posting \$360

3 month posting \$390

Logo

Add your company's logo to your job listing for an additional \$25. Your logo must have a combined width + height equal to or less than 300 pixels and be provided in .jpg or .gif file format at 72 dpi resolution. Email logo to svuinfo@svunet.org.

Disclaimer

SVU expects all employers to comply with all U.S. Department of Labor and EEOC anti-discrimination laws in their online recruiting/hiring practices.

SVU Webinars

Gain Visibility by Being a "Supporter" of SVU Webinars

SVU conducts a minimum of six webinars annually along with the University of Cincinnati. All webinars offer SVU CME credits and most offer AMA PRA Category 1 credits. The webinars are available free to SVU members and for a fee to non-members. Each webinar is promoted to 10,000+ unique industry email addresses. Exclusive promotion for one company per webinar is available as the "supporter" of that webinar. Company logo and "supporter" line will appear in the promotional emails, on the SVU website, and on session slide. In addition, verbal recognition will be presented by the session moderator.

1 webinar \$3,500

Entire 2014 webinar series \$20,000

Note: Important trend! In 2013, SVU experienced a surge of MDs joining SVU to gain access to SVU's exceptional educational offerings. SVU is among the only online sources for vascular testing AMA CME credits.

MORE OPPORTUNITIES

Exhibit & Tabletop

Exhibit at 1- or 2-Day

SVU Regional Courses in 2014

Table-top displays are offered at most SVU regional courses such as the RPVI Exam Review Course for physicians and the Vascular Technology and Interpretation Course for vascular technologists, cardiologists, vascular surgeons and others.

Cost \$700

March 7-8, 2014, Baltimore, MD

For a complete list of events, view "Upcoming Events" at www.svunet.org.

Can't exhibit?

Distribute your brochure/materials on the Take One Table for only \$400 per piece.

Note: Beginning in 2014, the Vascular Surgery Board of the American Board of Surgery (VSB-ABS) will require all physicians applying for the Vascular Surgery Qualifying Exam to hold the RPVI™ credential.

DON'T MISS THE BIGGEST SVU EVENT OF THE YEAR

SVU 2014 Annual Conference & Exhibition

August 6-9, 2014

(Exhibit dates: Aug. 7-9)

Disney Contemporary Resort

Lake Buena Vista, Florida



View Exhibitor Prospectus online

and select from a wide variety of opportunities to advertise, sponsor or exhibit.



Advertise on UConnect (at www.svunet.org)

SVU's newest online member 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 5,100+ members.

Cost \$1,500 per month

Specifications

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

Format .gif, .jpeg, .bitmap

SVU Mailing List

Rent the SVU Mailing List

Tap into an audience of more than 5,100 ultrasound professionals in the SVU database. Over 50% of the Society's members work in hospitals, 35% are in private laboratories or physicians' offices, approximately 25% are physicians, and the rest are researchers, educators, and other health care providers. The SVU mailing lists are a proven way to reach thousands of ultrasound professionals who are interested in your products and services. SVU must review all mail pieces prior to sale of an SVU mailing list for any possible conflicts. Visit our website at www.svunet.org/maillinglistatecard for details and an order form.

Cost \$150 per 1,000 addresses.

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

Pam Fitzgerald

pfitzgerald@svunet.org
800.SVU.VEIN ext. 105
Cell: 240.277.4886

Debra Bass

dbass@svunet.org
800.SVU.VEIN ext. 107
Cell: 202.409.7974

Private fax for Advertising, Exhibits and Sponsorships

703.920.0102

SVU 2014 Rate Card

RESERVATION PLACEMENT FORM

Type _____	Type _____	Example:
Month(s) or Option(s) _____	Month(s) or Option(s) _____	Type JVU Ad
_____	_____	Month(s) or Option(s) All four
_____	_____	2014 issues, full page, color,
_____	_____	opposite 1st article

Please visit 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 _____	

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Disclaimer

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