



Society of
**Interventional
Radiology**

The vision to heal®

2019 MEDIA KIT

Innovation. Impact. Insight.

IR Quarterly (IRQ)

Connect with more than 7,000 involved and influential IR professionals by advertising in *IR Quarterly*, a 40-page quarterly magazine and major communication platform for the IR community.

ISSUE	WINTER 2019*	SPRING 2019	SUMMER 2019	FALL 2019
Ad space	Nov. 7, 2018	Feb. 11, 2019	May 13, 2019	Aug. 13, 2019
Materials due	Dec. 10, 2018	March 13, 2019	June 12, 2019	Sept. 12, 2019
Mail date	Jan. 14, 2019	April 12, 2019	July 15, 2019	Oct. 14, 2019

*Annual Scientific Meeting issue, expanded circulation

RATES PER ISSUE

AD SIZE	DIMENSIONS	1X RATE	2X RATE	3X RATE	4X RATE
Full-page	8 ½" x 11"	\$1,960	\$1,850	\$1,680	\$1,590
½ page horizontal	7" x 4 ½"	\$1,240	\$1,140	\$1,020	\$930
¼ page	3 ¾" x 4 ½"	\$800	\$710	\$640	\$620

PREMIUM POSITION RATES

AD SIZE	DIMENSIONS	1X RATE	2X RATE	3X RATE	4X RATE
Back Cover	8 ½" x 11"	\$2,940	\$2,830	\$2,650	\$2,580
Inside Front Cover	8 ½" x 11"	\$2,650	\$2,540	\$2,400	\$2,340
Inside Back Cover	8 ½" x 11"	\$2,550	\$2,450	\$2,270	\$2,190



CONTENT

Features valuable content on emerging opportunities in IR, thought leadership from the IR community, clinical practice management, coding recommendations, industry trends, and more!

AUDIENCE

Interventional radiologists, physicians, scientists, and allied health professionals

QUANTITY

7,000 member subscribers

digital *IRQ*

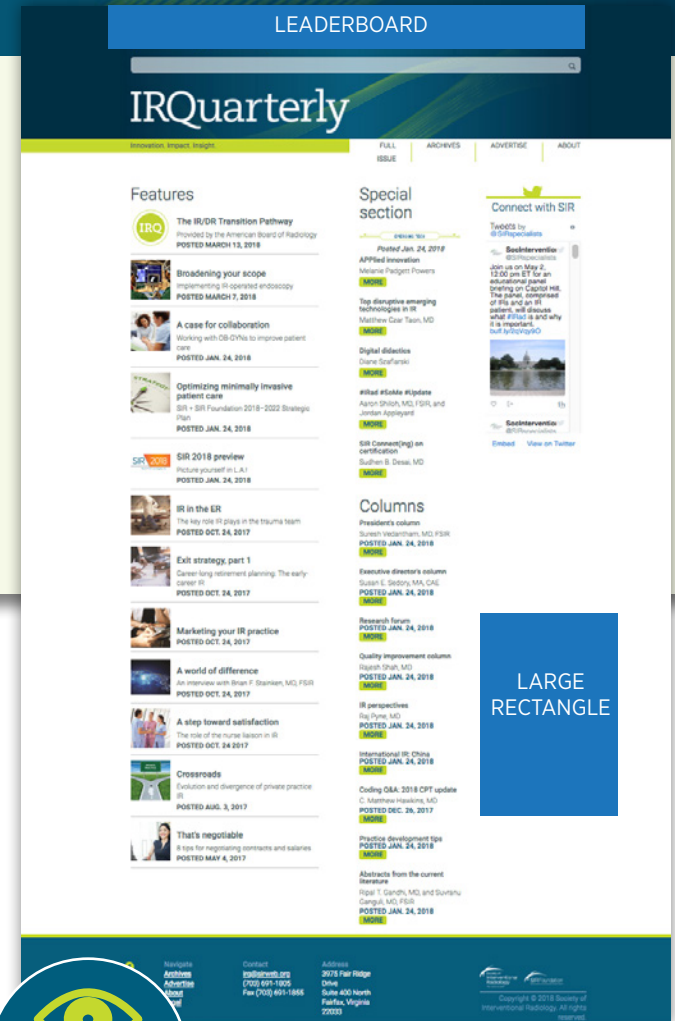
Discover digital *IRQ*, the only site offering access to feature articles and content from the *IRQ* print issues, preview articles from upcoming issues, multimedia resources, and occasional online-exclusive content! Member and nonmember readers of digital *IRQ* can now enjoy the benefits of this online version providing search engine functionality and the ability to connect and share articles online.

digital *IRQ* will be promoted through the following channels:

- » Featured posts on the popular SIR Connect Open Forum
- » Quarterly email promoting new content
- » Social media - article posts on both Facebook and Twitter each month

AD UNITS	DIMENSIONS (PIXELS)	ADVERTISING RATE
Leaderboard	720 x 125	\$6,500 per quarter
Large Rectangle	255 x 365	\$2,300 per quarter

DEADLINES	QUARTER 1 January 1-March 31	QUARTER 2 April 1-June 30	QUARTER 3 July 1-September 30	QUARTER 4 October 1-December 31
Ad space/ payment deadlines	December 7, 2018	March 8, 2019	June 7, 2019	September 6, 2019
Ad material deadlines	December 14, 2018	March 15, 2019	June 14, 2019	September 13, 2019
Ads posted	January 1, 2019	April 1, 2019	July 1, 2019	October 1, 2019



AVERAGE PAGEVIEWS PER MONTH

View digital *IRQ*

digital *IRQ* Email Update

This quarterly email features the latest content from digital *IRQ*, including articles on clinical practice, new opportunities in IR, and additional topics! Sent to 8,000+ society members, this email offers premium product or corporate visibility.

DISTRIBUTION

8,000+ SIR members; nonmembers may request to receive emails

ADVERTISING INCLUDES

Tower Ad (120 x 240) and Tile Ad (120 x 90)

ADVERTISING RATE

\$7,900 (Rate includes both tower and tile ads)

DEADLINES

	QUARTER 1 January 1–March 31	QUARTER 2 April 1–June 30	QUARTER 3 July 1–September 30	QUARTER 4 October 1–December 31
Ad space/ payment deadlines	January 4, 2019	March 29, 2019	June 28, 2019	October 4, 2019
Ad material deadlines	January 11, 2019	April 5, 2019	July 5, 2019	October 11, 2019
Email distribution	January 31, 2019	April 25, 2019	July 25, 2019	October 31, 2019

39% Average Open Rate

15.5% Average Click Rate



*Image for illustrative purposes only.

Guidewire

Take advantage of a consistent digital outreach program by advertising in this twice-monthly newsletter. *Guidewire* serves as a key resource for IR information, including breaking news on society efforts, congressional and industry updates, upcoming events and learning opportunities.

DISTRIBUTION

Emailed to **6,800+ members**, including interventional radiologists, physicians, scientists, and allied health professionals.

ADVERTISING INCLUDES

Tower Ad (120 x 240) and **Tile Ad** (120 x 90)

ADVERTISING RATE

\$5,000
(Rate includes both tower and tile ads)



33%
Average Open Rate



13.5%
Average Click Rate



6,800+
Member-Audience

A LEADING SOURCE FOR SOCIETY UPDATES AND INFORMATION!

In the May 2 Guidewire: SIR Foundation hosts PAE research panel, 2019 IR Coding Update
View this email in your browser.

SIR | Guidewire Society of Interventional Radiology

SIR HOME | SIR FOUNDATION | JVIR | IR STORE | LEARNING CENTER | CONTACT US

Featured news

IR springs forward in the latest issue of IRQ
Travel the world of IR in the spring edition of *IR Quarterly*. Get insights into the global reach of the SIR Giveback Project, the path from innovation to implementation, the scientific discoveries at SIR 2019 and more. Also in this issue ... a peek into the future of medicine. **Read the winning essays** from the 2019 IRQ Writing Contest "What medicine will look like in 100 years."

Education and certification

New modules added to IR Basics library
Originally presented at the 2018 Fellows Spring Practicum, The Business of IR – Part 1 and Part 2 are now available on demand. **Part 1** is designed to improve business acumen in interventional radiology practices by increasing your knowledge of the billing process.

Dateline

View the full SIR calendar.
View SIR Foundation grant and award opportunities.

- May 9–12: SIR endorsed: GEST 2019, New York
- May 16–18: Register now! SIR Fellows Spring Practicum, Chicago
- June 4: SIR endorsed: TREAT Live 2019, Virtual course
- Sept. 23–27: SIR endorsed: UCSF Radiology Interventional Review, San Francisco
- Oct. 2–3: Register now! Fall 2019 ACIR, Chicago
- Oct. 17–19: Register now! LEARN 2019, Nashville, Tenn.
- Oct. 24–26: Register now! ACTIVE 2019, Scottsdale, Ariz.
- Nov 1–2: Register now! Stroke Imaging Boot Camp, Reston, Va.

ACTIVE
Advanced Therapies in Venous Interventions
OCT. 24-26, 2019
SCOTTSDALE, ARIZ.
Register now.

Do you do PAE?
Make it easier for patients and referring physicians to find you.
ADD PAE TO YOUR SIR DOCTOR FINDER PROFILE TODAY.
Update your Doctor Finder profile.

LEARN
OCT. 17-19, 2019
Nashville, Tenn.
Register now.

Stroke Imaging Boot Camp
NOV 1-2, 2019 • RESTON, VA
Register now.

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TOWER AD

TILE AD

*Image for illustrative purposes only.

PRINT FILE SUBMISSION SPECIFICATIONS

ACCEPTABLE FILE FORMATS

- Adobe InDesign
- Fonts: Adobe Type 1 or outlined
- Images: at least 300 dpi at the desired print size
- Adobe Illustrator (fonts outlined)
- Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK

COLOR PROOFS

Color proofs are necessary for checking color and content at press time. Without a color proof, the publisher cannot be held responsible for the outcome of the color on press.



FOR FILE SUBMISSION QUESTIONS, PLEASE CONTACT:

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GENERAL NOTES & FINANCIAL CONSIDERATIONS

1. All advertisements are subject to approval by SIR.
2. All signed agreements are firm. No cancellations accepted.
3. Payment due upon space commitment.
4. Payment may be made via check, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a \$40 processing fee. These fees cannot be waived.
5. No agency commission or cash discounts permitted. Rate card prices are NET.
6. A minimum \$650 late fee will be charged for materials received after the specified due date.
7. TriStar will be diligent in providing the highest-quality publications possible. TriStar will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.

SUBMITTING FILES

- Contact your TriStar representative for login information and upload instructions

UNACCEPTABLE PROGRAMS

- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft PowerPoint

Deviation from these guidelines may incur additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly formatted files.

Ready To Sign Up?

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PAYMENT OPTIONS

Payments may be made via check, wire transfer, or credit card. Payments made via credit card will be charged an additional 3 percent fee added to the total purchase price. Wire transfers will be subject to a \$40 processing fee. These fees cannot be waived.