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By the Numbers

Print Circulation

4,472

Average Monthly Pageviews*

48,170

Average Monthly Visits*

24,379

Opt-in Email Subscribers†

8,861

Email Open Rate†

41%

Print Circulation‡

7,000

Average Monthly Pageviews§

11,657

SIR Scan Email Subscribers†

11,055

Email Open rate‖

47.5%

*Adobe Analytics: Averages of January-June, 2022
†Amazon SES, Averages of January-June, 2022
‡IR Quarterly circulation includes medical students.
§Higher Logic, October 2022
‖Informz, October 2022
Editorial Direction
JVIR, published continuously since 1990, is an international, monthly peer-reviewed interventional radiology journal. As the official journal of the Society of Interventional Radiology, JVIR is the peer-reviewed journal of choice for interventional radiologists, radiologists, interventional oncologists, cardiologists, vascular surgeons, neurosurgeons, and other clinicians who seek current and reliable information on every aspect of vascular and interventional radiology. Each issue of JVIR covers critical and cutting-edge medical minimally invasive, clinical, basic research, radiological, pathological, and socioeconomic issues of importance to the field.

Established 1990
Issuance 12 times per year
Circulation 4,472
Impact Factor 3.682
Website jvir.org

Editor-in-Chief
Daniel Sze, MD, PhD, FSIR
Publisher
Pam Poppalardo
Societies & Affiliations
Society of Interventional Radiology

Market
Interventional Radiologists, Interventional Oncologists, Radiologists, Vascular Specialists and other clinicians who seek current and reliable information on every aspect of interventional radiology.
**Circulation & Readership**

**Circulation**

**Total Circulation**

5,123

**Total US Circulation**

96%

**Pass-along Readers**

JVIR receives an average of 0.7 pass-along readers per copy

**Total Potential Reach**

8,709

**Print Copy Longevity**

After you (and others) are finished reading your printed copy of JVIR, what is generally done with it?

90%†

Indicate at least one of the following:

- Save entire issue for future reference
- Clip/copy selected articles
- Discuss with colleagues
- Pass along to others
- Send to library

**Print/Online Readership**

Which of the following best describes your current reading habits of JVIR?

- Mostly print 24%
- Print only 14%
- Mostly online 23%
- Online only 17%
- 50/50 20%

**Print**

81%

**Online**

84%

---

*Source: Readex Research August 2022
†Source: Readex Research August 2022
Demographics

Practice Setting

- Academic (53%)
- Radiology Group (38%)
- Office-based Labs (6%)
- Independent IR Practice (9%)
- Other (10%)

The majority of readers work in a practice group or academic setting.

Medical Specialty

- Interventional Radiology (81%)
- Diagnostic Radiology (35%)
- Interventional Cardiology (13%)
- Other (3%)

IRs

97%

MDs

92%

*Source: Readex Research August 2022
Publication Value

JVIR is highly valued by its readers, compared with other radiology journals.

How strongly do you agree with the following statements about JVIR?

Percentage of readers who believe that JVIR...

- Publishes articles written by respected authorities: 93%
- Keeps me abreast of the latest information: 93%
- Publishes articles directly applicable to my specialty: 91%
- Is relevant to patient care: 90%

Which of the following publications do you trust to provide you with unbiased, evidence-based, accurate information?

- JVIR: 96%
- Cardiovascular & Interventional Radiology: 51%
- Techniques in Vascular & Interventional Radiology: 37%
- IR Quarterly: 31%
- Endovascular Today: 19%
- Interventional News: 9%

*Source: Readex Research August 2022

Frequency, "Read as least occasionally..."

- JVIR: 95%
- IR Quarterly: 65%
- Endovascular Today: 45%
- Cardiovascular & Interventional Radiology: 37%
- Techniques in Vascular & Interventional Radiology: 38%
- Interventional News: 34%

Which of the following websites do you visit on a regular basis?

- JVIR.org: 83%
- SIRweb.org: 52%
- EVToday.com: 24%
- CIRSE.org: 22%
- CVIRonline.org: 13%
- JVascSurg.org: 7%
- InterventionalNews.com: 5%

*Source: Readex Research August 2022
Topics & Treatments of Interest

What is your level of interest in the following treatments/topics?

- Tumor ablation: 79%
- PE & IVC Filters: 76%
- Intraarterial oncologic interventions: 75%
- Gastrointestinal hemorrhage: 72%
- Uterine fibroids, women’s health: 70%
- Portal hypertension: 69%
- Genitourinary interventions: 69%
- Venous interventions: 67%
- Gastrointestinal interventions: 65%
- Venous access: 47%

*Source: Readex Research August 2022
### Advertising Engagement

**Actions prompted by journal advertising**

**In the last 12 months, what actions have you taken as a result of seeing ads in JVIR?**

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited advertiser’s website</td>
<td>25%</td>
</tr>
<tr>
<td>Discussed ad with others</td>
<td>21%</td>
</tr>
<tr>
<td>Contacted advertiser, dealer or representative</td>
<td>12%</td>
</tr>
<tr>
<td>Recommended a product/service</td>
<td>12%</td>
</tr>
<tr>
<td>Filed ad for future reference</td>
<td>10%</td>
</tr>
<tr>
<td>Passed ad along to others</td>
<td>10%</td>
</tr>
<tr>
<td>Purchased/ordered a product/service</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Source: Readex Research August 2022*
Run-of-Book Advertising & Inserts
- Premium positions
- Pre-printed inserts
- Business reply card (material is mailed with Journal)

Rate
See page 6 for print rates

List Matching
Pricing for all print list match media buys is based on the percentage of reach + $1,000 production fee.

Rate
Contact your sales representative for details

Cover Tips
An eye-catching and cost-effective way to get your message in front of an engaged audience.

Rate
Cover Tip: $10,700
Outsert: $11,330

Outserts
Effectively distribute your promotional materials with our highly respected, specialty-leading journals. Capture a reader’s attention before they even open the journal with promotional brochures, conference collateral, CDs/DVDs, and more.
### PRINT ADVERTISING OPPORTUNITIES

**JVIR Print Rates & Closing Dates**

#### Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,035</td>
<td>$2,495</td>
<td>$1,900</td>
</tr>
<tr>
<td>6x</td>
<td>$3,920</td>
<td>$2,315</td>
<td>$1,835</td>
</tr>
<tr>
<td>12x</td>
<td>$3,720</td>
<td>$2,235</td>
<td>$1,760</td>
</tr>
<tr>
<td>24x</td>
<td>$3,390</td>
<td>$2,000</td>
<td>$1,645</td>
</tr>
<tr>
<td>36x</td>
<td>$3,300</td>
<td>$1,865</td>
<td>$1,505</td>
</tr>
<tr>
<td>48x</td>
<td>$3,155</td>
<td>$1,760</td>
<td>$1,440</td>
</tr>
</tbody>
</table>

#### Color Rates

- **Standard Color**: $815
- **Matched Color**: $1,015
- **4 Color**: $2,890

#### Premium Positions

- **Cover 4**: 50% B/W page rate
- **Cover 2**: 35% B/W page rate
- **Cover 3**: 25% B/W page rate
- **Opposite TOC**: 25% B/W page rate
- **First right hand page**: 25% B/W page rate
- **Other preferred positions**: 10% B/W page rate

#### Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/23/22</td>
<td>12/1/22</td>
<td>12/12/22</td>
</tr>
<tr>
<td>February</td>
<td>12/19/22</td>
<td>12/27/22</td>
<td>1/6/23</td>
</tr>
<tr>
<td>March</td>
<td>1/23/23</td>
<td>1/27/23</td>
<td>2/7/23</td>
</tr>
<tr>
<td>April</td>
<td>2/22/23</td>
<td>2/28/23</td>
<td>3/9/23</td>
</tr>
<tr>
<td>May</td>
<td>3/24/23</td>
<td>3/20/23</td>
<td>4/10/23</td>
</tr>
<tr>
<td>July</td>
<td>5/24/23</td>
<td>5/31/23</td>
<td>6/9/23</td>
</tr>
<tr>
<td>August</td>
<td>6/21/23</td>
<td>6/27/23</td>
<td>7/10/23</td>
</tr>
<tr>
<td>September</td>
<td>7/20/23</td>
<td>7/26/23</td>
<td>8/4/23</td>
</tr>
<tr>
<td>October</td>
<td>8/22/23</td>
<td>8/28/23</td>
<td>9/7/23</td>
</tr>
<tr>
<td>November</td>
<td>9/25/23</td>
<td>9/29/23</td>
<td>10/10/23</td>
</tr>
<tr>
<td>December</td>
<td>10/23/23</td>
<td>10/27/23</td>
<td>11/7/23</td>
</tr>
</tbody>
</table>

#### Outserts

- $11,330 Net

Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

---

*All ads must go through an approval process.*
EDITORIAL OVERVIEW

IR Quarterly

Connect with more than 7,000 involved and influential IR professionals

SIR’s IR Quarterly magazine delivers quality reporting on issues critical to the practice of IR, augmented with interviews and in-depth analysis. Each 40-page issue of IR Quarterly covers the hottest topics in practice management, political advocacy and research, in addition to the latest in specialty news and information.

IR Quarterly features explore timely issues important to the IR community, from emerging clinical opportunities, to the impact of trends within society and healthcare, to solutions IRs have found to common practice challenges. Popular ongoing columns discuss diversity and inclusion, coding updates, IR-related abstracts published in non-IR journals, practice models, messages from SIR and SIR Foundation leadership, and more.

Contributors to IRQ include a bevy of luminaries and pioneers in the field, as well as new voices—those who will be tomorrow’s leaders of IR. Equal parts informative, enlightening, and entertaining, each issue is a must-read, from cover to cover.

The digital edition on sirweb.org/irq expands on each print issue, offering additional information and sidebars, photos and infographics, and multimedia content you won’t find anywhere else.

Print Issues
View latest issue

Winter 2023
Closing date 11/16/22
Materials due 12/16/22

Spring 2023
Closing date 2/17/23
Materials due 3/22/23

Summer 2023
Closing date 5/19/23
Materials due 6/21/23

Fall 2023
Closing date 8/18/23
Materials due 9/19/23

IRQ website
IRQ Homepage

Contact
Adam Moorad
Tel: 212-633-3122
Email: a.moorad@elsevier.com
**PRINT ADVERTISING OPPORTUNITIES**

**IR Quarterly Print Rates & Closing Dates**

### Issue Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,390</td>
</tr>
<tr>
<td>4x</td>
<td>$3,290</td>
</tr>
<tr>
<td>8x</td>
<td>$3,190</td>
</tr>
<tr>
<td>12x</td>
<td>$3,095</td>
</tr>
<tr>
<td>16x</td>
<td>$3,010</td>
</tr>
</tbody>
</table>

### Color Rates

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Color</td>
<td>$450</td>
</tr>
<tr>
<td>Matched Color</td>
<td>$520</td>
</tr>
<tr>
<td>4 Color</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Premium Positions

- **Cover 4**: 50% B/W page rate
- **Cover 2**: 35% B/W page rate
- **Cover 3**: 25% B/W page rate
- **Opposite TOC**: 25% B/W page rate
- **First right hand page**: 25% B/W page rate
- **Other preferred positions**: 10% B/W page rate

### Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2023*</td>
<td>11/16/22</td>
<td>12/16/22</td>
</tr>
<tr>
<td>Spring 2023</td>
<td>2/17/23</td>
<td>3/22/23</td>
</tr>
<tr>
<td>Summer 2023</td>
<td>5/19/23</td>
<td>6/21/23</td>
</tr>
<tr>
<td>Fall 2023</td>
<td>8/18/23</td>
<td>9/19/23</td>
</tr>
</tbody>
</table>

*Annual Scientific Meeting issue, expanded circulation

**Contact**

Adam Moorad  
Email: a.moorad@elsevier.com  
Tel: 212-633-3122

*All ads must go through an approval process.*
Please Note: Meeting Issues subject to change in 2022. Please contact your Sales Representative prior to finalizing your media plan.

**Meeting Issues**

**SIR 2023**
March 4-9, 2023 (Phoenix, AZ)

**CIRSE 2023**
September 9-13, 2023 (Copenhagen, Denmark)

*All conference bonus distribution is subject to change.*
Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

**Banner Positions**

**Desktop/Tablet**
- Leaderboard (top) 728 x 90
- Skyscraper (right rail)* 160 x 600
- Rectangle (right rail)* 300 x 250

**Mobile**
- Leaderboard (top) 320 x 50
- Rectangle (within content)* 300 x 250

**Sticky Banners**
Leaderboard remains in place during scroll for 8 seconds.
and Skyscraper on ROS pages remains in place on right side throughout scroll.

**Monthly Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>48,170</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>19,126</td>
</tr>
<tr>
<td>Visits</td>
<td>24,379</td>
</tr>
</tbody>
</table>

**Rate**
$3,500 net/per month (50% SOV US)

*All IR Member Residents receive online access to JVIR.org
Prestitial Banners

- Ad displays at page load
- Auto closes after 7 seconds
- Can be click off anytime
- Ad appears on any Home Page, Table of Contents or Article page

- Frequency of Ad: 1 view per user in a 6 Hour time period, for each campaign
- Only available on Desktop, Mobile not supported

**Banner Positions**

| Large Rectangle | 480 x 640 |

**Monthly Metrics**

| US Banner Impressions | ~7,840 |
| OUS Banner Impressions | 6,170 |

**US Flat Rate**

$2,500 NET

**OUS Flat Rate**

$2,500 NET
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.

**Banner Positions**

| Leaderboard | 970 x 90, 728 x 90, 300 x 100 |
| Rectangle   | 300 x 250, 300 x 600          |

**Monthly Metrics***

<table>
<thead>
<tr>
<th><strong><a href="http://www.sirweb.org/irq">www.sirweb.org/irq</a></strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average monthly pageviews</td>
</tr>
</tbody>
</table>

**Rate**

- **Leaderboards**
  - $1,150 per month
- **Rectangles**
  - $1,045 per month
Table of Contents Email (eTOC) Advertising

eTOCs

Each month, registered subscribers receive the Table of Contents (TOC) email for JVIR journal, which provides a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Position  Ad  Size (pixels)
Top     Leaderboard  728 x 90
Middle  MPU       300 x 250

Formats  jpeg, png, gif, (static image only)
Tracking pixels  No
Max file size  200 KB
Animation and expandable banners unavailable

Metrics*
Opt-in Distribution  8,861
Average Open Rate  41%
Rate  $2,000/banner

*Epsilon: September 2022
DIGITAL ADVERTISING OPPORTUNITIES

JVIR AIP

Article In Press Email Alerts
Each month, The Archives sends out an average of 10 article-in-press alerts to a separate list of opt-in subscribers.

Banner Positions

<table>
<thead>
<tr>
<th>Leaderboard (top)</th>
<th>728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper (right side)</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

Metrics*

| Opt-in Distribution | 1,278 |
| Average Open Rate | 21% |

Rate

$3,000/month for 100% SOV
### The latest content from SIR Scan

This monthly email features the latest content from SIR publications, from research highlighted in JVIR, to interviews and analysis in IRQ, to timely discussions with IR luminaries on the Kinked Wire podcast, and more! Sent to 10,000+ society members and nonmember IRs, this popular email provides premium product or corporate visibility.

<table>
<thead>
<tr>
<th>Distribution schedule:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>12x/year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Banner Positions</th>
<th>Opt-in Distribution¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>10,000+</td>
</tr>
<tr>
<td>Rectangle</td>
<td></td>
</tr>
<tr>
<td></td>
<td>728 x 90</td>
</tr>
<tr>
<td></td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Metrics*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average open rate</td>
<td>46.7%</td>
</tr>
<tr>
<td>Rate</td>
<td>$4,200 Net/Issue (100% SOV)</td>
</tr>
</tbody>
</table>

*All targeted solutions are subject to society and Editor approval.

†Includes 2,000+ medical students: Tomorrow’s leaders of IR.
DIGITAL ADVERTISING OPPORTUNITIES

SIR Guidewire Email Advertising

The voice of SIR, by email
Twice a month, SIR members receive the Guidewire eNewsletter, providing members with timely information about the society and the field of IR, including the latest news on coding and our legislative work.

This twice-monthly email also keeps members informed of important deadlines and upcoming educational opportunities.

<table>
<thead>
<tr>
<th>Banner Positions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$2,100 net/one send per month</td>
</tr>
<tr>
<td>Rectangle</td>
<td>$4,000 net/two sends per month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Metrics*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in Distribution*</td>
<td>7,400</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>46.5%</td>
</tr>
</tbody>
</table>

*Includes 2,000+ medical students: Tomorrow’s leaders of IR.
SIR Annual Meeting Abstract Supplement Advertising Package

The JVIR Abstract Supplement will be polypagged and mailed with the regular June issue to all SIR members.

- The definitive SIR 2021 resource for scientific abstracts and the annual scientific program agenda
- Four full-page, 4-color advertisements in the Abstract Supplement Issue (Inside front cover, first right-hand page, inside back cover and back cover)
- JVIR Cover Tip advertisement on the regular June Issue of JVIR

Print circulation: 4,472
Average monthly visits, online version: 41,716

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
</tbody>
</table>

Add 1/4” bleed to all edges.

Ad Submission

Adam Moorad
Tel: 212-633-3122
Email: a.moorad@elsevier.com

Rate
$40,000 Net

*All targeted solutions are subject to society and Editor approval.
Targeted Media Advertising Opportunities

JVIR: SIR Today

Promote your presence and showcase your support of SIR 2023 with SIR Today, the meeting’s official news publication.

Digital advertising opportunities will increase brand awareness, drive traffic to booths and promote product launches. Referenced by attendees for session previews and recaps, faculty interviews and more.*

**Email**

Email alerts sent out before, during and after conference.

- (2) **Preview Emails**, sent prior to conference
- (5) **Conference Emails**, sent Saturday, Sunday, Monday, Tuesday and Wednesday during conference
- (1) **Recap Email**, sent after conference

**Metrics**

<table>
<thead>
<tr>
<th>Sends (per email)</th>
<th>9,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Open Rate</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Banner Sizes**

| (2) Leaderboard (top, middle) | 728 x 90 |
| (1) Medium rectangle (bottom) | 300 x 250 |

**Rates**

| Leaderboard (top, middle) | $3,350/banner/send |
| Rectangle (bottom) | $2,410/banner/send |

**Website**

Banner advertising on the SIR Today website.

- **Annual buy**
- **Site statistics**†
  - 35,000 estimated annual page views
  - Most banner impressions served during conference month of 2023

**Banner Sizes**

| Leaderboard (top) | 728 x 90 |
| Medium rectangle (bottom) | 300 x 250 |

**Rates**

| Leaderboard annual flat rate | $3,675 |
| Rectangle annual flat rate | $2,950 |

**Ad Submission**

Adam Moorad

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*FYI - SIR Today will be an e-only solution in 2023
†Site metrics, SIR Today 2022
The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

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Customizable Options

Printing

• Article translation

• Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging

• Resizing: Pocket/Digest

• Article Collections/Supplements

• Shrink-wrapping

• Polybagging—Outserts provided to targeted HCPs
Reprint Capabilities (continued)

**ePrints**
Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

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- Receive your quote online in 24 hours or less
- Place your order online, and track the production process
Print Ad Specifications

File Format
PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- Adobe Indesign CS6 or higher
- Adobe Illustrator* CS6 or higher

Additional costs may apply if problems are encountered.

*When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images
All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4” of all trim edges.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
SPECIFICATIONS

Print Media: JVIR (continued)

- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.

- All color ads should be supplied as composite files.

- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.

- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.

- DO NOT nest EPS files within EPS files.

- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.

- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

**Color Space**

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

**Spot Colors**

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

**Trapping and Screening**

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

**Proofs**

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

**Delivery**

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

**Conformance to Specs**

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
### SPECIFICATIONS

**Print Media: JVIR** (continued)

<table>
<thead>
<tr>
<th>Insert Requirements:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
</tr>
<tr>
<td>4-page insert</td>
</tr>
<tr>
<td>Trimming</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Insert Stock Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Insert Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.</td>
</tr>
</tbody>
</table>

**Insert Shipment Address**

**Publishers Press**  
*Journal of Vascular and Interventional Radiology*  
Sheridan NH  
69 Lyme Road  
Hanover, NH 3755  
Attn: Elsevier Team

**Disposition of Reproduction Material**

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

**Closing Date for Booking Inserts**  
Same as ad space closing

**Insert Delivery Date**  
See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

**Insert Packing & Shipping Instructions**

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

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Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
SPECIFICATIONS

Print Media: IR Quarterly

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8.5&quot; x 11&quot;</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5&quot; x 11&quot;</td>
<td>+0.125&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>17&quot; x 11&quot;</td>
<td>+0.125&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 4.5&quot;</td>
<td>+0.125&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.3/8&quot; x 4.5&quot;</td>
<td>—</td>
</tr>
</tbody>
</table>

Keep live matter 1/4″ from all trim edges.

Acceptable File Formats

- Adobe InDesign
- Fonts: Packaged, outlined or embedded
- Image dpi and ppi are ad buy specific
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK for print, RGB for digital

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.

Unacceptable Programs

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

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

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
**Digital Media: JVIR**

**Journal Website Banner Ads**

**Creative Sizes**

**Leaderboard**  
728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

**Skyscraper**  
160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*).

**Large Rectangle**  
300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*).

**Specifications**

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>HTML5, 150kB</th>
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</thead>
<tbody>
<tr>
<td>Size</td>
<td>200KB max</td>
</tr>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Animated GIF</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>File Format</td>
<td>.gif, .jpg or .swf [rich media]</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Rich Media and HTML5</td>
<td>Yes. Supplied as 3rd party tags only</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
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</tbody>
</table>

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*Generic list of non-content pages available upon request though will vary by journal*
**Rich Media Expanding & HTML In-Page Ads**

### Creative Sizes

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Expands ▼ down (max)</td>
<td>728 x 315</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Expands ◄ left (max)</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Expands ► right (max)</td>
<td>600 x 250</td>
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</table>

### Rich Media Specifications

<table>
<thead>
<tr>
<th></th>
<th>HTML5, 150KB</th>
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<tbody>
<tr>
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<td>Initial Size</td>
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<td>Subsequent Size</td>
<td>2.2 MB</td>
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<tr>
<td>Back-up .gif</td>
<td>200KB</td>
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<tr>
<td>Animation</td>
<td>15 seconds or 3 loops of 5 seconds</td>
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<tr>
<td>Video</td>
<td>No</td>
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<tr>
<td>Max Video File Size</td>
<td>N/A</td>
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<tr>
<td>Expansion Method</td>
<td>On click</td>
</tr>
<tr>
<td>Hotspot requirements</td>
<td>Not to exceed 1/4 size of original ad</td>
</tr>
<tr>
<td>Close Button Requirements</td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

**Additional Notes:**
- Third party tags accepted
- Ads served via DFP by Google

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.*
Digital Media: JVIR (continued)

Table of Contents (TOC) Email  Banner Ads

Creative Sizes
Leaderboard  728 x 90
Large Rectangle  300 x 250

Email Specifications
Size  40KB (200KB max)
Rotation  No
Required Resolution  72 dpi
Acceptable File Format  .gif or .jpg
Rich Media  No
Animation  No
Target URL  Required
3rd Party Tags  No
SPECIFICATIONS

Digital Media: IR Quarterly

Magazine Website Banner Ads

**Creative Sizes**

- **Leaderboard**: 728 x 90
  - Placement: Top of page, above IRQ header / navigation

- **Medium Rectangle**: 300 x 250
  - Placement: right hand page

**Specifications**

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<td>Target URL</td>
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### Digital Media: SIR Scan and Guidewire (continued)

#### SIR Scan & Guidewire Email Banner Ads

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<thead>
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<th>Creative Sizes</th>
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<th>Guidewire</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
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</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>300 x 250</td>
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</table>

#### Email Specifications

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<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
</tr>
</tbody>
</table>
Contacts

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Visit www.elsmediakits.com to view other media kits and rate cards.

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Fax: 212-633-3846
Email: lorrie.young@elsevier.com

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Fax: 212-633-3846
Email: c.smith@elsevier.com

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Fax: 212-633-3846
Email: j.ramsaroop@elsevier.com