

# SIR<sup>20</sup><sub>21</sub>

INVOLVED.  
INFORMED.  
INSPIRED.

# SIR TODAY

## Reach Society of Interventional Radiology Members & Attendees Before, During and After the Virtual SIR 2021 Annual Scientific Meeting

*SIR Today*, the official meeting publication, offers both print and digital advertising opportunities that will increase brand awareness, drive traffic to virtual booths and promote product launches.

- ***SIR Today* preview issue:** This single print issue of *SIR Today* will be mailed to both SIR members and nonmember 2020 registrants in February 2021. This will be the primary print marketing piece for the Virtual SIR 2021 Annual Scientific Meeting. Estimated reach: 7,000+.
- ***SIR Today* website:** The *SIR Today* website will be updated before, during and after the meeting with meeting news, session coverage and more. Estimated reach: 9,000 users/16,000 page views.
- ***SIR Today* email newsletters:** Limited placements are available in the *SIR Today* email newsletters, which will be distributed before, during and after the meeting. Estimated reach: 9,000 recipients per email newsletter. See page two.

### Print and Digital Offerings Deliver Three Months of Exposure to SIR 2021 Attendees and Society Members

**February/March 2021:** Two preview issues of the *SIR Today* email newsletter distributed.

**March 2021:** *SIR Today* printed preview issue mailed to SIR members and non-member SIR 2020 attendees

**March 2021:** *SIR Today* website to provide comprehensive coverage of the virtual SIR Annual Scientific Meeting, which will be highlighted through five deployments of the *SIR Today* email newsletters.

**April 2021:** Highlights edition of the *SIR Today* email newsletter distributed.

For more information or to reserve your advertising space, contact: Jenn Waters, CustomNEWS, [jwaters@showdailies.com](mailto:jwaters@showdailies.com), or 240/401-6779

### Advertising Deadlines:

#### *SIR Today* preview issue:

Space reservations:  
January 15, 2021

Materials:  
January 29, 2021

**Extended!**

#### *SIR Today* website:

Space reservations:  
February 1, 2021

Materials:  
February 15, 2021

#### *SIR Today* emails:

See page two.

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## Reach 9,000+ with Email Advertising Placements

The *SIR Today* email newsletter will be the key communications vehicle sent to attendees before, during and after the meeting. Each edition will include meeting updates and reminders, and showcase new editorial content on the *SIR Today* website.

Each email newsletter will be sent to more than 9,000 recipients, including SIR members and non-member attendees.

Limited advertising placements are available in each edition. Ads will be clickable.

### Why advertise?

- Increase awareness about industry symposia and product theaters.
- Drive traffic to your virtual exhibit.
- Target promotions to align with the meeting's daily themes:
  - Monday, March 22: PAD
  - Tuesday, March 23: IO
  - Wednesday, March 24: Women's/Men's Health
  - Thursday, March 25: Venous/Dialysis
  - Friday, March 26: Pain Management/Neuro

### **SIR Today Email Newsletter Deployment Schedule:**

Preview #1: late February

Preview #2: early March

Monday, March 22

Tuesday, March 23

Wednesday, March 24

Thursday, March 25

Friday, March 26

Highlights issue: early April

### **Rates & Specifications**

- **Banner Ad:** \$3,000 per placement
- **Rectangle Ad:** \$2,100 per placement

**Banner Ad:** 728 px w x 90 px h

**Rectangle Ad:** 300 px w x 250 px h

### **Email Advertising Deadlines:**

#### **Preview Emails:**

Space reservations: February 10, 2021

Materials: February 17, 2021

#### **Daily Emails:**

Space reservations: March 5, 2021

Materials: March 12, 2021

#### **Highlights Email:**

Space reservations: March 31, 2021

Materials: April 6, 2021

Please note that placements are limited, and are expected to sell out prior to these deadlines.

### Questions?

Contact Jenn Waters, CustomNEWS, [jwaters@showdailies.com](mailto:jwaters@showdailies.com) or 240/401-6779

# Advertising Specifications and Net Rates

## SIR Today: Printed Preview 4/C Net Rates

Back cover	SOLD
Page one strip ad*	SOLD
Inside front cover	\$5,760
Inside back cover	\$5,760
Centerspread	\$10,560
Map Premium	\$6,333
Across from TOC or Welcome Letter	\$5,760
Bellyband	\$10,500
Full page	\$4,800
Half page - H or V	\$2,685
Quarter page	\$1,580
Product & Services Showcase Listing (100 words & image)	\$800
Half-page advertorial (550 words & image)	\$2,100

\*Page one strip ad and includes full page ad.

### Ad sizes:

#### Full page:

Trim: 8 1/2" x 11"

Bleed: 8 5/8" x 11 1/8"

Non-Bleed: 8" x 10 1/2"

#### Half-page ad:

Horizontal: 7" x 4 3/4"

Vertical: 4 5/8" x 7 1/4"

#### Quarter-page ad:

3 1/2" x 4 3/4"

#### Bellyband:

20" x 2"

#### Page One Strip Ad:

7 3/8" x 2"

## SIR Today Email Newsletter

- **Banner Ad:** \$3,000 per ad.
- **Rectangle Ad:** \$2,100 per email.

### Ad sizes:

**Banner Ad:** 728 px w x 90 px h

**Rectangle Ad:** 300 px w x 250 px h

## SIR Today Website:

- **Banner Ad:** \$3,300
- **Rectangle Ad:** \$2,550

### Ad sizes:

**Banner Ad:** 728 px w x 90 px h

**Rectangle Ad:** 300 px w x 250 px h

## Specifications

- **SIR Today printed preview issue** – Trim size is 8-3/8" x 10 1/2". Please add 1/8" all around to accommodate bleed artwork (full page ads only). Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible.
- **Display Ad Files** – Provide a high-resolution PDF (PDF/X-1a) with all fonts and images embedded.
- **Email and Web Ads** – Please provide a 72 DPI jpeg file. Files can be e-mailed to [jwaters@showdailies.com](mailto:jwaters@showdailies.com). Please provide one hyperlink per ad.
- **File Submissions** – Send to [jwaters@showdailies.com](mailto:jwaters@showdailies.com).

Advertisers not exhibiting at SIR 2021 will incur a \$1,500 surcharge.

## Questions?

Contact Jenn Waters, CustomNEWS, [jwaters@showdailies.com](mailto:jwaters@showdailies.com) or 240/401-6779

# SIR Today Advertising Insertion Order

## Company Information

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Accounts Payable E-mail: \_\_\_\_\_

## Ad Agency Information (if applicable)

Agency: \_\_\_\_\_ Contact: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Space Reservation

Ad Size/s: \_\_\_\_\_  
Number of Issues/Days: \_\_\_\_\_  
Total Cost: \_\_\_\_\_  
Payment:  Bill Me  Credit Card

## Charge Information

Card Types Accepted: Visa, Mastercard, American Express or Discover

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
Billing Zip Code: \_\_\_\_\_ CSV/CVV Code: \_\_\_\_\_

Please complete and return to  
Jenn Waters, CustomNEWS:  
jwaters@showdailies.com  
Questions? 240/401-6779

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Cancellation Policy:** Advertisers cancelling after November 1, 2020 will be billed for 50% of the total net cost. Advertisers cancelling after December 1, 2020 will be billed for 100% of the total net cost.