

SIR²⁰₂₁

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.

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 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, or 240/401-6779

Advertising Deadlines:

***SIR Today* preview issue:**

Space reservations:
December 22, 2020

Materials:
January 20, 2021

***SIR Today* website:**

Space reservations:
February 1, 2021

Materials:
February 15, 2021

***SIR Today* emails:**

Contact us for dates.

Advertising Specifications and Net Rates

SIR Today: Printed Preview 4/C Net Rates

Back cover	\$6,960
Page one strip ad*	\$10,440
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 Updates:

- **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. Please provide one hyperlink per ad.
- **File Submissions** – Send to jwaters@showdailies.com.

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

Questions?

Contact Jenn Waters, CustomNEWS, 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.