

# ADVERTISING OPPORTUNITIES WITH JOURNAL OF DIAGNOSTIC MEDICAL SONOGRAPHY

Official Publication of the Society of Diagnostic Medical Sonography

All Advertising subject to SDMS approval.



## 2014 PRINT ADVERTISING RATES

### DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x	24x
1 page	\$2,545	\$2,495	\$2,245	\$2,135	\$2,025
½ page	\$2,035	\$1,995	\$1,895	\$1,800	\$1,620
¼ page	\$1,225	\$1,200	\$1,140	n/a	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** 4-Color charge (in addition to B&W rate above)..... \$1,930

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

## 2014 DEADLINES

### January/February

Space reservation due:	12/16/2013
Materials due:	12/20/2013
Inserts due:	12/27/2013

### March/April

Space reservation due:	2/20/2014
Materials due:	2/25/2014
Inserts due:	3/4/2014

### May/June

Space reservation due:	4/17/2014
Materials due:	4/22/2014
Inserts due:	4/29/2014

### July/August

Space reservation due:	6/18/2014
Materials due:	6/23/2014
Inserts due:	6/30/2014

### September/October

Space reservation due:	8/21/2014
Materials due:	8/26/2014
Inserts due:	9/2/2014

### November/December

Space reservation due:	10/16/2014
Materials due:	10/21/2014
Inserts due:	10/28/2014

## INSERTS AND OTHER HIGH IMPACT OPPORTUNITIES

### INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:

- 2 page insert – 3 times the earned B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate
- Business reply cards – earned B&W rate

### HIGH-IMPACT PRINT ADVERTISING:

- **Cover Tips** – An exclusive way to place your message front and center with each journal reader.

Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

- **Belly Bands** – Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** – Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

## COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover .....	Earned B&W rate + 35%	Facing Table of Contents .....	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover .....	Earned B&W rate + 50%	Other specified positions .....	Earned B&W rate + 15%

## OTHER MARKETING OPPORTUNITIES

### ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

### SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

### TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

### SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

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## DIGITAL OFFERINGS

**JOURNAL WEBSITE:** <http://jdms.sagepub.com>

### ONLINE ADVERTISING RATES

- Leaderboard (728 x 90).....\$75 CPM
- Skyscraper (160 x 600).....\$75 CPM

Minimum buy: 10,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

### BANNER AD SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

## E-MAIL MARKETING

### ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

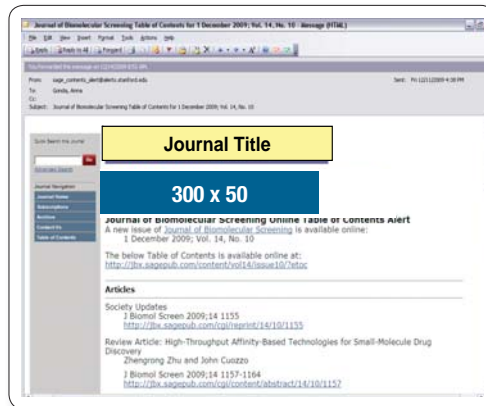
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	300 x 50	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

### BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.



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## GENERAL INFORMATION

**FREQUENCY:** 6 times/year

**PRINT CIRCULATION:** 27,860 Paid

**PUBLISHER:** SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320  
USA. Phone: (805) 499-0721, Fax: (805) 410-7009

**SOCIETY AFFILIATION:** Society of Diagnostic Medical Sonography (SDMS)

### ABOUT SDMS:

The Society of Diagnostic Medical Sonography was founded in 1970 to promote, advance, and educate its members and the medical community in the science of Diagnostic Medical Sonography.

The Society achieves its purpose by:

- seeking the cooperation of similar organizations;
- initiating and overseeing educational programs;
- stimulating and encouraging research; encouraging presentation and publication of scientific papers;
- collecting and disseminating information pertinent to the membership;
- publishing a scientific journal and a newsletter;
- and reviewing and establishing policies regarding the professional status, legislative activity, and welfare of its members.

### CORE PURPOSE:

To enhance the art and science of medicine by advancing medical sonography.

### ABOUT THE JOURNAL:

*Journal of Diagnostic Medical Sonography* provides for the continuing medical education of diagnostic medical sonographers, serving as a forum for discussion of issues important to the development of the profession by publishing peer-reviewed articles of the highest caliber.

Included in every issue of *JDMS* is a special section devoted to Professional Opportunities. This special section highlights recruitment companies and healthcare facilities, thus providing them with the ideal venue to advertise their available positions.

### READERSHIP:

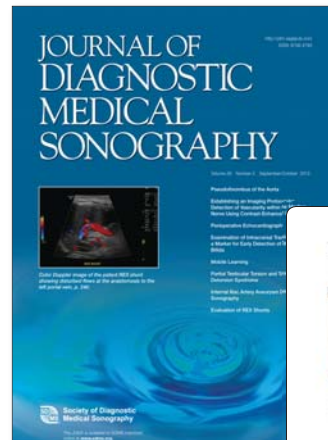
Readership consists of clinical sonographers, educators, research sonographers, radiologic technologists, sonography students, physicians, nurses, administrators, sonography-related corporations and businesses.

### GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

All advertising is subject to the publisher's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

Recruitment advertisements must avoid the use of the words "ultrasonographer," "tech," "technologist" and "technician", with the exception of "vascular technologist." In their place, use the terms "sonographer," or "diagnostic medical sonographer" for a registered sonographer. When referring to practice in a specific sonography specialty, please use the following terms: abdominal sonography, breast sonography, cardiac sonography (adult, pediatric, and/or fetal), musculoskeletal sonography, neurological sonography, obstetric gynecologic sonography, and vascular sonography.

For complete information regarding the SDMS Advertising Guidelines, please refer to the SDMS website at: <http://www.sdms.org/ad/policy.asp>.



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## BONUS DISTRIBUTION CALENDAR – 2014

ISSUE	CONFERENCE DISTRIBUTION	DATES - 2014	LOCATION	VALUE-ADDED MARKETING
May/June				Free Ad Perception Reader Survey for all 1/2 page and larger advertisers
September/October	Society of Diagnostic Medical Sonography (SDMS)	September 25-28	Louisville, KY	Free Counter Cards to advertisers 1/2 page and larger

## ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim  
Linescreen: 133-150

### REQUIREMENTS FOR ELECTRONIC DELIVERY:

#### General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

#### Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

#### Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If

a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

#### File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

#### BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

#### POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 5" x 7".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

**Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.**

## CONTACT INFORMATION

### FOR DISPLAY AND CLASSIFIED ADVERTISING:

Brett Goldfine  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7143  
Fax: (805) 375-5282  
E-mail: brett.goldfine@sagepub.com

### FOR ARTWORK DELIVERY:

Anna Gonda  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7772  
Fax: (805) 410-7009  
E-mail: advertising@sagepub.com

### PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)  
Ship To:  
Mary Heiliger  
CSR  
Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331 USA  
Phone: (800) 635-7181 ext. 8145

### FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7763  
Fax: (805) 410-7009  
E-mail: reprint@sagepub.com