JACR: Journal of the American College of Radiology

ACR Bulletin

2019 MEDIA KIT
Table of Contents

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JACR Print Circulation

30,396

ACR Bulletin Print Circulation

35,922

JACR Average Monthly Visits

22,311

JACR Average Monthly Pageviews

68,814

JACR Opt-in Email Subscribers

18,000

ACR Bulletin Opt-in Email Subscribers

24,000
Journal of the American College of Radiology

Editorial Direction
The official journal of the American College of Radiology, JACR informs its readers of timely, pertinent, and important topics affecting the practice of diagnostic radiologists, interventional radiologists, medical physicists, and radiation oncologists. In so doing, JACR improves their practices and helps optimize their role in the health care system. By providing a forum for informative, well-written articles on health services research and policy, clinical practice management, training and education, and leadership, JACR engages readers in a dialogue that ultimately benefits patient care.

The journal features engaging content that helps facilitate volunteer opportunities and participation in the larger medical community.

Established
2004

Editor-in-Chief
Ruth C. Carlos, MD, MS, FACR

Publisher
Pamela Poppalardo

Societies & Affiliations
Official Journal of the American College of Radiology

Market
Membership benefit for all ACR members, including radiologists, interventional radiologists, radiation oncologists, medical physicists, and nuclear medicine practitioners. Also available by subscription to anyone interested in medical imaging, other medical specialists, and policy makers.

Issuance
12 times per year

Circulation
30,396

Website
www.jacr.org
EDITORIAL OVERVIEW

ACR Bulletin

Editorial Direction
As the official news magazine of the American College of Radiology, the ACR Bulletin keeps radiologists informed by covering a wide-range of current research, advocacy efforts, innovation in technology and educational opportunities in a quick, easy-to-read, and inviting manner.

Established
1943

Publisher/Society
American College of Radiology

Market
U.S. members of the American College of Radiology, including radiologists, radiation oncologists, and medical physicists as well as other professionals involved in medical imaging and image-guided intervention and policy makers wishing to inform and involve themselves in the most important issues of radiology and radiation oncology.

Issue
12 times per year

Circulation
35,922

Website
www.acrbulletin.org
American College of Radiology Readership Survey

By connecting you to over 30,000 American College of Radiology (ACR) member radiologists and residents, JACR gives you a direct line of communication to the decision makers of today and tomorrow. High relevance with radiologists who have purchasing power means an ad placed in JACR helps you bridge the gap between awareness and action.

**Member Demographics**

**ACR Member Specialty***

*2018 ACR Member Self-Reporting

†Residents, Interventional Radiologists, and Physicists

**Modality Specialty***

Physicians can select more than one modality.

- Radiation Oncologist 0.06%
- General Radiologist 41.19%
- Subspecialist Radiologist 54.45%
- Other† 4.30%

- Computed Tomography 18.96%
- Radiography/Fluoro 17.81%
- Ultrasound 16.09%
- Magnetic Resonance Imaging 15.97%
- Mammography 11.13%
- General Nuclear Medicine 7.35%
- Positron Emission Tomography 3.65%
- Nuclear Cardiology 2.79%
- Other 2.47%
- Nuclear Medicine/PET/SPECT 1.73%
- SPECT 1.41%
- Unsealed Source Therapy 0.43%
- PET/CT 0.16%
- Linear Acceleration 0.03%
- Brachytherapy 0.01%
Member Demographics (continued)

**Organ System Subspecialty***

<table>
<thead>
<tr>
<th>Subspecialty</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abdominal imaging</td>
<td>12.40%</td>
</tr>
<tr>
<td>Neuro imaging</td>
<td>9.43%</td>
</tr>
<tr>
<td>Musculoskeletal</td>
<td>9.24%</td>
</tr>
<tr>
<td>Emergency/trauma</td>
<td>9.12%</td>
</tr>
<tr>
<td>Thoracic</td>
<td>8.31%</td>
</tr>
<tr>
<td>Gastrointestinal</td>
<td>8.05%</td>
</tr>
<tr>
<td>Breast</td>
<td>7.90%</td>
</tr>
<tr>
<td>Genitourinary</td>
<td>7.65%</td>
</tr>
<tr>
<td>Women’s imaging</td>
<td>6.40%</td>
</tr>
<tr>
<td>Pediatric</td>
<td>5.79%</td>
</tr>
<tr>
<td>Cardiovascular</td>
<td>4.93%</td>
</tr>
<tr>
<td>Interventional radiology</td>
<td>4.75%</td>
</tr>
<tr>
<td>Neurointerventional</td>
<td>0.79%</td>
</tr>
<tr>
<td>Breast radiation oncology</td>
<td>0.67%</td>
</tr>
<tr>
<td>Prostate radiation oncology</td>
<td>0.65%</td>
</tr>
<tr>
<td>Lung radiation oncology</td>
<td>0.63%</td>
</tr>
<tr>
<td>Intensity-modulated radiation therapy</td>
<td>0.63%</td>
</tr>
<tr>
<td>Head and neck radiation oncology</td>
<td>0.61%</td>
</tr>
<tr>
<td>3-d conformal radiotherapy</td>
<td>0.51%</td>
</tr>
<tr>
<td>Brachytherapy</td>
<td>0.49%</td>
</tr>
<tr>
<td>Gynecologic radiation oncology</td>
<td>0.48%</td>
</tr>
<tr>
<td>Radiosurgery</td>
<td>0.33%</td>
</tr>
<tr>
<td>Pediatric radiation oncology</td>
<td>0.12%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>0.09%</td>
</tr>
<tr>
<td>Coronary artery brachytherapy</td>
<td>0.02%</td>
</tr>
</tbody>
</table>

**Practice Settings***

- Academic: 25.97%
- Community/Hospital-based: 54.69%
- Private practice: 10.64%
- Government/VA: 2.60%
- HMO: 0.34%
- Other: 3.21%
- Multispecialty clinic: 2.52%

*2018 ACR Member Self-Reporting
Print & Digital Readership

**JACR**

<table>
<thead>
<tr>
<th>Top reasons for reading JACR:</th>
<th>85% of readers state they are very satisfied with JACR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides useful information for Management/Leadership</td>
<td>89%</td>
</tr>
<tr>
<td>Provides useful information for professionals and practitioners</td>
<td>90%</td>
</tr>
<tr>
<td>Official journal of ACR</td>
<td>88%</td>
</tr>
<tr>
<td>Find information not found elsewhere</td>
<td>87%</td>
</tr>
</tbody>
</table>

**ACR Bulletin**

<table>
<thead>
<tr>
<th>What our readers say:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACR Bulletin is inviting and easy-to-read</td>
<td>74%</td>
</tr>
<tr>
<td>Feel the cover is inviting and encourages them to open the issue</td>
<td>71%</td>
</tr>
<tr>
<td>Find information within easy to locate</td>
<td>75%</td>
</tr>
<tr>
<td>Agree the length of articles is about right</td>
<td>77%</td>
</tr>
</tbody>
</table>

*2018 ACR/JACR Readership Survey for JACR*
Print & Digital Readership (continued)

The Reach of Online Publication

Go where they go
Medical journals and their online components are one of the most trusted sources of information available to HCPs – providing an invaluable venue for advertisers to share their marketing messages.

JACR.org Usage by Radiologists*

<table>
<thead>
<tr>
<th>Visit site on average</th>
<th>Each session averages</th>
<th>Rank “Is useful in running their practice”</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4.5x</strong></td>
<td><strong>15.1 mins</strong></td>
<td><strong>4.5/5</strong></td>
</tr>
</tbody>
</table>

Versions read of current issues of medical journals*

When a current issue of a medical journal (or other professional publication) is available, which versions do you read? (Please select all that apply).

Radiologists

- Both print & digital versions: 73%
- Digital version only: 9%
- Print version only: 14%
- None: 4%

Radiation Oncologists

- Both print & digital versions: 83%
- Digital version only: 4%
- Print version only: 4%
- None: 3%

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. It facilitates users who actively seek and view specialty content. Metrics are sent on a monthly basis.

**Banner Positions**

**JACR Homepage**
- Leaderboard: 728 x 90
- Rectangle: 300 x 250

**JACR Rest of Site (ROS)**
- Leaderboard: 728 x 90
- Skyscraper: 160 x 600

**ACR Bulletin**
- Large: 267 x 531
- Small: 267 x 267

**Monthly Metrics**

**JACR***
- www.jacr.org
- Pageviews: 68,814
- Unique Visitors: 23,288
- Visits: 22,311

**ACR Bulletin†**
- www.acrbulletin.org
- Pageviews: 58,291
- Unique Visitors: 4,618
- Visits: 9,715

**JACR Blog**
- www.jacrblog.org
- Pageviews: 2,047
- Unique Visitors: 600
- Visits: 16,383

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

**Rate**
- $80 CPM net/Geotarget

---

*Adobe Analytics: Average of June 2016 - May 2017
†Analytics Average of October 2017-September 2018
Table of Contents (TOC) Email Advertising

Each month, registered subscribers receive the Table of Contents (TOC) email for the JACR and ACR Bulletin, providing 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.

**Banner Positions**
2 rectangle positions available per TOC

| Rectangle | 450 x 120 |

**Metrics***

<table>
<thead>
<tr>
<th></th>
<th>JACR</th>
<th></th>
<th>ACR Bulletin</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in Distribution</td>
<td>18,000</td>
<td>Average Open Rate</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Opt-in Distribution</td>
<td>24,000</td>
<td>Average Open Rate</td>
<td>28%</td>
<td></td>
</tr>
</tbody>
</table>

**Rates**

<table>
<thead>
<tr>
<th>JACR</th>
<th>ACR Bulletin</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,100 net</td>
<td>$4,100 net</td>
</tr>
</tbody>
</table>

*Informz 2018
JACR Blog Podcast

Bi-monthly podcast available for download on Apple podcast, Googleplay, stitcher.com, and on the JACR Blog.

A 30-second audio ad plays at the beginning of each episode. Client provides the text and podcast staff creates an ad for their approval. Client may also provide the audio if preferred.

Metrics*

<table>
<thead>
<tr>
<th>JACR Blog Podcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Downloads</td>
</tr>
<tr>
<td>Average Listens per Episode</td>
</tr>
</tbody>
</table>

*Source, 2018
PRINT ADVERTISING OPPORTUNITIES

JACR Print Rates & Closing Dates

Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,930</td>
<td>$4,725</td>
<td>$4,010</td>
<td>$2,885</td>
<td>$1,995</td>
</tr>
<tr>
<td>3x</td>
<td>$5,830</td>
<td>$4,670</td>
<td>$3,785</td>
<td>$2,845</td>
<td>$1,910</td>
</tr>
<tr>
<td>6x</td>
<td>$5,740</td>
<td>$4,585</td>
<td>$3,745</td>
<td>$2,805</td>
<td>$1,860</td>
</tr>
<tr>
<td>12x</td>
<td>$5,630</td>
<td>$4,510</td>
<td>$3,670</td>
<td>$2,750</td>
<td>$1,760</td>
</tr>
</tbody>
</table>

Color Rates

- Standard Color: $505
- Matched Color: $680
- 4 Color: $1,735

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>12/3/18</td>
<td>12/6/18</td>
<td>12/14/18</td>
</tr>
<tr>
<td>February</td>
<td>1/3/19</td>
<td>1/8/19</td>
<td>1/17/19</td>
</tr>
<tr>
<td>March</td>
<td>2/1/19</td>
<td>2/6/19</td>
<td>2/14/19</td>
</tr>
<tr>
<td>April</td>
<td>3/5/19</td>
<td>3/8/19</td>
<td>3/18/19</td>
</tr>
<tr>
<td>May</td>
<td>4/3/19</td>
<td>4/8/19</td>
<td>4/16/19</td>
</tr>
<tr>
<td>June</td>
<td>5/6/19</td>
<td>5/9/19</td>
<td>5/17/19</td>
</tr>
<tr>
<td>July</td>
<td>6/4/19</td>
<td>6/7/19</td>
<td>6/17/19</td>
</tr>
<tr>
<td>August</td>
<td>7/3/19</td>
<td>7/10/19</td>
<td>7/18/19</td>
</tr>
<tr>
<td>September</td>
<td>8/5/19</td>
<td>8/8/19</td>
<td>8/19/19</td>
</tr>
<tr>
<td>October</td>
<td>9/4/19</td>
<td>9/9/19</td>
<td>9/17/19</td>
</tr>
<tr>
<td>November</td>
<td>10/4/19</td>
<td>10/10/19</td>
<td>10/18/19</td>
</tr>
<tr>
<td>December</td>
<td>11/1/19</td>
<td>11/6/19</td>
<td>11/14/19</td>
</tr>
</tbody>
</table>

Cover Tips

- $18,200 Client Provided Net

Outserts

- $30,400 Client Provided Net

*All ads must go through an approval process*
## ACR Bulletin Print Rates & Closing Dates

### Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page, Color</th>
<th>1/2 Page, Color</th>
<th>Spread, Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$7,525</td>
<td>$5,665</td>
<td>$13,545</td>
</tr>
<tr>
<td>3x</td>
<td>$7,430</td>
<td>$5,445</td>
<td>$13,374</td>
</tr>
<tr>
<td>6x</td>
<td>$7,345</td>
<td>$5,405</td>
<td>$13,221</td>
</tr>
<tr>
<td>12x</td>
<td>$7,233</td>
<td>$5,335</td>
<td>$13,023</td>
</tr>
</tbody>
</table>

For black and white rates, please take 25% off the above rates.

### Premium Positions

- Cover 4 (1/2 page only) $7,500
- Cover 2 $9,500
- Cover 3 $9,000
- Opposite TOC $9,000
- First Right Hand Page $9,000
- Other Preferred Positions: $8,100

### Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>10/26/18</td>
<td>11/2/18</td>
</tr>
<tr>
<td>February</td>
<td>12/14/18</td>
<td>12/21/18</td>
</tr>
<tr>
<td>March</td>
<td>1/15/19</td>
<td>1/22/19</td>
</tr>
<tr>
<td>April</td>
<td>2/18/19</td>
<td>2/25/19</td>
</tr>
<tr>
<td>May</td>
<td>3/18/19</td>
<td>3/25/19</td>
</tr>
<tr>
<td>June</td>
<td>4/15/19</td>
<td>4/22/19</td>
</tr>
<tr>
<td>July</td>
<td>5/22/19</td>
<td>5/29/19</td>
</tr>
<tr>
<td>August</td>
<td>6/17/19</td>
<td>6/24/19</td>
</tr>
<tr>
<td>September</td>
<td>7/22/19</td>
<td>7/29/19</td>
</tr>
<tr>
<td>October</td>
<td>8/19/19</td>
<td>8/26/19</td>
</tr>
<tr>
<td>November</td>
<td>9/16/19</td>
<td>9/23/19</td>
</tr>
<tr>
<td>December</td>
<td>10/11/19</td>
<td>10/18/19</td>
</tr>
</tbody>
</table>

### Cover Tips

- $25,800 net

### Outserts

- Contact your Sales Representative

*All ads must go through an approval process*
Bonus Distribution

ACR Annual Meeting
May 18-22, 2019 (Washington, DC)
Issues:
JACR May 2019
ACR Bulletin May 2019

Radiological Society of North America (RSNA) Annual Meeting
December 1-6, 2019 (Chicago, IL)
Issues:
JACR November 2019
ACR Bulletin November 2019

Please Note: Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.
Reprint Capabilities

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.

Hard Copy Reprints
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

Digital Reprints
E-Premier
 Seamlessly incorporate page-flipping digital media features into your journal-branded reprints. [View a demo]
Linkards:
Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.
QR Codes
Integrate QR codes into your advertising to allow quick mobile access to your reprint.
Tablet Program
Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.
Targeted Email Marketing
We offer the opportunity to distribute your ePrint via Elsevier’s specialty email lists or your own email list.

Order Reprints Online
Visit us at [www.reprints.elsevier.com](http://www.reprints.elsevier.com) where selecting and ordering your reprints is simple:
- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process

An Electronic Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.
# Digital Media

## Journal Website Banner Ads

### Creative Sizes

**Leaderboard 728 x 90**
Placement: JACR 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).

**Wide Skyscraper 160 x 600**
Placement: JACR journal pages. Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)

**Large Rectangle 300 x 250**
Placement: JACR journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

**Tall Vertical 267 x 531**
Placement: ACR Bulletin journal pages. Right hand column of journal page, displays sitewide

**Large Rectangle 267 x 267**
Placement: ACR Bulletin journal pages. Right hand column of journal page, displays sitewide, below the 267 x 531 ad size

### Specifications

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Desktop/Tablet</th>
<th>Mobile (mWeb or In-App)</th>
<th>Size</th>
<th>Rotation</th>
<th>Animated GIF</th>
<th>Required Resolution</th>
<th>Acceptable File Format</th>
<th>Rich Media and HTML5</th>
<th>Target URL</th>
<th>Rich Media Expanding &amp; HTML In-Page Ads†</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HTML5, 150kB</td>
<td>HTML5, 40kB</td>
<td>200K max</td>
<td>Accepted</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
<td>72 dpi</td>
<td>GIF, JPEG</td>
<td>Yes. Supplied as 3rd party tags only.</td>
<td>Required</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Expand on click above 1/4 size of original ad</td>
</tr>
</tbody>
</table>

**Rich Media Specifications**

<table>
<thead>
<tr>
<th>Initial Size</th>
<th>150 KB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subsequent Size</td>
<td>2.2 MB</td>
</tr>
<tr>
<td>Back-up GIF</td>
<td>200 KB</td>
</tr>
<tr>
<td>Animation</td>
<td>15 seconds or 3 loops of 5 seconds</td>
</tr>
<tr>
<td>Video</td>
<td>No</td>
</tr>
<tr>
<td>Max Video File Size</td>
<td>N/A</td>
</tr>
<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

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*Generic list of non-content pages available upon request though will vary by journal
†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 (continued)

Table of Contents (TOC)
Email Banner Ads

Creative Size
Rectangle 450 x 120

Email Specifications

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>200K max</td>
</tr>
<tr>
<td><strong>Rotation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Required Resolution</strong></td>
<td>72 dpi</td>
</tr>
<tr>
<td><strong>Acceptable File Format</strong></td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td><strong>Rich Media</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Animation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
<tr>
<td><strong>3rd Party Tags</strong></td>
<td>No</td>
</tr>
</tbody>
</table>
**SPECIFICATIONS**

**Print Media**

### Mechanical Specifications

**JACR**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8” x 10.75”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5” x 10.25”</td>
<td>8.25” x 11”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16.25” x 11”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.375” x 10”</td>
<td>—</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8.25” x 5.625”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3.5” x 10”</td>
<td>4.25” x 11”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.1875” x 10”</td>
<td>—</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5” x 5”</td>
<td>—</td>
</tr>
</tbody>
</table>

Dimensions are width x height.

**ACR Bulletin**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8.5” x 10.875”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5” x 10”</td>
<td>8.75” x 11.25”</td>
</tr>
<tr>
<td>Spread</td>
<td>15.875” x 10”</td>
<td>17.25” x 11.125”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.5” x 5”</td>
<td>8.75” x 5.25”</td>
</tr>
<tr>
<td>Cover 4</td>
<td>7.5” x 5.25”</td>
<td>8.75” x 5.625”</td>
</tr>
</tbody>
</table>

Dimensions are width x height.*

*Cover 4 bleeds on both sides and bottom only

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

**Binding**

- **Perfect; jogs to head**

**Printing process**

- **Web, CMYK**

**Halftone screen**

- **Cover, 150 line screen**
- **Text, 150 line screen**

**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. 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.

Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/path.

**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 0.125” (1/8”) 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.
- 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 not be less than 6 pt. 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 (e.g. 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.

Artwork must be prepared for 4-color process printing only. Spot or PMS colors will be converted to CMYK and color match cannot be guaranteed.

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.
# Print Media (continued)

## Insert Requirements

<table>
<thead>
<tr>
<th>JACR</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-1/4” x 11”</td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-1/2&quot; x 11”, furnish folded to 8-1/4” x 11”</td>
</tr>
</tbody>
</table>

### Trimming

1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a ½” safety must also be applied to both sides of the gutter/spine.

### Insert Stock

- **Weight**
  - 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.

## 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.

### Insert Shipment Address

**Journal of the American College of Radiology**  
LSC Communications  
121 Matthews Drive  
Senatobia, MS 38668  
Attn: Elsevier Team

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

## 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.

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Insert Quality

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.
Contacts

Integrated Advertising

Bill Hipple
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 646-671-0385
Email: b.hipple@elsevier.com

Contracts, Insertion Orders & Production Materials

Spencetta Davila
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3816
Fax: 212-633-3853
Email: s.davila@elsevier.com

Recruitment & Classified Advertising

Jaesam Hong
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3713
Fax: 212-633-3846
Email: j.hong@elsevier.com

Recruitment & Classified Production

Jaichand Ramsaroop
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3690
Fax: 212-633-3846
Email: j.ramsaroop@elsevier.com

For JACR, send new print ad files and submit pickup ads to www.ads4els.com
For ACR Bulletin, send new print ad files and submit pickup ads to b.hipple@elsevier.com

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