JVIR: Journal of Vascular and Interventional Radiology
IR Quarterly
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# By the Numbers

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print Circulation</strong></td>
<td>5,123</td>
</tr>
<tr>
<td><strong>Average Monthly Pageviews</strong></td>
<td>76,607</td>
</tr>
<tr>
<td><strong>Average Monthly Visits</strong></td>
<td>41,375</td>
</tr>
<tr>
<td><strong>Opt-in Email Subscribers</strong></td>
<td>8,989</td>
</tr>
<tr>
<td><strong>Email Open Rate</strong></td>
<td>19.60%</td>
</tr>
</tbody>
</table>

†Amazon SES, Averages of Jan-Jun, 2021.
‡IR Quarterly circulation includes medical students.
§Higher Logic, October 2021.
ǁInformz, October 2021.
Circulation & Readership

Circulation

Total Circulation
5,123

Total US Circulation
95%

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
23%

Print only
11%

Mostly online
20%

Online only
19%

50/50
24%

Print
76%

Online
87%

Pass-along Readers

JVIR receives an average of 0.5 pass-along readers per copy

Total Potential Reach
7,684

*Source: Readex Research August 2021
†Source: Readex Research August 2020
Demographics

Practice Setting

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

Medical Specialty

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interventional Radiology</td>
<td>85%</td>
</tr>
<tr>
<td>Radiology</td>
<td>33%</td>
</tr>
<tr>
<td>Interventional Cardiology</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

IRs 97%

MDs 93%

*Source: Readex Research August 2021
JVIR 2020 PUBLICATION METRICS

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**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is relevant to patient care</td>
<td>94%</td>
</tr>
<tr>
<td>Publishes articles written by respected authorities</td>
<td>93%</td>
</tr>
<tr>
<td>Publishes articles directly applicable to my specialty</td>
<td>93%</td>
</tr>
<tr>
<td>Keeps me abreast of the latest information</td>
<td>93%</td>
</tr>
</tbody>
</table>

**Frequency, "Read as least occasionally..."**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Read as least occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>JVIR</td>
<td>96%</td>
</tr>
<tr>
<td>IR Quarterly</td>
<td>63%</td>
</tr>
<tr>
<td>Endovascular Today</td>
<td>45%</td>
</tr>
<tr>
<td>Cardiovascular &amp; Interventional Radiology</td>
<td>41%</td>
</tr>
<tr>
<td>Techniques in Vascular &amp; Interventional Radiology</td>
<td>37%</td>
</tr>
<tr>
<td>Interventional News</td>
<td>36%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Publication</th>
<th>Trust Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>JVIR</td>
<td>96%</td>
</tr>
<tr>
<td>Cardiovascular &amp; Interventional Radiology</td>
<td>48%</td>
</tr>
<tr>
<td>Techniques in Vascular &amp; Interventional Radiology</td>
<td>31%</td>
</tr>
<tr>
<td>IR Quarterly</td>
<td>21%</td>
</tr>
<tr>
<td>Endovascular Today</td>
<td>9%</td>
</tr>
<tr>
<td>Interventional News</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Source: Readex Research August 2021*
**Practice Highlights**

**Topics & Treatments of Interest**

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

- **PE & IVC Filters**: 79%
- **Tumor ablation**: 79%
- **Intraarterial oncologic interventions**: 79%
- **Gastrointestinal hemorrhage**: 78%
- **Venous interventions**: 77%
- **Portal hypertension**: 73%
- **Uterine fibroids, women’s health**: 73%
- **Genitourinary interventions**: 66%
- **Gastrointestinal interventions**: 64%
- **Venous access**: 43%

*Source: Readex Research August 2021*
### 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>29%</td>
</tr>
<tr>
<td>Discussed ad with others</td>
<td>28%</td>
</tr>
<tr>
<td>Contacted advertiser, dealer or representative</td>
<td>17%</td>
</tr>
<tr>
<td>Recommended a product/service</td>
<td>13%</td>
</tr>
<tr>
<td>Purchased/ordered a product/service</td>
<td>11%</td>
</tr>
<tr>
<td>Filed ad for future reference</td>
<td>10%</td>
</tr>
<tr>
<td>Passed ad along to others</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Source: Readex Research August 2021*
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.

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.
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 2022
Closing date  11/16/21
Materials due  12/17/21

Spring 2022
Closing date  2/18/22
Materials due  3/22/22

Summer 2022
Closing date  5/20/22
Materials due  6/21/22

Fall 2022
Closing date  8/18/22
Materials due  9/19/22

IRQ website
IRQ Homepage

Contact
Adam Moorad
Tel:  212-633-3122
Email:  a.moorad@elsevier.com
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: $9,700
Outsert: $10,300

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.

Rate
$9,500 Net Client Provided
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>$3,735</td>
<td>$2,310</td>
<td>$1,760</td>
</tr>
<tr>
<td>3x</td>
<td>$3,630</td>
<td>$2,145</td>
<td>$1,700</td>
</tr>
<tr>
<td>6x</td>
<td>$3,445</td>
<td>$2,070</td>
<td>$1,630</td>
</tr>
<tr>
<td>12x</td>
<td>$3,275</td>
<td>$1,970</td>
<td>$1,600</td>
</tr>
<tr>
<td>24x</td>
<td>$3,140</td>
<td>$1,850</td>
<td>$1,525</td>
</tr>
<tr>
<td>36x</td>
<td>$3,055</td>
<td>$1,725</td>
<td>$1,395</td>
</tr>
<tr>
<td>48x</td>
<td>$2,920</td>
<td>$1,630</td>
<td>$1,335</td>
</tr>
</tbody>
</table>

Color Rates

| Standard Color | $800 |
| Matched Color  | $995 |
| 4 Color        | $2,835 |

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>11/23/21</td>
<td>12/1/21</td>
<td>12/10/21</td>
</tr>
<tr>
<td>February</td>
<td>12/22/21</td>
<td>12/29/21</td>
<td>1/10/22</td>
</tr>
<tr>
<td>March</td>
<td>1/24/22</td>
<td>1/28/22</td>
<td>2/8/22</td>
</tr>
<tr>
<td>April</td>
<td>2/25/22</td>
<td>3/3/22</td>
<td>3/14/22</td>
</tr>
<tr>
<td>May</td>
<td>3/28/22</td>
<td>4/1/22</td>
<td>4/12/22</td>
</tr>
<tr>
<td>June</td>
<td>4/26/22</td>
<td>5/2/22</td>
<td>5/11/22</td>
</tr>
<tr>
<td>July</td>
<td>5/26/22</td>
<td>6/2/22</td>
<td>6/13/22</td>
</tr>
<tr>
<td>August</td>
<td>6/23/22</td>
<td>6/29/22</td>
<td>7/12/22</td>
</tr>
<tr>
<td>September</td>
<td>7/25/22</td>
<td>7/29/22</td>
<td>8/9/22</td>
</tr>
<tr>
<td>October</td>
<td>8/26/22</td>
<td>9/1/22</td>
<td>9/13/22</td>
</tr>
<tr>
<td>November</td>
<td>9/26/22</td>
<td>9/30/22</td>
<td>10/11/22</td>
</tr>
<tr>
<td>December</td>
<td>10/25/22</td>
<td>10/31/22</td>
<td>11/9/22</td>
</tr>
</tbody>
</table>

Outserts

$9,500 Net

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

Outserts

Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

*All ads must go through an approval process.
PRINT ADVERTISING OPPORTUNITIES

IR Quarterly Display Advertising

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: $9,700
Outsert: $10,300

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.

Rate
$9,500 Net Client Provided

Digi-Edition
All advertisements in print edition of IR Quarterly are included in Digi-Edition accessed at: https://bit.ly/3dNMPhc
If you do not want to be included in the digi-edition, please inform your sales representative.
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>$3,140</td>
</tr>
<tr>
<td>4x</td>
<td>$3,045</td>
</tr>
<tr>
<td>8x</td>
<td>$2,955</td>
</tr>
<tr>
<td>12x</td>
<td>$2,865</td>
</tr>
<tr>
<td>16x</td>
<td>$2,785</td>
</tr>
</tbody>
</table>

**Closing Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2022*</td>
<td>11/16/21</td>
<td>12/17/21</td>
</tr>
<tr>
<td>Spring 2022</td>
<td>2/18/22</td>
<td>3/22/22</td>
</tr>
<tr>
<td>Summer 2022</td>
<td>5/20/22</td>
<td>6/21/22</td>
</tr>
<tr>
<td>Fall 2022</td>
<td>8/18/22</td>
<td>9/19/22</td>
</tr>
</tbody>
</table>

*Annual Scientific Meeting issue, expanded circulation

**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

**Contact**

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

*All ads must go through an approval process.*
### PRINT ADVERTISING OPPORTUNITIES

**Meeting Issues**

**SIR 2022**  
June 11-16, 2022 (Boston, MA)  
JVIR June 2022

**CIRSE 2022**  
September 10-14, 2022 (Barcelona, Spain)  
JVIR August and September 2022

*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**
- Leaderboard: 728 x 90
- Skyscraper: 160 x 600
- Rectangle: 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>87,673</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>33,907</td>
</tr>
<tr>
<td>Visits</td>
<td>43,588</td>
</tr>
</tbody>
</table>

**Rate**
$110 Net CPM

*All IR Member Residents receive online access to JVIR.org
DIGITAL ADVERTISING OPPORTUNITIES

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**

<table>
<thead>
<tr>
<th>Medium Rectangle</th>
<th>300 x 250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Rectangle</td>
<td>480 x 640</td>
</tr>
</tbody>
</table>

**Rate**

$220 CPM

**Monthly Metrics***

[www.jvir.org](http://www.jvir.org)

<table>
<thead>
<tr>
<th>US Banner Impressions</th>
<th>~7,840</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUS Banner Impressions</td>
<td>6,170</td>
</tr>
</tbody>
</table>
Digital Advertising Opportunities

IR Quarterly Website Banner Advertising

Preview articles from upcoming issues, multimedia resources, and occasional online-exclusive content

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.

Monthly Metrics*

www.sirweb.org/irq

Average monthly pageviews 8,817
October 2020 pageviews 17,878

Rate
Leaderboard & rectangle, 100% SOV
$6,100 Net, per quarter

Banner Positions
Leaderboard, top 728 x 90
Rectangle, right 300 x 250
DIGITAL ADVERTISING OPPORTUNITIES

Table of Contents Email (eTOC) Advertising

Monthly eTOCs

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

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

**Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in Distribution</td>
<td>9,263</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>20.2%</td>
</tr>
</tbody>
</table>

**Rate**

$2,000 Net/per banner

**Banner Positions**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

*Epsilon: September 2020*
DIGITAL ADVERTISING OPPORTUNITIES

JVIR AIP

Article In Press Email Alerts

Each month, The Archives sends out an average of 12 article-in-press alerts to a separate list of opt-in subscribers.

Banner Positions

Leaderboard (top) 728 x 90

+ Select one of these other two sizes:
Skyscraper (right side) 160 x 600
Medium Rectangle (bottom) 300 x 250

Metrics*

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

Rate
$3,000/month for 100% SOV
2-month minimum
The latest content from SIR Scan

This quarterly email features the latest content from SIR Scan, including articles on clinical practice, new opportunities in IR, and additional topics! Sent to 9,000+ society members, this email offers premium product or corporate visibility.

Distribution schedule:
Monthly 12x/year

Banner Positions
Leaderboard 728 x 90
Rectangle 300 x 250

Metrics*
Opt-in Distribution† 9,000+
Average open rate 38.84%
Average click rate 15%

Rate
$4,000 Net/Issue (100% SOV)

*All targeted solutions are subject to society and Editor approval.
†Includes 2,316 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>Metrics*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td></td>
</tr>
<tr>
<td>Rectangle</td>
<td></td>
</tr>
</tbody>
</table>

**Metrics**

- Opt-in Distribution*: 6,700
- Average Open Rate: 29%

**Rate**

- $2,000 net/banner/send
- $3,500 net/100% SOV (two banners)/sends

---

*Includes 2,316 medical students: Tomorrow’s leaders of IR.
DIGITAL ADVERTISING OPPORTUNITIES

SIR Kinked Wire Podcast

Be in earshot of the SIR Podcast audience

From clinical opportunities to practice management tips, the Kinked Wire Podcast, hosted by Warren Krackov, MD, FSIR, brings you the innovation, impact and insight that you enjoy in each issue of IRQ—in a convenient audio format.

- Find us on BuzzSprout, Apple Podcasts, Google Podcasts, Spotify, Amazon Podcasts, TunedIn/Alexa and iHeartRadio.
- Read more about the podcast team @ https://connect.sirweb.org/irq/participate/viewirqarticle?DocumentKey=c2093dd1-511e-4950-b6c4-256dfe2501
- View a list of all podcast episodes @ https://connect.sirweb.org/irq/participate/viewirqarticle?DocumentKey=c3cd3744-b224-4208-89e1-bb6b433a9d50
- Advertising package includes a 35 word audio commercial. Text supplied by client. Reviewed, approved, and recorded by SIR editorial team.
- The content of each advertisement must adhere to SIR’s policy on advertising
- Podcast Platform: BuzzSprout
- Price: Contact Sales Representative for rates.
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 5,1123
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.
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 multi-media 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
Reprint Capabilities (continued)

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 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
SPECIFICATIONS

Print Media: JVIR

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8&quot;</td>
<td>—</td>
</tr>
<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>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-3/8&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-5/16&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td>—</td>
</tr>
</tbody>
</table>

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

Binding: Perfect; jogs to head

Printing process: Web

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 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](http://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](http://www.ads4els.com)

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

**NOTE:** Any non-intended spot colors will be converted to CMYK.

---

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>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-3/4&quot; x 11-1/8&quot;, furnish folded to 8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Trimming</td>
<td>1/8&quot; trimmed off top, bottom, gutter and face. Keep all live matter 1/4&quot; from all trim edges. Note that a 1/2&quot; safety must also be applied to both sides of the gutter/spine.</td>
</tr>
<tr>
<td>Insert Stock Weight</td>
<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>
<tr>
<td>Closing Date for Booking Inserts</td>
<td>Same as ad space closing</td>
</tr>
<tr>
<td>Insert Delivery Date</td>
<td>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.</td>
</tr>
<tr>
<td>Insert Quality</td>
<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.

---

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” x 11”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5” x 11”</td>
<td>+0.125”</td>
</tr>
<tr>
<td>Spread</td>
<td>17” x 11”</td>
<td>+0.125”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 4.5”</td>
<td>+0.125”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-3/8” x 4.5”</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.
Journal Website Banner Ads

**Creative Sizes**

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

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

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

**Rich Media Specifications**

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

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>728 x 90</th>
<th>Email Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>Size</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>40KB (200KB max)</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
<td>Rotation</td>
</tr>
</tbody>
</table>

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

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

**Specifications**

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>HTML5, 150kB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotation</td>
<td>Accepted</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>
</tr>
</tbody>
</table>
### Digital Media: IR Quarterly (continued)

#### IR Quarterly & Guidewire Email Banner Ads

**Creative Sizes**
- Leaderboard: 728 x 90
- Large Rectangle: 300 x 250

**Email Specifications**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB max)</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<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

Integrated Advertising

Adam Moorad
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3122
Fax: 212-633-3846
Email: a.moorad@elsevier.com

Multimedia Publishing

Craig Smith
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-462-1933
Fax: 212-633-3846
Email: c.smith@elsevier.com

Contracts, Insertion Orders & Production Materials

Lorrie Young
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3855
Fax: 212-633-3846
Email: lorrie.young@elsevier.com

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

Recruitment & Classified Advertising

Kenneth Naylor
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3835
Fax: 212-633-3846
Email: k.naylor@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

Send new print ad files and submit pickup ads to www.ads4els.com