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*Click to view*

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Click to view
By the Numbers

Print Circulation
5,123

Average Monthly Pageviews*
87,673

Average Monthly Visits*
43,588

Opt-in Email Subscribers†
9,263

Email Open Rate†
20.2%

Print Circulation
7,000

Average Monthly Pageviews‡
8,817

Opt-in Email Subscribers§
9,000

Email Open rate§
39%

†Epsilon: Averages of January-June, 2019;
‡Higher Logic, October 2020;
§Informz, October 2020
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.

Established 1990

Issuance 12 times per year

Circulation 5,123

Impact Factor 3.037

Website jvir.org

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.

*Adobe Analytics: Average of January 2019-July 2019
### Print Issues

**View latest issue**

<table>
<thead>
<tr>
<th>Season</th>
<th>Closing Date</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2021</td>
<td>12/07/20</td>
<td>12/14/20</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>2/19/21</td>
<td>2/26/21</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>5/24/21</td>
<td>5/31/21</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>8/24/21</td>
<td>8/31/21</td>
</tr>
</tbody>
</table>

### 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
$9,000 Net Client Provided

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>$3,555</td>
<td>$2,200</td>
<td>$1,675</td>
</tr>
<tr>
<td>3x</td>
<td>$3,455</td>
<td>$2,045</td>
<td>$1,620</td>
</tr>
<tr>
<td>6x</td>
<td>$3,280</td>
<td>$1,970</td>
<td>$1,550</td>
</tr>
<tr>
<td>12x</td>
<td>$3,120</td>
<td>$1,875</td>
<td>$1,525</td>
</tr>
<tr>
<td>24x</td>
<td>$2,990</td>
<td>$1,760</td>
<td>$1,450</td>
</tr>
<tr>
<td>36x</td>
<td>$2,910</td>
<td>$1,645</td>
<td>$1,330</td>
</tr>
<tr>
<td>48x</td>
<td>$2,780</td>
<td>$1,550</td>
<td>$1,270</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>11/24/20</td>
<td>12/2/20</td>
<td>12/11/20</td>
</tr>
<tr>
<td>February</td>
<td>12/21/20</td>
<td>12/29/20</td>
<td>1/8/21</td>
</tr>
<tr>
<td>March</td>
<td>1/22/21</td>
<td>1/28/21</td>
<td>2/8/21</td>
</tr>
<tr>
<td>April</td>
<td>2/25/21</td>
<td>3/3/21</td>
<td>3/12/21</td>
</tr>
<tr>
<td>June</td>
<td>4/26/21</td>
<td>4/30/21</td>
<td>5/11/21</td>
</tr>
<tr>
<td>July</td>
<td>5/26/21</td>
<td>6/2/21</td>
<td>6/11/21</td>
</tr>
<tr>
<td>August</td>
<td>6/24/21</td>
<td>6/30/21</td>
<td>7/12/21</td>
</tr>
<tr>
<td>September</td>
<td>7/28/21</td>
<td>8/3/21</td>
<td>8/12/21</td>
</tr>
<tr>
<td>October</td>
<td>8/26/21</td>
<td>9/1/21</td>
<td>9/13/21</td>
</tr>
<tr>
<td>November</td>
<td>9/27/21</td>
<td>10/1/21</td>
<td>10/12/21</td>
</tr>
<tr>
<td>December</td>
<td>10/25/21</td>
<td>10/29/21</td>
<td>11/9/21</td>
</tr>
</tbody>
</table>

### Outserts

- $9,500 Net

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

---

*All ads must go through an approval process.*
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

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.

Cover Tips
An eye-catching and cost-effective way to get your message in front of an engaged audience.

Rate
$9,000 Net Client Provided
PRINT ADVERTISING OPPORTUNITIES

IR Quarterly Print Rates & Closing Dates

**Issue 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>$1,960</td>
<td>$1,240</td>
<td>$800</td>
</tr>
<tr>
<td>2x</td>
<td>$1,850</td>
<td>$1,140</td>
<td>$710</td>
</tr>
<tr>
<td>3x</td>
<td>$1,680</td>
<td>$1,020</td>
<td>$640</td>
</tr>
<tr>
<td>4x</td>
<td>$1,590</td>
<td>$930</td>
<td>$620</td>
</tr>
</tbody>
</table>

**Closing Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2021*</td>
<td>11/8/19</td>
<td>12/6/19</td>
<td>1/17/20</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>5/15/20</td>
<td>6/12/20</td>
<td>7/20/20</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>8/14/20</td>
<td>9/11/20</td>
<td>10/19/20</td>
</tr>
</tbody>
</table>

*Annual Scientific Meeting issue, expanded circulation

**Premium Position Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cov 4 Back Cover</th>
<th>Cov 2 Inside Front</th>
<th>Cov 3 Inside Back</th>
<th>Across from Presidents column</th>
<th>Advertorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,940</td>
<td>$2,650</td>
<td>$2,550</td>
<td>$2,250</td>
<td>$2,250</td>
</tr>
<tr>
<td>2x</td>
<td>$2,830</td>
<td>$2,540</td>
<td>$2,450</td>
<td>$2,130</td>
<td>$2,130</td>
</tr>
<tr>
<td>3x</td>
<td>$2,650</td>
<td>$2,400</td>
<td>$2,270</td>
<td>$1,930</td>
<td>$1,930</td>
</tr>
<tr>
<td>4x</td>
<td>$2,580</td>
<td>$2,340</td>
<td>$2,190</td>
<td>$1,830</td>
<td>$1,930</td>
</tr>
</tbody>
</table>

**Contact**

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

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

## Bonus Distribution

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Venue</th>
<th>Journal</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIR 2021</td>
<td>March 20-25, 2021 (Virtual Meeting)</td>
<td></td>
<td>JVIR</td>
<td>March 2021</td>
</tr>
<tr>
<td>VEITHsymposium™</td>
<td>November 16-20, 2021 (New York, NY)</td>
<td></td>
<td>JVIR</td>
<td>November 2021</td>
</tr>
<tr>
<td>CIRSE 2021</td>
<td>TBD</td>
<td></td>
<td>JVIR</td>
<td>TBD 2021</td>
</tr>
</tbody>
</table>

*All conference bonus distribution is subject to change.*

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

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

**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**

*Adobe Analytics: Average of January 2020-September 2020

<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**

$100 Net CPM
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.

Banner Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard, top</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle, right</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Monthly Metrics*

www.sirweb.org/irq

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average monthly pageviews</td>
<td>8,817</td>
</tr>
<tr>
<td>October 2020 pageviews</td>
<td>17,878</td>
</tr>
</tbody>
</table>

Rate

Leaderboard & rectangle, 100% SOV
$5,900 Net, per quarter
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.

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

**Metrics**

Opt-in Distribution 9,263

Average Open Rate 20.2%

**Rate**

$2750 Net per month (100% SOV)

*Epsilon: September 2020
The latest content from IR Quarterly—quarterly

This quarterly email features the latest content from digital IRQ, 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:

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>January</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>April</td>
</tr>
<tr>
<td>Quarter 3</td>
<td>July</td>
</tr>
<tr>
<td>Quarter 4</td>
<td>October</td>
</tr>
</tbody>
</table>

Banner Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Metrics*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in Distribution†</td>
<td>9,000+</td>
</tr>
<tr>
<td>Average open rate</td>
<td>38.84%</td>
</tr>
<tr>
<td>Average click rate</td>
<td>15%</td>
</tr>
</tbody>
</table>

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.

Banner Positions

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Metrics*

<table>
<thead>
<tr>
<th>Opt-in Distribution*</th>
<th>5,562</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Open Rate</td>
<td>33%</td>
</tr>
</tbody>
</table>

Rate

- $1,750 net/month (one banner, two sends)
- $3,500 net/month (two banners, two sends)

*Includes 2,316 medical students: Tomorrow’s leaders of IR.
SIR Annual Meeting Abstract Supplement Advertising Package

The SIR Annual Meeting will be virtual in 2021. As a result, the JVIR Abstract Supplement will be mailed to all SIR members, via polybag with the regular March issue.

- 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 March 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” x 10-3/8”</td>
<td>8-3/8” x 11-1/8”</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
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
Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

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 flatted. If the ad contains spot colors that are not converted to process colors (CMYK) before flaittening, 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.
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 (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.

**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 (e.g., 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.

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

### Print Media: JVIR (continued)

#### Insert Requirements:

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>4-page</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>
</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 1/2" 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.

**Closing Date for Booking Inserts**

Same as ad space closing

**Insert Delivery Date**

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.

**Insert Quality**

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

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**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.

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**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.

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

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

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.
Journal Website Banner Ads

**Creative Sizes**

**Leaderboard**  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**  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**  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>Desktop/Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>HTML5, 150KB</td>
</tr>
<tr>
<td>Expands ▼ down (maximum size)</td>
<td>728 x 90</td>
</tr>
<tr>
<td></td>
<td>728 x 315</td>
</tr>
<tr>
<td>Skyscraper</td>
<td></td>
</tr>
<tr>
<td>Expands ◼ left (maximum size)</td>
<td>160 x 600</td>
</tr>
<tr>
<td></td>
<td>300 x 600</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td></td>
</tr>
<tr>
<td>Expands ▶ right (maximum size)</td>
<td>300 x 250</td>
</tr>
<tr>
<td></td>
<td>600 x 250</td>
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</tbody>
</table>

Rich Media Specifications

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>HTML5, 150KB</th>
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</thead>
<tbody>
<tr>
<td>Initial Size</td>
<td>150KB</td>
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<tr>
<td>Subsequent Size</td>
<td>2.2 MB</td>
</tr>
<tr>
<td>Back-up .gif</td>
<td>200KB</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>
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<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

†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: JVIR (continued)

### Table of Contents (TOC) Email  Banner Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td><strong>Wide Skyscraper</strong></td>
<td>160 x 600</td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td>300 x 250</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Email Specifications</th>
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<tbody>
<tr>
<td><strong>Size</strong></td>
<td>40KB (200KB max)</td>
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<tr>
<td><strong>Rotation</strong></td>
<td>No</td>
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<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>
Digital Media: IR Quarterly

Magazine Website Banner Ads

**Creative Sizes**

**Leaderboard** 728 x 90
Placement: Top of page, above IRQ header / navigation

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

**Specifications**

<table>
<thead>
<tr>
<th>Device</th>
<th>HTML5, 150kB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop/Tablet</strong></td>
<td></td>
</tr>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>File Format</td>
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</tr>
<tr>
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</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>
IR Quarterly & Guidewire Email Banner Ads

Creative Sizes
Leaderboard 728 x 90
Large Rectangle 300 x 250

Email Specifications
Size 40KB (200KB max)
Rotation No
Required Resolution 72 dpi
Acceptable File Format .gif or .jpg
Rich Media No
Animation No
Target URL Required
3rd Party Tags No
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

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

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

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

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