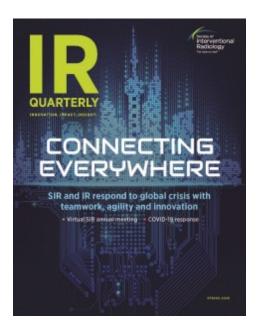


# IR Quarterly

# Overview

Connect with more than 7,000 involved and influential IR professionals by advertising in IR Quarterly, a 40-page quarterly magazine and major communication platform for the IR community.

Visit Website



#### North America

Aileen Rivera North America 917-825-3954 mailto:a.rivera@elsevier.com Traci Peppers North America 347-449-4997 t.peppers@elsevier.com

# **EMEALA**

Katy Parker EMEALA +44 (o) 7796 925011 k.parker@elsevier.com Monika Giergielewicz EMEALA +44 (0) 7796 925011 m.giergielewicz@elsevier.com

# APAC

Virginia Van Homrigh APAC 61 448 008159 v.vanhomrigh@elsevier.com

Global Print Circulation

7,000

Avg. Global Monthly Visits

Available upon request

Avg. Global Monthly Unique Visitors

Available upon request

Avg. Global Monthly Page Views

Available upon request

Avg. Global eTOC Distribution

921

#### Affiliation

Society of Interventional Radiology

#### Audience

Interventional radiologists, physicians, scientists, and allied health professionals.





# **Print Closings**

# **Cancellations:**

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

# Rates

FREQUENCY	FULL PAGE (BLACK & WHITE)
1X	\$ 3,525
4X	\$ 3,420
8x	\$ 3,320
12X	\$ 3,220
16x	\$ 3,130

STANDARD COLOR	MATCHED COLOR	4 COLOR
460	530	1,020

CoverTips \$ 9,400 Outserts \$ 9,900

# **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

#### **Earned Rates**

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

#### **Inserts**

Furnished inserts are billed at the black and white rate times the number of insert pages.

Two-page insert (one leaf): Two-times earned frequency rate.

Four-page or larger insert: Black & White earned frequency rate.

# Composition

All production charges are net and non-commissionable

PRINTING	FULL PAGE	HALF PAGE	QUARTER PAGE
Black & White only	\$150	\$125	\$95





#### **Acceptance of Advertising**

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

# **Cancellations:**

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

# Classified / back of book print advertising

# Rates

FREQUENCY	FULL PAGE (BLACK & WHITE)
1X	\$ 3,205
4X	\$ 3,110
8x	\$ 3,015
12X	\$ 2,925
16x	\$ 2,840

STANDARD COLOR	MATCHED COLOR	4 COLOR
450	520	1,000

# Confidential Email Inbox

Cost: \$40.

# **Agency Discount**

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

#### Cancellations:

Must be received in writing on or before the announced closing date.

# Run of Book Print Ads

Sizing	AD SIZE	NON-BLEED	BLEED
Trim: 8-1/2" x 11"	Full Page	8-1/2" x 11"	
1/4" from all trim edges.	Half Page	7" x 4-1/2"	
Binding: Perfect;	Quarter Page	3-3/8" x 4-1/2"	
Printing Process:			
Halftone Screen: Cover: 150 line screen Text: 150 line screen			



<sup>\*</sup>State and local taxes may apply.



# **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:

- InDesign version 2 or higher (CS preferred)
- · QuarkXPress version 6.5 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/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 Macintosh 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
- No content is to be within 1/4" of all trim edges.
- · Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- 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). Any non-intended spot colors will be converted to CMYK.

# 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**

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit <a href="https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/">https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/</a>. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

# Conformance to Specs

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





# Supplied Print Ad Pieces

Size - 2 page:

Size - 4 page:

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

# **Insert Quantity**

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

# **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 Shipments Address**

**IR Quarterly** 

Contact production

# Disposition of Reproduction Materials

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.

# For Contracts, Insertion Orders & Production Materials

# Digital Specs

# Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 X 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

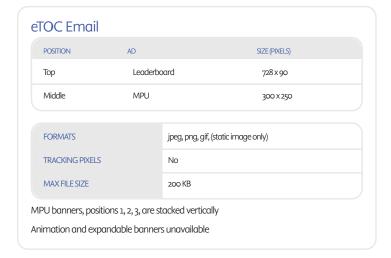






<sup>\*</sup>Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).





 $\label{lem:contact} \mbox{Contact your sales representative for all digital advertising rates and opportunities.}$ 





#### ELSEVIER TERMS AND CONDITIONS OF SUPPLY

a. Applicability These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC 'Elsevier' shall mean the company within the Elsevier group that is providing the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any representations on the Products and services shall have no effect unless expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

2. Offer and acceptance/ Description Each order for the Products and Services by the Client from Elsevier shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or (rearrier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client. All product orders are accepted subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity, if Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for its own account and use of no more than one identified institutional possible as a principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for valid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Unload using a contract of the agent is permitted to order personal using irreparable harm to Elsevier. Unload using a contract and some of the products and Services and services from Elsevier for the account and use of no more than one identified eligible individual subscriber for valid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Unload using a contract and services from Elsevier for the account and use of no more than one identified institutional or this personal use. Client to disclose all recipients of Elsevier Products and Services and a services from Elsevier for the account and warranty will cause irreparable harm to Elsevier. Unload using the personal use. Client Elsevier shall use commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both pa

3. Execution and modification of the order Any modifications to the agreed product or service description, budget or schedule, as set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall act in the name of, to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Products and Services are intended to be an estimate and time for delivery/performance shall not be made of the essence by notice. If no date are so specified, delivery/performace will be within a reasonable time.

4. Prices, taxes and currencies: Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/rates shall be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products, the Client required to withhold any tax on the amounts payable to Elsevier as appropriate. Where applicable, Client shall produce the last of the rections of which certain shall be considered and any tax on the amounts payable to Elsevier under the Client shall produce the laws of the rections of which client is selling the Products, the Client required to withhold any tax on the amounts payable to Elsevier under the Client the amount actually remitted to Elsevier, net of all taxes, equals the amount invoiced or otherwise due. The Client will promptly that the official receipt of payment of those taxes to the appropriate taxing authority. All financial transactions must be settled in the currency of the applicable Elsevier invoice. The Client will be solely reprosintable at its own cost in Crimodium shall be actually remitted to a financial transactions must be settled in the currency of the applicable Elsevier invoice. The Client will be solely reprosintable at its own cost influent charges and foreign exchange charge charge exchange charge ex

5. Pyment Unless otherwise agreed in writing, payments shall be effected within thirty (30 days of the invoice date in the currenty invoiced. Time for payment shall be of the essence. Elsevier may set and vary credit limits for any client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier to the Client of any account. The Client may receive the products and all other sums which are or which has been detered by the copies of the product has been detered by the copies of the product and the sums which are or which the shall deal as principal when making such as alse. Elsevier shall be entitled to recover payment for the copies of the Product notwithstanding that ownership of any of the copies of the Product has not passed from Elsevier. For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client. Products shall transfer to the Client. Products shall transfer to the Client. From the date of the visit of the copies of the Product has visited in the copies of the Product has visited and the passed of the product has the copies of the Product has visited and the passed of the passed of

6. Distribution The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sales of the Products, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 5.

p. Intellectual property Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and or Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are restricted to use solely by the Client and may not be assigned, transferred or sublicensed without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products may be stored in any automated data file and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

8. Liability and claims TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS (i) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law (s) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill (s) any damages, costs or expenses payable by Elsevier to any third party (d) loss of any order or contract, or (e) any loss that was not foreseable by the Client and Elsevier at the time this TC was entered into; or (f) any loss not cause by any breach on the part of Elsevier; AND (iii) NETHER PARTY SHALL BE RESPONSIBLE FOR death OR PERSONAL INJURY EXCEPT THAT RESULTING FROM ITS OWN NEGLIGENCE COR WILFUL INTENT OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE.
NOTHING IN THE TC SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFT THE OTHER PARTY SOWN NEGLIGENCE. ELSEVIERS LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INDICE VALUE OF THE PARTY OF THE LIABILITY ARISES, TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY LIABILITY FOR ANY OTHER SWARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.NOTHING IN THIS CONTRACT SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTION AS A CONSUMER. The parties agree that the United Nations Convention on Contracts for the International Size of Goods shall not apply to this TC or the International Size of Goods shall not apply to this TC or the International Size of Goods shall not apply to this TC or the interpretation or or forcement thereof. The Client has entered into this TC in the knowledge that the liability of Elsevier is to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Client acknowledges that a higher price would be payable for the Products

9. Force majeure If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part it so bligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

the provisions of this TC and to avoid the effects of such event to the extent possible.

10. Advertising & Reprints Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). Where copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date", Where copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date." Where copy is received late or not at all, although Elsevier will end to deal the copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for accidental loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertising Content or other content (the "Advertising Content"). Client represents and warrants that (O Client holds the necessary religions to any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, and all hability, loss, damage, claims, or causes of activation, and all liability, one, or any other right of any persons or entity; (iii) Advertising Content or Client's breach or alleged breach of any of the foregoing representations and warranties. Elsevier reserves the right to reject any advertising and/or promotions that are not consistent with Elsevier's standards. In addition, Elsevier shall have the right, at any time, to remove any of Client's advertising and/or p

12. Audit Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to arrange for Publisher's authorized representatives to have access to other relevant premises) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the

12. Compliance with laws Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (jointly "Applicable Laws" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the RELY Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to bribery, including, without limitation any such Laws that are enforced internationally (such as the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted and/or the Client's place of business or residency, Client and its offices, directors, employees and agents shall engage only in legitimate business and ethical practices in commercial operations and in relation to its dealings with any employee or official or a povernment owner, operated or controlled entity (including, without uninvestities, hospitals and libraries), or political parties or candidates [ointhy" Government Officials, representative or commercial contact or Government Officials for the purpose or intent to induce such person to us the influence of the purpose or intent to induce such person to us characteristic or presentations or explanation or report of representation or performance of a contract provided that such payments are permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier or behalf of Elsevier.

3. Cancellations & Returns if the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. No new external costs will be incurred or committed contracted from the date of receipt of written notice of cancellation by Ebevier. Orders for advertisements must be cancelled in writing prior to the relevant ad space coloring date, but in the event that any cancellations are made after such date, Ebevier shall be entitled to charge the full cost of the advertisement. Any returns of the products shall be subject to the relevant. Ebevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printen behave been printen.

14. General The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier may assign the TC or any part of it to any person, firm or company, Ifany provision of the TC is found by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, voic voichble, unenforceable or unreasonable it shall to the etent of such the etent of such illegality, invalidity, unenforceablity or unreasonableness be deemed severable and the remaining provisions of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or partially enforcing any provision (or prosecuting any breach) of the TC will not be constructed as a waiver of any of its rights under the TC.

Circulation updated on 1st July, 2023, based on 12-month monthly average July 2022-June 2023

eTOC Metrics: Informz, October 2022

Monthly averages based upon the period of July 2022 to June 2023.

