

# JVIR: Journal of Vascular and Interventional Radiology

## IR Quarterly



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# By the Numbers



Print Circulation

5,123

Average Monthly Pageviews\*

76,607

Average Monthly Visits\*

41,375

Opt-in Email Subscribers†

8,989

Email Open Rate‡

19.60%



Print Circulation‡

7,000

Average Monthly Pageviews§

9,660

Opt-in Email Subscribers||

9,660

Email Open rate||

35%

\*Adobe Analytics: Averages of Jan-Jun, 2021.

†Amazon SES, Averages of Jan-Jun, 2021.

‡IR Quarterly circulation includes medical students.

§Higher Logic, October 2021.

||Informz, October 2021.

# Circulation & Readership

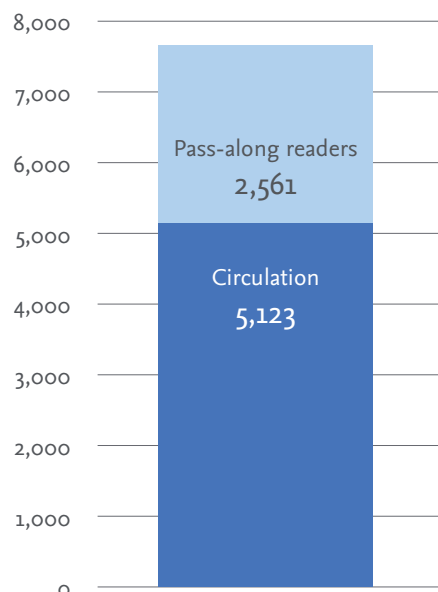
## Circulation

### Total Circulation

5,123

### Total US Circulation

95%



### Pass-along Readers

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

### Total Potential Reach

7,684

## Print Copy Longevity

After you (and others) are finished reading your printed copy of JVIR, what is generally done with it?

90%<sup>†</sup>

Indicate at least one of the following:

Save entire issue for future reference

Clip/copy selected articles

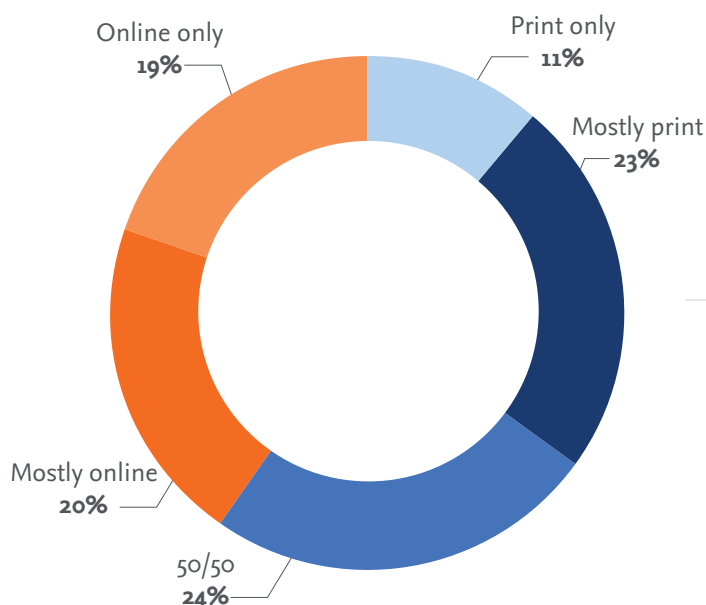
Discuss with colleagues

Pass along to others

Send to library

## Print/Online Readership

Which of the following best describes your current reading habits of JVIR?



Print

76%

Online

87%



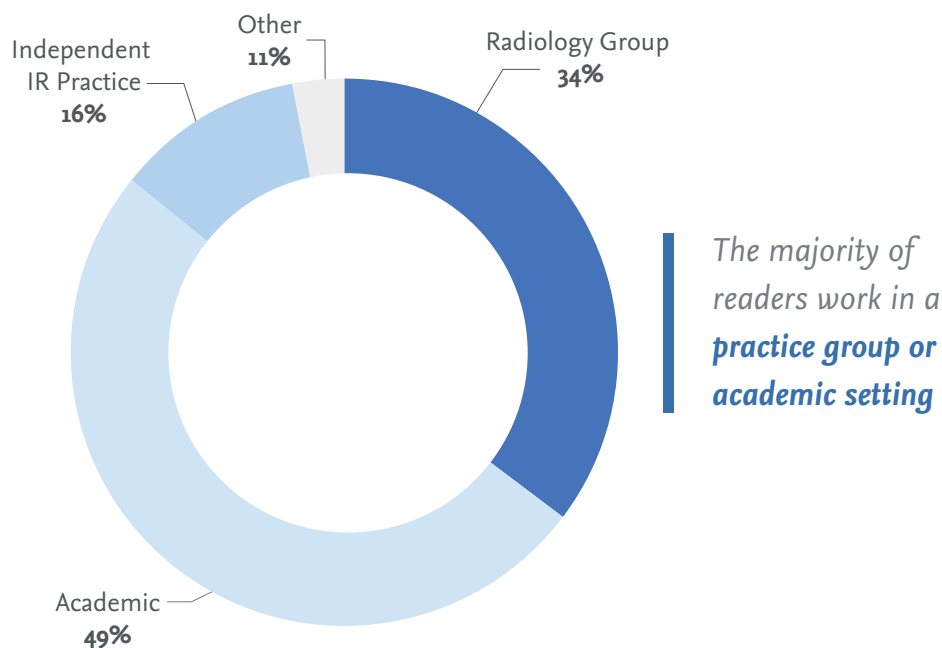
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\*Source: Readex Research August 2021

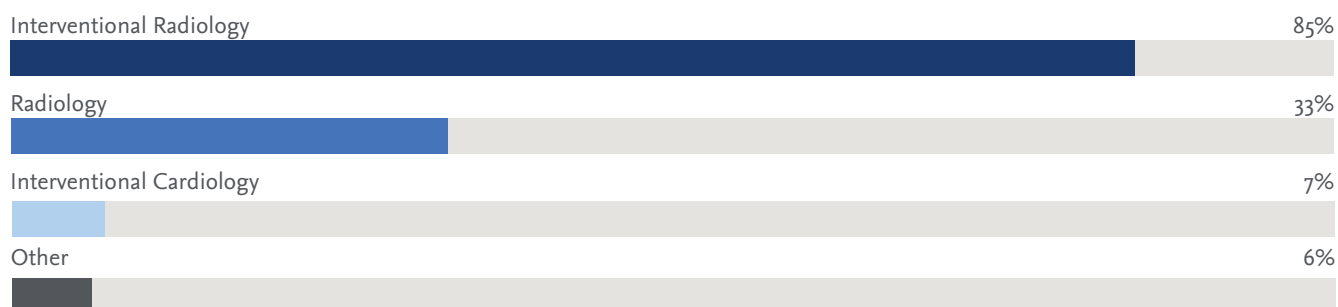
†Source: Readex Research August 2020

# Demographics

## Practice Setting



## Medical Specialty



### IRs

97%

### MDs

93%



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\*Source: Readex Research August 2021

# Publication Value

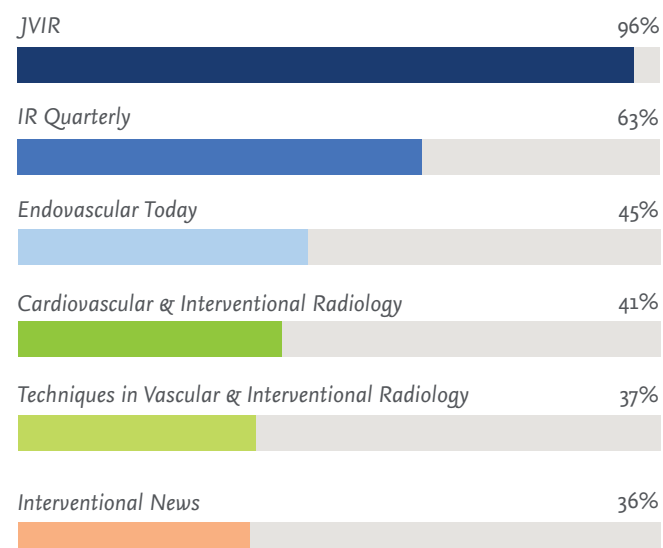
JVIR is highly valued by its readers, compared with other radiology journals.

How strongly do you agree with the following statements about JVIR?

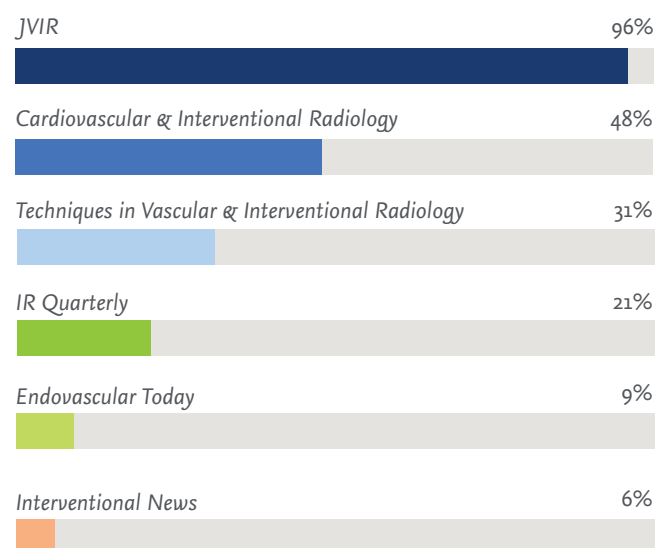
## Percentage of readers who believe that JVIR

Is relevant to patient care	94%
Publishes articles written by respected authorities	93%
Publishes articles directly applicable to my specialty	93%
Keeps me abreast of the latest information	93%

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



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

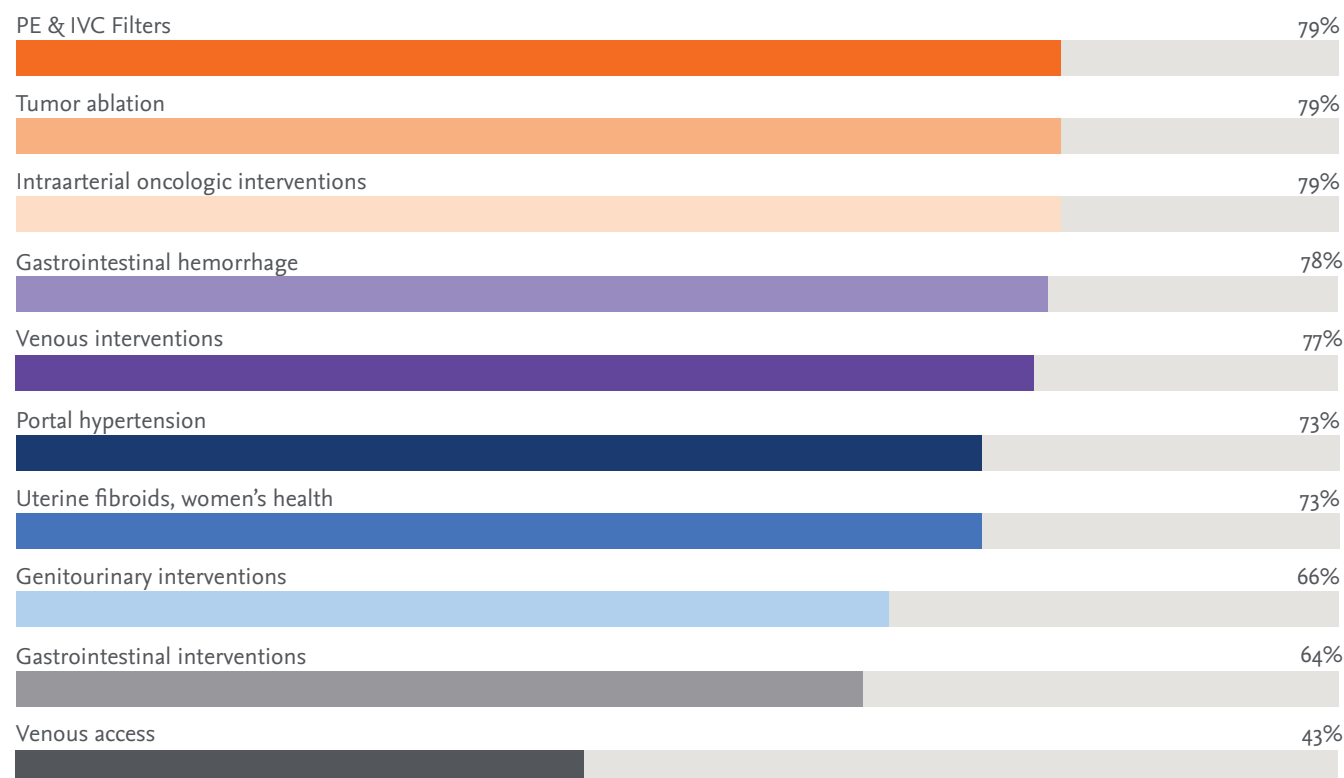


\*Source: Readex Research August 2021

# Practice Highlights

## Topics & Treatments of Interest

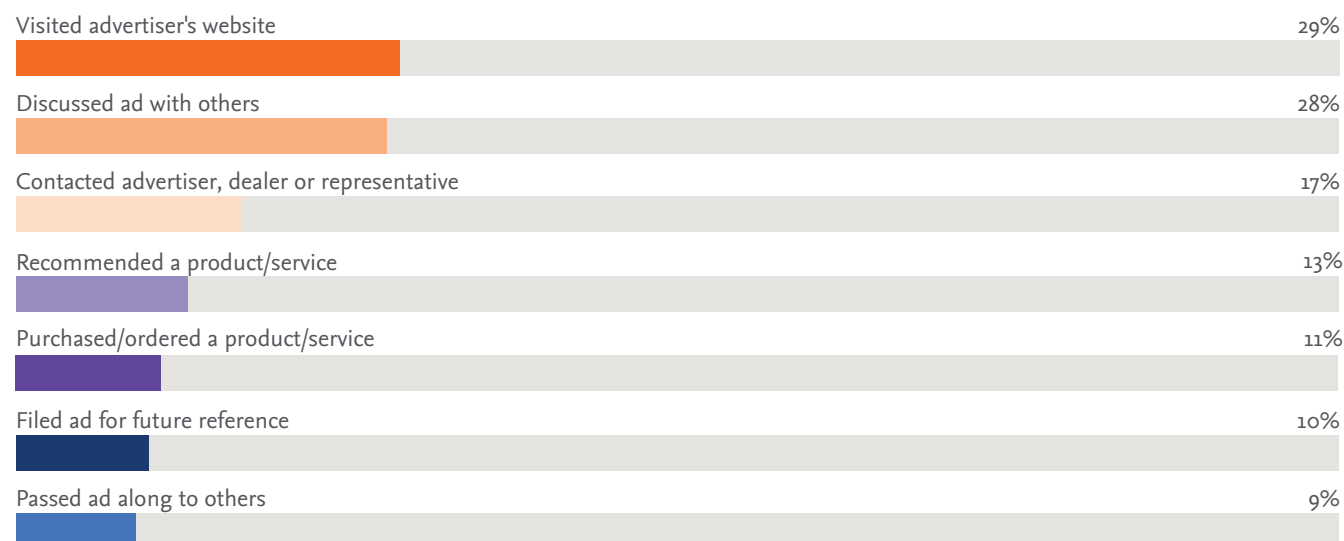
What is your level of interest in the following treatments/topics?

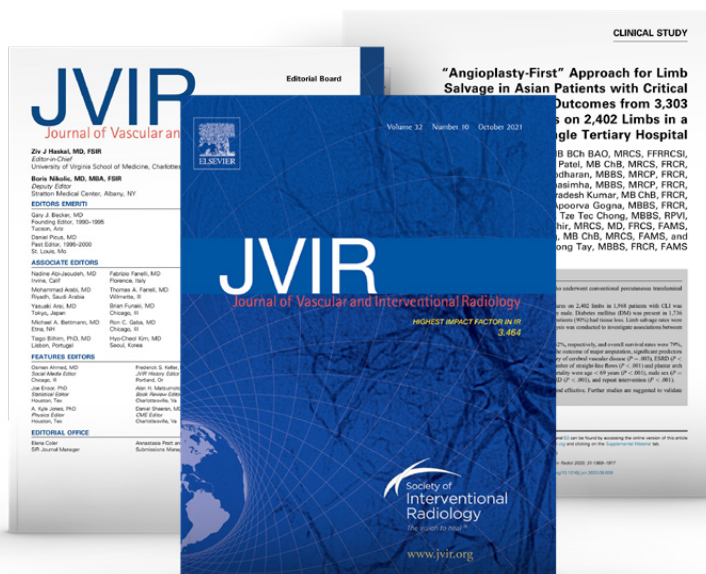


# Advertising Engagement

## Actions prompted by journal advertising

In the last 12 months, what actions have you taken as a result of seeing ads in JVIR?





Impact factor  
3.464

### 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	3.464
Website	<a href="http://jvir.org">jvir.org</a>

### 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.



# 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](http://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](mailto:a.moorad@elsevier.com)



# JVIR 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



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# JVIR Print Rates & Closing Dates



## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,735	\$2,310	\$1,760
3x	\$3,630	\$2,145	\$1,700
6x	\$3,445	\$2,070	\$1,630
12x	\$3,275	\$1,970	\$1,600
24x	\$3,140	\$1,850	\$1,525
36x	\$3,055	\$1,725	\$1,395
48x	\$2,920	\$1,630	\$1,335

## 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

## Cover Tips

Cover Tip: \$9,700

Outsert: \$10,300

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

## Closing Dates

Publication Date	Closing Date	Materials Deadline	Inserts Due
January	11/23/21	12/1/21	12/10/21
February	12/22/21	12/29/21	1/10/22
March	1/24/22	1/28/22	2/8/22
April	2/25/22	3/3/22	3/14/22
May	3/28/22	4/1/22	4/12/22
June	4/26/22	5/2/22	5/11/22
July	5/26/22	6/2/22	6/13/22
August	6/23/22	6/29/22	7/12/22
September	7/25/22	7/29/22	8/9/22
October	8/26/22	9/1/22	9/13/22
November	9/26/22	9/30/22	10/11/22
December	10/25/22	10/31/22	11/9/22

## Outserts

\$9,500 Net

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



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\*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.

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### 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.

# IR Quarterly Print Rates & Closing Dates



## Issue Rates

Frequency	Full Page
1x	\$3,140
4x	\$3,045
8x	\$2,955
12x	\$2,865
16x	\$2,785

## Closing Dates

Issue	Closing Date	Materials Deadline
Winter 2022*	11/16/21	12/17/21
Spring 2022	2/18/22	3/22/22
Summer 2022	5/20/22	6/21/22
Fall 2022	8/18/22	9/19/22

\*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](mailto:a.moorad@elsevier.com)

Tel 212-633-3122



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\*All ads must go through an approval process.

# 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.*



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

# JVIR Journal Website Banner Advertising



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\*

<a href="http://www.jvir.org">www.jvir.org</a>	
Pageviews	87,673
Unique Visitors	33,907
Visits	43,588

## Rate

\$110 Net CPM



\*All IR Member Residents receive online access to JVIR.org

# 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

Medium Rectangle	300 x 250
Large Rectangle	480 x 640

## Rate

\$220 CPM

## Monthly Metrics\*

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

US Banner Impressions	~7,840
OUS Banner Impressions	6,170

# 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

Leaderboard, top	728 x 90
Rectangle, right	300 x 250

## Monthly Metrics\*

[www.sirweb.org/irq](http://www.sirweb.org/irq)

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

## Rate

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

# 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\*

Opt-in Distribution	9,263
Average Open Rate	20.2%

### Rate

\$2,000 Net/per banner

### Banner Positions

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250



\*Epsilon: September 2020



## 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.

### Rate

\$3,000/month for 100% SOV  
2-month minimum

### 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%
-------------------	-----

# SIR Scan Email Advertising



## 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.

### Rate

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

### 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%
--------------------	-----



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\*All targeted solutions are subject to society and Editor approval.

†Includes 2,316 medical students: Tomorrow's leaders of IR.

# 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.

### Metrics\*

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

### Rate

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

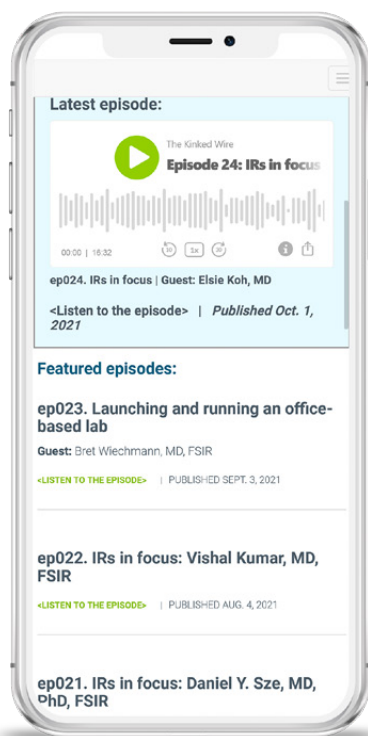
### Banner Positions

Leaderboard	728 x 90
Rectangle	300 x 250



\*Includes 2,316 medical students: Tomorrow's leaders of IR.

# SIR Kinked Wire Podcast



*500+ downloads in the first 30 days*

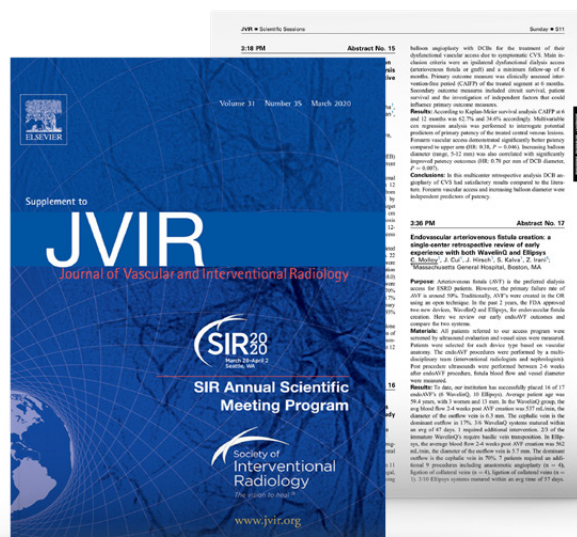
## Be in earshot of the SIR Podcast audience

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, TuneIn/Alexa and iHeartRadio.
- Read more about the podcast team @ <https://connect.sirweb.org/e-irq/participate/viewirqarticle?DocumentKey=c2093dd1-511e-4950-b6c4-256dfe>
- View a list of all podcast episodes @ <https://connect.sirweb.org/e-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.



# JVIR: SIR Annual Meeting Abstract Supplement



## SIR Annual Meeting Abstract Supplement Advertising Package

The JVIR Abstract Supplement will be polypaginated 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

Ad Size	Non Bleed	Bleed
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"

Add 1/4" bleed to all edges.

### Ad Submission

Adam Moorad

Tel:

212-633-3122

Email:

a.moorad@elsevier.com

### Rate

\$40,000 Net

## Mechanical Specifications



\*All targeted solutions are subject to society and Editor approval.

# Reprint Capabilities



## The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive

way to promote your brand using the strengths of our multimedia programs and your published work.

## Hard Copy Reprints

### Customizable Options

#### Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

### Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs



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# 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](http://www.reprints.elsevier.com) where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process

# Print Media: JVIR

## Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" x 10"	4-5/16" x 11-1/8"
1/4 Page	3-1/2" x 5"	—

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.



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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 (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).

*NOTE: 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

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



# Print Media: JVIR (continued)

## Insert Requirements:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
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.

## Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

## Insert Shipment Address

### 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

Ad Size	Non Bleed	Bleed
Trim	8.5" x 11"	—
Full Page	8.5" x 11"	+0.125"
Spread	17" x 11"	+0.125"
1/2 Horizontal	7" x 4.5"	+0.125"
1/4 Page	3-3/8" x 4.5"	—

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.

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



# Digital Media: JVIR



## 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

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



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\*Generic list of non-content pages available upon request though will vary by journal

# Digital Media: JVIR (continued)



## Rich Media Expanding & HTML In-Page Ads<sup>†</sup>

### Creative Sizes

<b>Leaderboard</b>	728 x 90
Expands ▼ down (maximum size)	728 x 315
<b>Skyscraper</b>	160 x 600
Expands ◀ left (maximum size)	300 x 600
<b>Large Rectangle</b>	300 x 250
Expands ▶ right (maximum size)	600 x 250

### Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

### Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)



<sup>†</sup>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

### Creative Sizes

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
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

# 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

Desktop/Tablet	HTML5, 150kB
Rotation	Accepted
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required

# Digital Media: IR Quarterly

(continued)



## 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](http://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](http://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

