

JACR: Journal of the American College of Radiology

ACR Bulletin



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By the Numbers



Print Circulation*

30,461

Average Monthly Visits†

24,667

Opt-in Email Subscribers†

17,150

Print Circulation*

37,627

Average Monthly Visits†

3,195

Opt-in Email Subscribers†

15,000



*Circulation updated on August 18, 2022, based on 12-month monthly average July 2021-June 2022

†Adobe Analytics, averages of January-June 2022

ACRTM

AMERICAN COLLEGE OF RADIOLOGY

Founded in 1923, the American College of Radiology® is at the forefront of radiology evolution, representing more than 41,000 diagnostic and interventional radiologists, radiation oncologists, nuclear medicine physicians and medical physicists.

ACR is the largest general radiology association, **reaching 71% of all US Radiologists.***

Mission

ACR is the voice of our members, empowering them to serve patients and society by advancing the practice and science of radiological care.

Vision

ACR members thrive, improving health and leading through excellence in radiological care.

Values

Integrity | Visionary | Excellence | Leadership | Transparency | Member-Driven



*Kantar Media 2022 Radiology Survey

Journal of the American College of Radiology

Editorial Direction

The official journal of the American College of Radiology, JACR informs its readers of timely, pertinent, and important topics affecting the practice of **diagnostic radiologists, interventional radiologists, medical physicists, and radiation oncologists**. The Journal's goals are to improve patient care, support the practice of radiology and imaging, and move the science forward in health services research and policy, clinical practice management, data science, training and education, and leadership. JACR invites authors to submit articles that will inform, educate and engage readers in a dialogue that ultimately benefits patient care.

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

| | |
|---------------|--|
| Established | 2004 |
| Issuance | 12 times per year |
| Impact Factor | 6.240 |
| Circulation | 30,461 |
| Website | www.jacr.org |

Editor-in-Chief

Ruth C. Carlos, MD, MS, FACR

Publisher

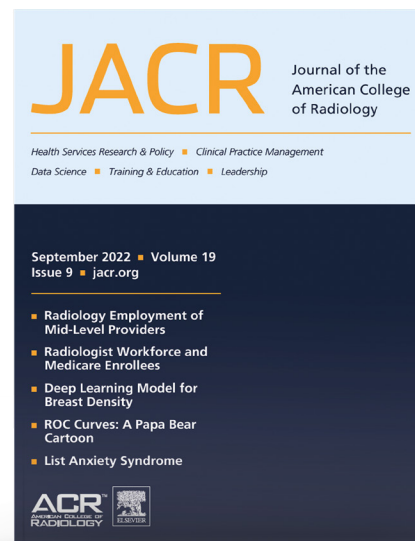
Pamela Poppalardo

Societies & Affiliations

Official Journal of the American College of Radiology

Market

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



2023 Special Issues

- Implementation Science (March 2023)
- Centennial (December 2023)

2023 Focus Issues

Includes 6-8 articles around a similar topic within regular issue

- Financial Toxicity (January 2023)
- Data Science (May 2023)
- Pediatric AI (June 2023)
- Methods and Health Equity (July 2023)
- Practical AI (August 2023)
- Economics (September 2023)
- Burnout (October 2023)
- Education (November 2023)
- PFCC (December 2023)

2023 Online Supplements

- ACR Appropriateness Criteria Updates (May & November 2023)





Editorial Direction

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

| | |
|-------------|--|
| Established | 1943 |
| Issuance | 12 issues per year |
| Circulation | 37,627 |
| Website | www.acr.org/Bulletin |

Publisher

American College of Radiology

ACR Bulletin Advisory Group Chair

Rebecca L. Seidel, MD

Managing Editor

Diane Sears

Society

American College of Radiology

Market

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





2022 APEX Award
Excellence in Feature Writing

2022 APEX Award
Excellence in Design and Illustration

2022 Azbee Award
National and Regional Gold Award

2022 Azbee Award of Excellence:
Regional Bronze Award

Awards of Excellence

APEX Awards

APEX awards are based on excellence in graphic design, editorial content and the success of the entry in achieving overall communications effectiveness and excellence.

- **Apex Grand Award**
October 2021 special issue "The Way Ahead on Screening" (Magazine, Journal, and Tabloid category)

AZBEE Awards

The American Society of Business Publication Editors' Azbee Awards are highly competitive and celebrate the highest quality reporting, editing and design in business-to-business, trade, association and professional publications.

- **AZBEE Regional Silver and National Bronze Award**
April 2021 special issue "Overcoming Barriers to Care"
- **AZBEE Regional Silver Award**
March 2021 cover story on cybersecurity, "Recovery Mode"

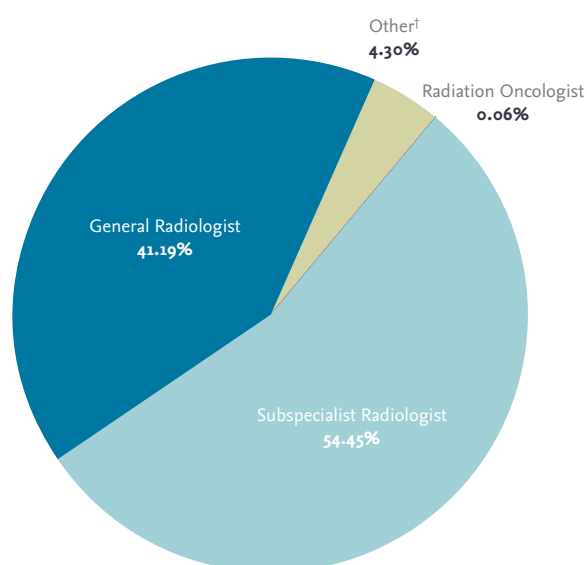
Membership Demographics

American College of Radiology Readership Survey

By connecting you to over 30,000 American College of Radiology (ACR) member radiologists and residents, JACR gives you a direct line of communication to the decision

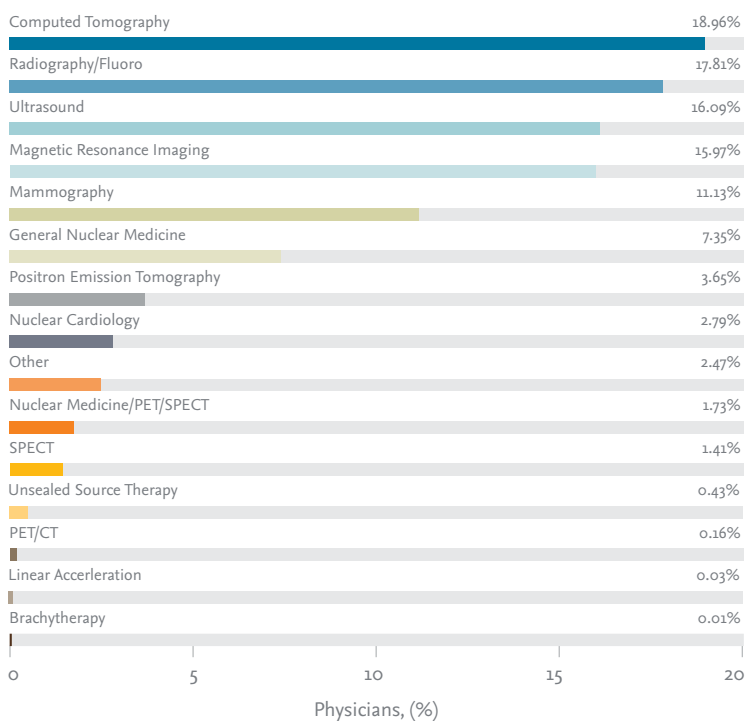
makers of today and tomorrow. High relevance with radiologists who have purchasing power means an ad placed in JACR helps you bridge the gap between awareness and action.

ACR Member Specialty*



Modality Specialty*

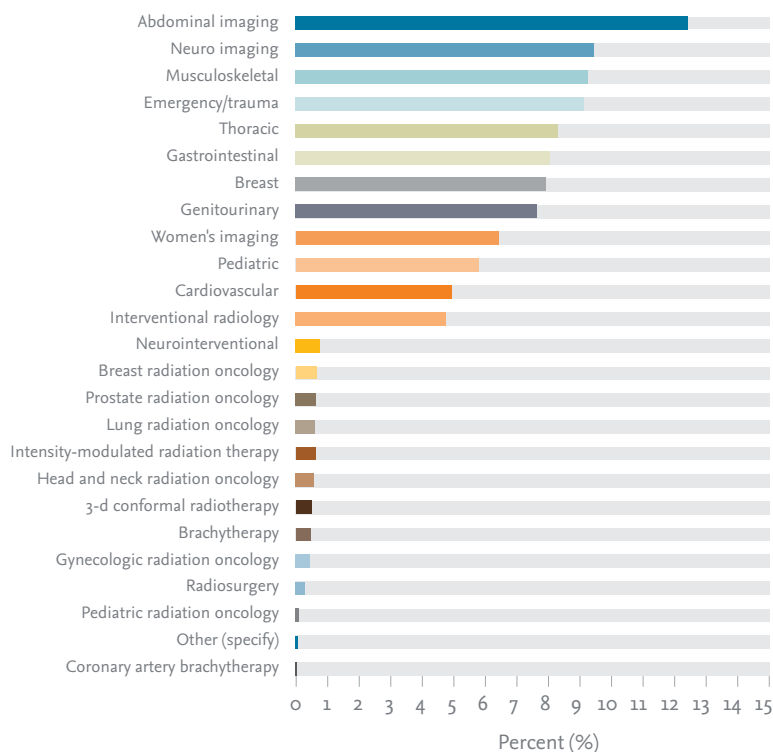
Physicians can select more than one modality.



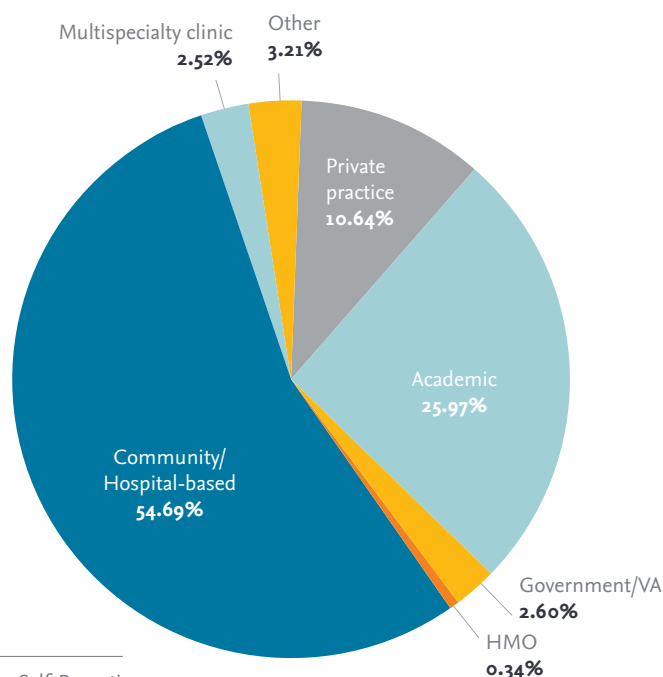
Membership Demographics

(continued)

Organ System Subspecialty*



Practice Settings*



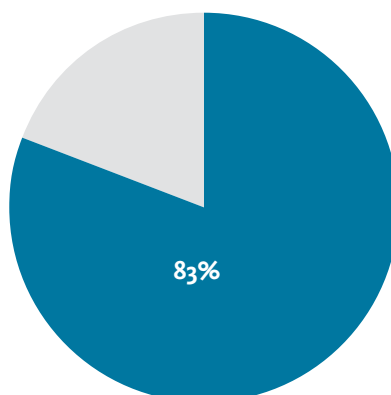
*2018 ACR Member Self-Reporting

Print & Digital Readership

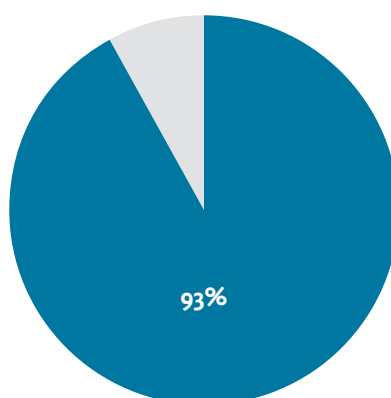
Versions read of current issues of medical journals*

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

Print Readership[†]



Online/App Readership[†]



Print & Digital Readership

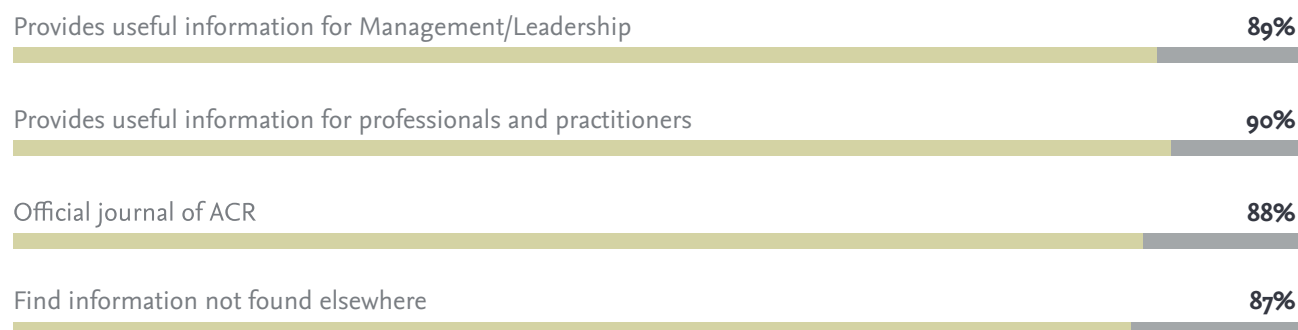
(continued)

Among all general radiology journals, JACR ranked **#4 among Radiologists** in total readers and projected average issue readers.[†]

Among all general radiology journals, the ACR Bulletin ranked **#5 among Radiologists** in total readers and projected average issues readers.[†]

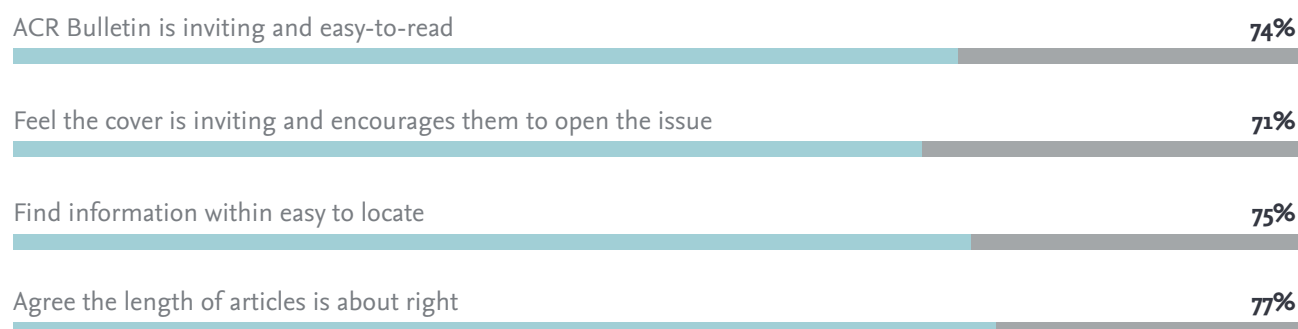
JACR**

Top reasons for reading JACR:



ACR Bulletin**

What our readers say:



[†]Kantar Radiology Media Sources and Interactions, 2021

^{**}Other readership stats for JACR and the ACR Bulletin from 2018 ACR Membership Survey

JACR Print Rates

Black & White Rates

| Frequency | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$7,205 | \$5,740 | \$4,870 | \$3,505 | \$2,420 |
| 3x | \$7,080 | \$5,670 | \$4,600 | \$3,460 | \$2,315 |
| 6x | \$6,975 | \$5,575 | \$4,545 | \$3,400 | \$2,265 |
| 12x | \$6,835 | \$5,475 | \$4,455 | \$3,335 | \$2,140 |

Color Rates

| | |
|----------------|---------|
| Standard Color | \$515 |
| Matched Color | \$695 |
| 4 Color | \$1,770 |

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

\$23,000 Net Client Provided

(Standard 2-sided; please contact your sales representative for larger unit pricing).

Outserts

\$28,490 - Hold Rate

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

Closing Dates

| Publication Date | Closing Date | Materials Deadline | Inserts Due |
|------------------|--------------|--------------------|-------------|
| January | 11/29/22 | 12/2/22 | 12/9/22 |
| February | 12/29/22 | 1/4/23 | 1/11/23 |
| March | 1/30/23 | 2/2/23 | 2/9/23 |
| April | 3/1/23 | 3/6/23 | 3/13/23 |
| May | 3/31/23 | 4/5/23 | 4/12/23 |
| June | 5/2/23 | 5/5/23 | 5/12/23 |
| July | 6/2/23 | 6/7/23 | 6/14/23 |
| August | 6/29/23 | 7/6/23 | 7/13/23 |
| September | 8/3/23 | 8/8/23 | 8/15/23 |
| October | 8/31/23 | 9/6/23 | 9/13/23 |
| November | 10/3/23 | 10/6/23 | 10/13/23 |
| December | 10/31/23 | 11/3/23 | 11/10/23 |

For JACR Special, Supplement and Focus Issue closings dates see pages 16-17.



ELSEVIER

* All ads must go through an approval process

ACR Bulletin Print Rates

Black & White Rates

| Frequency | Full Page | 1/2 Page |
|-----------|-----------|----------|
| 1x | \$6,995 | \$4,730 |
| 3x | \$6,875 | \$4,460 |
| 6x | \$6,775 | \$4,415 |
| 12x | \$6,640 | \$4,330 |

Color Rates

| | |
|----------------|---------|
| Standard Color | \$525 |
| Matched Color | \$705 |
| 4 Color | \$1,805 |

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 |
| Other Preferred Positions: | 10% B/W Page rate |

Cover Tips

\$28,400 Net Client Provided

(Standard 2-sided; please contact your sales representative for larger unit pricing)

Outserts

\$29,700 Net Client Provided (up to 4 pages: please contact your sales rep for larger unit pricing)

Contact your sales representative for rates and opportunities Client Provided (Up to 4 pages; please contact your sales representative for larger unit pricing)

Receive a 25% discount in the ACR Bulletin when you advertise the same ad in the same issue of JACR and The ACR Bulletin.

Closing Dates

| Publication Date | Closing Date | Materials Deadline |
|------------------|--------------|--------------------|
| January | 11/8/22 | 11/22/22 |
| February | 12/21/22 | 1/04/23 |
| March | 1/10/23 | 1/24/23 |
| April | 2/7/23 | 2/21/23 |
| May | 3/7/23 | 3/21/23 |
| June | 4/4/23 | 4/18/23 |
| July | 5/9/23 | 5/23/23 |
| August | 6/13/23 | 6/27/23 |
| September | 7/11/23 | 7/25/23 |
| October | 8/8/23 | 8/22/23 |
| November | 9/6/23 | 9/19/23 |
| December | 10/10/23 | 10/24/23 |
| January 2024 | 11/7/23 | 11/21/23 |

ACR Bulletin Print and PDF Versions

In addition to the online publication, a pdf (digital) version of the ACR Bulletin can be downloaded from the ACR.org/Bulletin website. With this version of the Bulletin, there is unrestricted and unlimited access to any reader - no subscription or registration is required.

Advertisements in the print version of the Bulletin will automatically be placed in the PDF flip-book version of the same issue.

For ACR Bulletin Focus see pages 18-20.



ELSEVIER

*All ads must go through an approval process.

†Full page available in Mar, May, Aug, and Nov

Meeting Issues



2023 ACR-RBMA Practice Leadership Forum

January 13-15, 2023 (Orlando, FL)

| | |
|--------------|--------------|
| JACR | January 2023 |
| ACR Bulletin | January 2023 |

2023 SBI Breast Imaging Symposium

May 4-7, 2023 (National Harbor, MD)

| | |
|--------------|----------|
| JACR | May 2023 |
| ACR Bulletin | May 2023 |

2023 ACR Annual Meeting

May 6-10, 2023 (Washington, DC)

| | |
|--------------|------------|
| JACR | April 2023 |
| ACR Bulletin | April 2023 |

RSNA

November 26-30, 2023

(McCormick Place, Chicago, IL)

| | |
|--------------|---------------|
| JACR | November 2023 |
| ACR Bulletin | November 2023 |



Please Note: Meeting Issues subject to change.
Please contact your Sales Representative prior to finalizing your media plan.

JACR Journal Website Banner Advertising (ROS)



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

Desktop/Tablet

| | |
|--------------------------|-----------|
| Leaderboard (top) | 728 x 90 |
| Skyscraper (right rail)* | 160 x 600 |
| Rectangle (right rail)* | 300 x 250 |

Mobile

| | |
|---------------------------|-----------|
| Leaderboard (top) | 320 x 50 |
| Rectangle (interstitial)* | 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.

Average Monthly Metrics*

www.jacr.org

| | |
|-----------------|--------|
| Unique Visitors | 20,718 |
| Visits | 24,347 |

Rate

\$110 CPM



*Adobe Analytics, averages of January-June 2022

JACR Journal Website Banner Advertising (Prestitial)



Maximize your reach by adding a digital advertising campaign to your print schedule.

- Ad displays at page load
- Auto closes after 7 seconds
- Ad can be clicked 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 |

Monthly Metrics*

| | |
|-----------------------|-------------|
| US Banner Impressions | 4,500/month |
|-----------------------|-------------|

Rate

\$1,600/month for 100% SOV
with 3-month minimum



*Amazon SES December 2021

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers receive the Table of Contents (TOC) email for the *JACR* and *ACR Bulletin*, providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

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

JACR eTOC

Sent by ACR

Banner Positions

2 rectangle positions available per TOC

| | |
|-----------|-----------|
| Rectangle | 450 x 120 |
|-----------|-----------|

Rates

\$4,300 Net/banner

Metrics*

| | |
|---------------------|--------|
| Opt-in Distribution | 17,150 |
|---------------------|--------|

| | |
|-------------------|------|
| Average Open Rate | 27.8 |
|-------------------|------|

ACR Bulletin eTOC

Sent by ACR

Banner Positions

2 rectangle positions available per TOC

| | |
|-----------|-----------|
| Rectangle | 450 x 120 |
|-----------|-----------|

Rate

\$4,300 Net/banner

Metrics*

| | |
|---------------------|--------|
| Opt-in Distribution | 15,000 |
|---------------------|--------|

| | |
|-------------------|-------|
| Average Open Rate | 27.7% |
|-------------------|-------|



*Adobe Analytics, averages of January-June 2022

Article-In-Press Email Alerts



Monthly Article In Press Alerts

Each month, JACR sends out an average of 11 article-in-press email alerts to a separate list of opt-in subscribers.

Banner Positions (2 available)

| | |
|-------------------|----------|
| Leaderboard (top) | 728 x 90 |
|-------------------|----------|

+ Select one of these other two sizes:

| | |
|------------|-----------|
| Skyscraper | 160 x 600 |
|------------|-----------|

| | |
|-----------|-----------|
| Rectangle | 300 x 250 |
|-----------|-----------|

Metrics*

| | |
|---------------------|-------|
| Opt-in Distribution | 1,050 |
| Average Open Rate | 29% |

Rates

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



*Amazon SES, December 2021

JACR Special Issues and Online Supplements



ACR Appropriateness Criteria®

The *Journal of the American College of Radiology* (JACR), in collaboration with the ACR AC Patient Subcommittee, has launched Patient Summaries as a new publication category, representing an important, new initiative to have patients (laypersons) summarize AC recommendations for patients. It is anticipated the ordering physicians and radiologists will welcome these publications, as the summaries are intended to help patients understand what tests are appropriate for their situation, and are designed to help ordering physicians and radiologists better communicate the reason they are requesting, or performing, a particular imaging test.

Special Issues

- Centennial (December 2023)
- Implementation Science (March 2023)

2023 Online Supplements

- ACR Appropriateness Criteria Updates (May & November 2023)

Rates

Please contact your Sales Representative.



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

JACR Focus Issues



2023 Focus Issues

- Financial Toxicity (January 2023)
- Data Science (May 2023)
- Pediatric AI (June 2023)
- Methods and Health Equity (July 2023)
- Practical AI (August 2023)
- Economics (September 2023)
- Burnout (October 2023)
- Education (November 2023)
- PFCC (December 2023)

Rates

Please contact your Sales Representative.



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

ACR Bulletin Focus Issues



2023 Focus Issues

- *May 2023 - Centennial Special Issue*
- *July 2023 - ACR 2023 Special Report*
- *October 2023 - Screening Special Issue*
- *November 2023 - The Answers Special Issue*

Rates

Please contact your Sales Representative.



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

JACR Topic Collections



Exclusive 100% SOV banner advertising within a collection of select articles

Featuring a series of articles selected and reviewed by our independent JACR editorial board, Topic Collections provide an exclusive opportunity for advertisers to reinforce their message within editorially relevant content via banners on a dedicated section of our journal website, and within a multi-wave email campaign to our proprietary list of specialists.

Existing Topic Collections include:

- COVID-19
- Diversity
- Health Equity
- Incidental Findings
- Lung Cancer
- Private Practice
- Quality and Safety
- Residents and Young Physicians

Sponsorship includes the following:

- Banner placements on journal website's topic collection landing pages.
- Placement of a leaderboard banner on a 3-wave email campaign targeting your specialty audience.
- Placement of a leaderboard banner reaching xxx radiologists. Includes, one promotional email every three months of topic collection placement.

Banner Positions

| | |
|---------------------|----------|
| Leaderboard | 728 x 90 |
| Leaderboard, mobile | 300 x 50 |

Rate

Please contact your Sales Representative.



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

JACR 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



*Footnote (2 columns)

JACR Reprint Capabilities

(continued)



ePrints

Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

Multicopy Prints

Elsevier ePrints are created with official journal covers. Any article available in Elsevier's digital archive can be made into an ePrints PDF valid for 12 months.

Mobile ePrints

Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Order Reprints Online

MedReprints is an online portal to order Elsevier and non-Elsevier published journal article reprints.

Visit us at medreprints.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



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

Print Media

Mechanical Specifications

JACR

| Ad Size | Non Bleed | Bleed |
|----------------|------------------|-----------------|
| Trim | 8" x 10-3/4" | — |
| Full Page | 7-1/2" x 10-1/4" | 8-1/4" x 11" |
| Spread | 15" x 10" | 16-1/4" x 11" |
| 2/3 Vertical | 4-3/8" x 10" | — |
| 1/2 Horizontal | 7" x 5" | 8-1/4" x 5-5/8" |
| 1/2 Vertical | 3-1/2" x 10" | 4-1/4" x 11" |
| 1/3 Vertical | 2-3/16" x 10" | — |
| 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, CMYK |
| Halftone screen | Cover, 150 line screen Text, 150 line screen |

ACR Bulletin

| Ad Size | Non Bleed | Bleed (0.125") |
|-----------------|----------------|------------------|
| Trim | 8.5" x 10.875" | - |
| Full Page | 7.5" x 10" | 8.75" x 11.125" |
| Spread | 15.875" x 10" | 17.25" x 11.125" |
| 1/2 Horizontal* | 7.5" x 5" | 8.75" x 5.25" |
| 1/2 Vertical | 4" x 10" | — |

*Half page ad bleed dimension includes bleed on both sides and bottom only. Cover 4 bleeds on both sides and bottom only

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

| | |
|------------------------|---|
| Binding | Saddle-stitch |
| Printing process | Offset, CMYK |
| Halftone screen | Cover, 150 line screen Text, 150 line screen |
| File-naming convention | Company_name_Bull_ACR_Month17 |

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.*



*Dimensions are width x height.

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

Print Media (continued)

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 publication trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 0.125" (1/8") offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should 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.

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

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved

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



Print Media (continued)

devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

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

Insert Requirements:

JACR

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

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

Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.



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



Creative Sizes

728 x 90

160 x 600

300 X 250

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 |



2023 MEDIA KIT // JACR: JOURNAL OF THE AMERICAN COLLEGE OF RADIOLOGY & ACR BULLETIN

Digital Media (continued)



Rich Media Expanding & HTML In-Page Ads[†]

Creative Sizes

| | |
|--------------------------------|-----------|
| Leaderboard | 728 x 90 |
| Expands ▼ down (maximum size) | 728 x 315 |
| Skyscraper | 160 x 600 |
| Expands ◀ left (maximum size) | 300 x 600 |
| Large Rectangle | 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) |



[†]Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Digital Media (continued)



JACR Table of Contents (TOC) Email Banner Ads

Creative Sizes

Rectangle 450 x 120

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 |

ACR Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard 728 x 90

Skyscraper 160 x 600

Rectangle 300 x 250

Email Specifications

| | |
|------------------------|--------------|
| Size | 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

Alexis Graber

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 201-466-7794

Email: a.graber@elsevier.com

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

Contracts, Insertion Orders & Production Materials

John Marmero

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230 Park Avenue
New York, NY 10169

Tel: 212-633-3657

Fax: 212-633-3820

Email: j.marmero@elsevier.com

For JACR, send new print ad files and submit pickup ads to www.ads4els.com

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

Recruitment & Classified Advertising

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Recruitment & Classified Production

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