

VASCULAR CONNECTIONS

VASCULAR ANNUAL MEETING® WASHINGTON, D.C.



Advertising Opportunities 2012

JUNE 7-9, 2012—NATIONAL HARBOR, MD

VASCULAR CONNECTIONS 2012 RATE CARD



Issuance

Published by IMNG Society Partners

Frequency: 4 issues

Organization Affiliation

Society for Vascular Surgery (SVS)

Distribution

Preview issue of **Vascular Connections** will be mailed to nearly 6,000 physicians four weeks prior to the meeting. Three issues of **Vascular Connections** will be distributed at the 2012 Vascular Annual Meeting, June 7-9, 2012, in National Harbor, MD. The first on-site issue will be included in the registration bags. Expected registration of approximately 4,000 attendees.

Editorial

Highlights of the 2012 Vascular Annual Meeting

Editorial Staff

Editors: Elizabeth Wood and Mark Lesney

Contract and Copy Regulations

- All contracts and contents of advertisements are subject to IMNG/SVS approval. IMNG/SVS reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitments.
- IMNG reserves the right to put the word "Advertisement" on advertising which, in the opinion of IMNG/SVS, resembles editorial material.
- IMNG/SVS guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.

Advertising Sales

Betty Ann Gilchrist

Tel: 203-938-3156

Fax: 203-651-1445

bettyann@gilchristmedia.com

Issue and Closing Dates

Issue Dates	Space Close	Material Due
Preview Issue (May 7)	Apr 5	Apr 12
June 7	Apr 25	May 2
June 8	Apr 25	May 2
June 9	Apr 25	May 2

Special Positions

Reservations accepted on a first-come, first-served basis.

- Inside Front Cover (King Page only) and page opposite (King Page only): Black-and-white rate + 50% (plus color)
- Fourth Cover (King Page only): Black-and-white rate + 50% (plus color)
- Please contact sales representative for additional special positions.

Combination Discount

Run the same product and ad unit in **Vascular Connections** and the May 2012 issue of **Vascular Specialist** and receive \$250 off each 1/2 page or larger in **Vascular Connections**.

Cancellations

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are non-cancelable.

ALL RATES LISTED ARE NET.

	Package A (Preview Issue)	Package B (3 On-site Issues)	Package C (Preview and 3 On-site Issues)
Black-and-white Rates			
King Page	\$5,900	\$5,750	\$10,750
3/4 Page	5,250	5,300	10,000
A-size	5,000	5,100	9,500
1/2 Page	3,800	3,900	7,250
1/4 Page	2,200	2,200	4,000
Color (in addition to black-and-white rates)			
Standard	850	850	950
Three/Four Color	1,600	2,150	2,700
Matched	1,100	1,100	1,200
Product Showcase			
1/8 Page	1,500	1,500	2,700
1/16 Page	1,050	1,050	1,900
Cover Tip			
Supplied	10,000	11,500	18,000

*Cover Tips are an additional \$3,000 if IMNG to print single version.

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Full-Page Bleeds

- ◆ Bleed size: 10-3/4" x 14-1/4"
- ◆ Trim: 10-1/2" x 14"
- ◆ Keep live matter 1/2" from all trim edges.

Paper and Printing

IMNG publications are printed in a tabloid news format on coated stock.

Reproduction Requirements

a. Black-and-white or Color Advertisements

PDFs required.

We accept CD-ROM or the file may be transmitted to our FTP site.

Please call Maria Aquino at 240-221-2418 for username and password.

File name must include name of product.

All files must be 100%. Digital files will not be altered.

Trapping must be included in file.

All images must be CMYK (RGB images cannot be processed).

Third-party fonts are not accepted.

For further questions, please contact Maria Aquino at 240-221-2418.

b. Color Proofs

Provide a digital proof with color bars.

Color laser proofs are not accepted as color guidance.

Proofs must be provided at 100% size.

c. Provider Information

Please provide the following with your media:

- ◆ Publication name and issue date
- ◆ Advertiser, product and agency name
- ◆ Contact name and phone number
- ◆ Directory of disk or CD

Shipping Instructions

Send all contracts and insertion orders to:

Vascular Connections

IMNG Society Partners
60 Columbia Road, Bldg. B
Morristown, NJ 07960
Attn: Joan Friedman
Tel: 973-290-8211 / Fax: 973-290-8250

Send all digital files and proofs to:

Vascular Connections

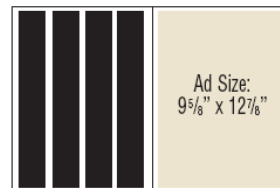
IMNG Society Partners
5635 Fishers Lane, 6th Floor
Rockville, MD 20852
Attn: Advertising Production
Tel: 240-221-2418 / Fax: 240-221-2543

Mechanical Specifications

Product Showcase:

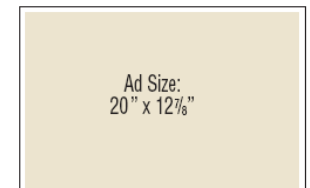
1/8 Page: 4-3/4" wide x 2-7/8" long

King-size Page



Bleed Size: 10 3/4" x 14 1/4"
Trim Size: 10 1/2" x 14"

King-size Spread

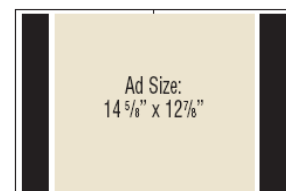


Bleed Size: 21 1/4" x 14 1/4"
Trim Size: 21" x 14"

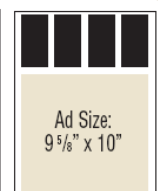
3/4 Vertical Page



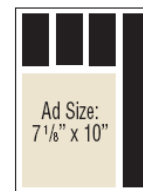
3/4 Vertical Spread



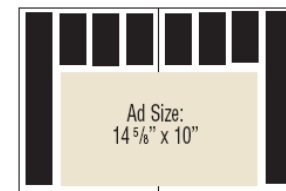
3/4 Horizontal Page



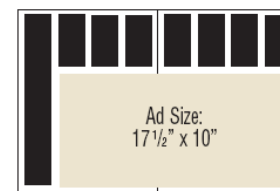
Island Page



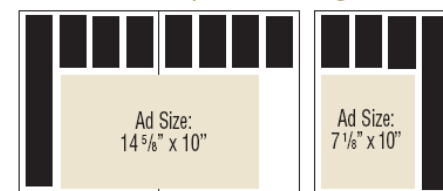
Island Spread



Island Page + 3/4 Page Horizontal



Island Spread + Island Page



1/2 Vertical Page



1/2 Horizontal Page



3/4 Horiz. Spread:
20" wide x 10" long
(not shown)

1/2 Horiz. Spread:
20" wide x 6 3/4" long
(not shown)

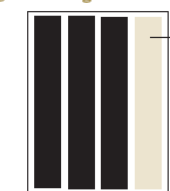
1/4 Vertical Page



1/4 Horizontal Page



1/4 Page Column



Ad Size:
2 1/8" x 12 7/8"



NOTE: Unless otherwise notified, IMNG Society Partners accepts this insertion order as a written contract for space with the client.

PUBLICATION: **Vascular Connections 2012**

COMPANY: _____

PRODUCT: _____

SPACE UNIT: _____

COLOR: _____

HEADLINE: _____

POSITION: _____

COST: _____

AD: Package A ___ Package B ___ Package C ___
 (Preview Issue) (3 On-site Issues) (Preview and 3 On-site Issues)

Product Showcase: __Package A __Package B __Package C

MATERIALS TO: IMNG Society Partners
 5635 Fishers Lane, 6th Floor
 Rockville, MD 20852
 Attn: Maria Aquino
 Phone: 240-221-2418
 E-mail: m.aquino@elsevier.com

BILLING ADDRESS: _____

Contact Name: _____
Phone: _____ Fax: _____
E-mail: _____

Signature _____ Title _____

Date _____
Please fax this order to: Joan Friedman at IMNG Society Partners
Fax: 973-290-8250 or e-mail to j.friedman@elsevier.com