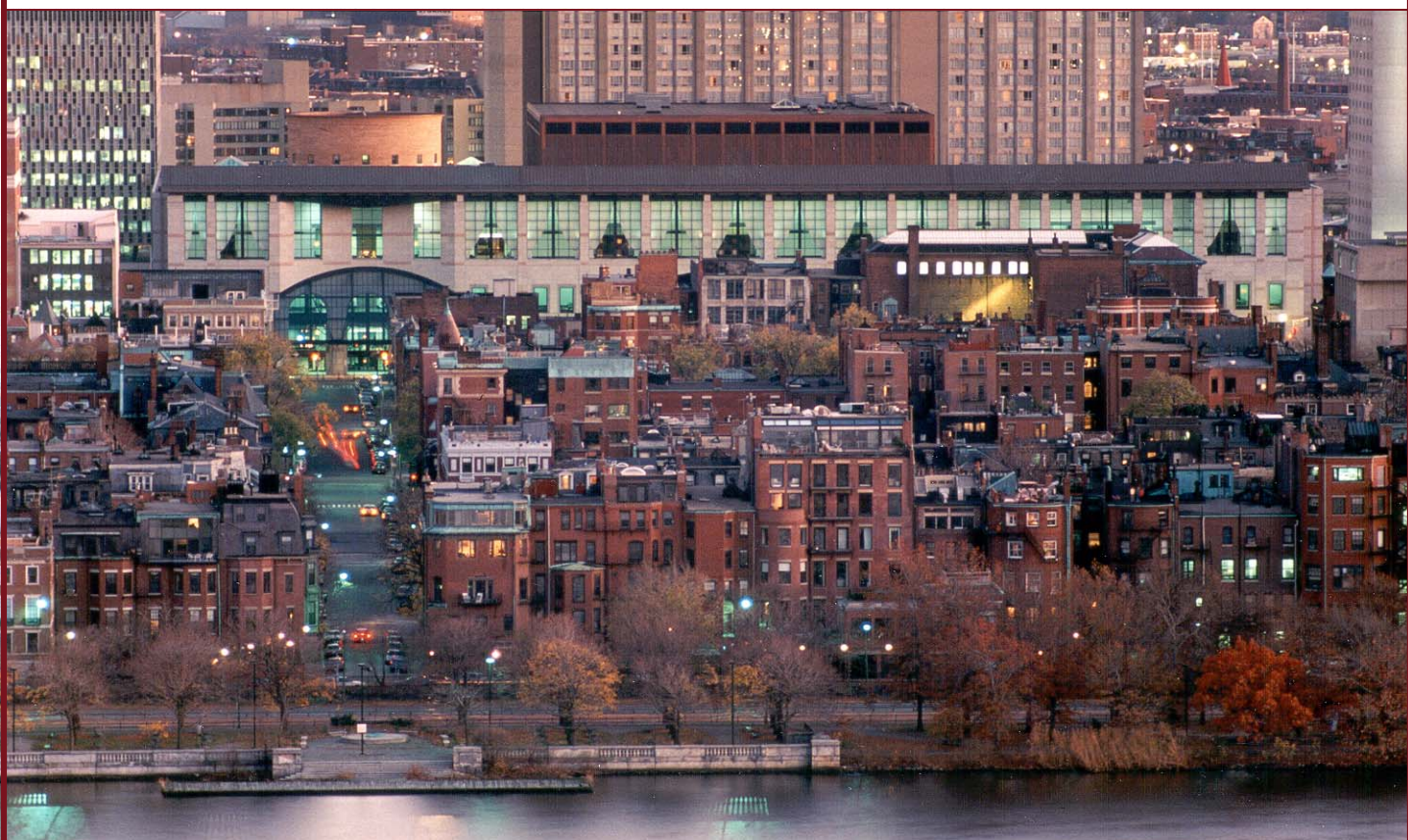


VASCULAR CONNECTIONS

VASCULAR ANNUAL MEETING® BOSTON, MA



Advertising Opportunities 2010

JUNE 10-13, 2010—BOSTON, MA



ELSEVIER
SOCIETY
NEWS GROUP



VASCULAR CONNECTIONS 2010 RATE CARD



Issuance

Published by Elsevier Society News Group (ESNG)
Frequency: 4 issues

Organization Affiliation

Society for Vascular Surgery (SVS)

Distribution

Preview issue of *Vascular Connections* will be mailed to nearly 6,000 physicians six weeks prior to the meeting. Three issues of *Vascular Connections* will be distributed at the 2010 Vascular Annual Meeting, June 10-13, 2010, in Boston, MA. The first on-site issue will be included in the registration bags. Expected registration of approximately 4,000 attendees.

Editorial

Highlights of the 2010 Vascular Annual Meeting

Editorial Staff

Editor: Mark Lesney

Contract and Copy Regulations

- All contracts and contents of advertisements are subject to ESNG/SVS approval. ESNG/SVS reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitments.
- ESNG reserves the right to put the word "Advertisement" on advertising which, in the opinion of ESNG/SVS, resembles editorial material.
- ESNG/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: 203-938-3570

bettyann@gilchristmedia.com

Issue and Closing Dates

| Issue Dates | Space Close | Material Due |
|------------------------|-------------|--------------|
| Preview Issue (Apr 23) | Mar 22 | Mar 29 |
| June 10 | Apr 20 | Apr 27 |
| June 11 | Apr 20 | Apr 27 |
| June 12-13 | Apr 20 | Apr 27 |

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 2010 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 | \$5,500 | \$5,250 | \$10,200 |
| 3/4 Page | 4,950 | 4,850 | 9,500 |
| A-size | 4,750 | 4,650 | 8,700 |
| 1/2 Page | 3,500 | 3,500 | 6,550 |
| 1/4 Page | 2,100 | 2,100 | 3,900 |
| 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 |

VASCULAR CONNECTIONS 2010 RATE CARD



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

ESNG 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 Anthony Draper at 240-221-2419 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 Anthony Draper at 240-221-2419.

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

Elsevier Society News Group
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

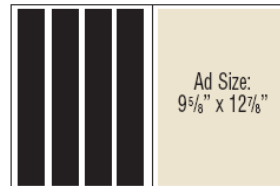
Elsevier Society News Group
5635 Fishers Lane, 6th Floor
Rockville, MD 20852
Attn: Advertising Production
Tel: 240-221-2419 / Fax: 240-221-2543

Mechanical Specifications

Product Showcase:

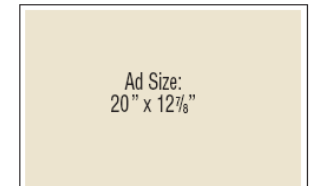
1/8 Page: 4-3/4" wide x 2-7/8" long

King-size Page



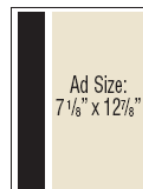
Bleed Size: 10 3/4" x 14 1/4"
Trim Size: 10 1/2" x 14"

King-size Spread

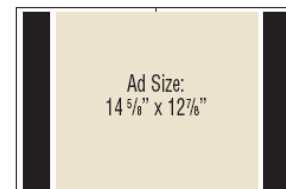


Bleed Size: 21 1/4" x 14 1/4"
Trim Size: 21" x 14"

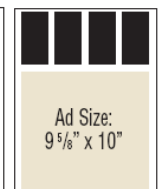
3/4 Vertical Page



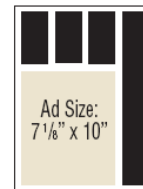
3/4 Vertical Spread



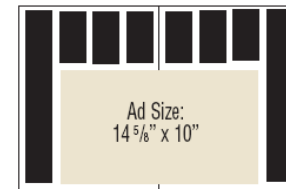
3/4 Horizontal Page



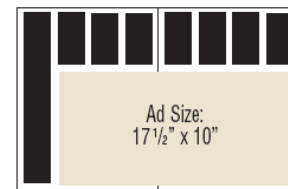
Island Page



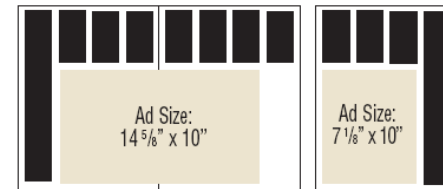
Island Spread



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)

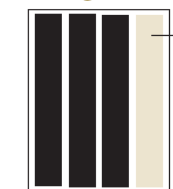
1/4 Vertical Page



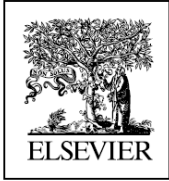
1/4 Horizontal Page



1/4 Page Column



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



ELSEVIER
SOCIETY
NEWS GROUP

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

PUBLICATION: **Vascular Connections 2010**

COMPANY: _____

PRODUCT: _____

SPACE UNIT: _____

COLOR: _____

HEADLINE: _____

POSITION: _____

COST: Gross _____
 Agency Discount (15%) _____
 Net _____

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: ___ **New** ___ **Pick-up** _____

MATERIALS TO: Elsevier Society News Group
 5635 Fishers Lane, 6th Floor
 Rockville, MD 20852
 Attn: Anthony Draper
 Phone: 240-221-2419

AGENCY: _____

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

Signature _____ **Title** _____

Date _____

Please fax this order to: Joan Friedman at Elsevier/ESNG
Fax: 973-290-8250 or e-mail to j.friedman@elsevier.com