

# VASCULAR CONNECTIONS

## VASCULAR ANNUAL MEETING® CHICAGO, IL



## Advertising Opportunities 2011

JUNE 16-18, 2011—CHICAGO, IL



ELSEVIER  
SOCIETY  
NEWS GROUP



# VASCULAR CONNECTIONS 2011 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 2011 Vascular Annual Meeting, June 16-18, 2011, in Chicago, IL. The first on-site issue will be included in the registration bags. Expected registration of approximately 4,000 attendees.

## Editorial

Highlights of the 2011 Vascular Annual Meeting

## Editorial Staff

Editors: Elizabeth Wood and 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 7)	Mar 10	Mar 17
June 16	Apr 28	May 5
June 17	Apr 28	May 5
June 18-19	Apr 28	May 5

## 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 2011 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)
<b>Black-and-white Rates</b>			
King Page	\$5,700	\$5,550	\$10,600
3/4 Page	5,050	5,100	9,800
A-size	4,850	4,900	9,000
1/2 Page	3,700	3,800	6,950
1/4 Page	2,100	2,100	3,900
<b>Color (in addition to black-and-white rates)</b>			
Standard	850	850	950
Three/Four Color	1,600	2,150	2,700
Matched	1,100	1,100	1,200
<b>Product Showcase</b>			
1/8 Page	1,500	1,500	2,700
1/16 Page	1,050	1,050	1,900
<b>Cover Tip</b>			
Supplied	9,900	11,000	17,500

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

# VASCULAR CONNECTIONS 2011 RATE CARD

VASCULAR  
ANNUAL MEETING®  
CHICAGO, IL

## 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 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*

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

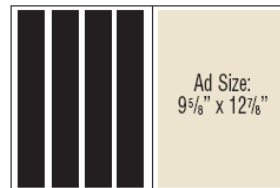
Tel: 240-221-2418 / Fax: 240-221-2543

## Mechanical Specifications

Product Showcase:

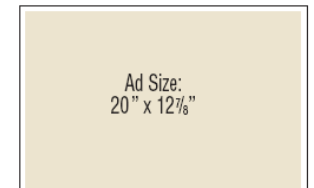
1/8 Page: 4-3/4" wide x 2-7/8" long

### King-size Page



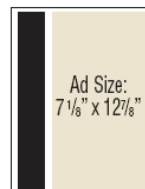
Bleed Size: 10 3/4" x 14 1/4"  
Trim Size: 10 1/2" x 14"

### King-size Spread

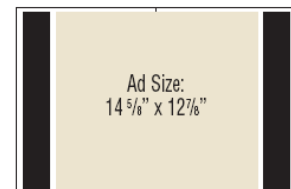


Bleed Size: 21 1/4" x 14 1/4"  
Trim Size: 21" x 14"

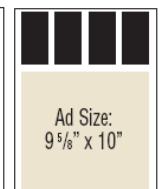
### 3/4 Vertical Page



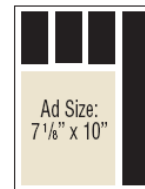
### 3/4 Vertical Spread



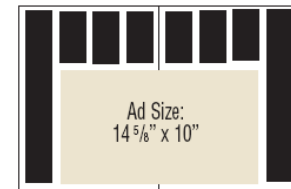
### 3/4 Horizontal Page



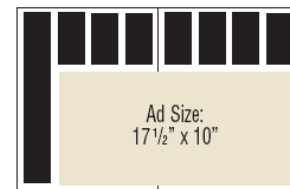
### Island Page



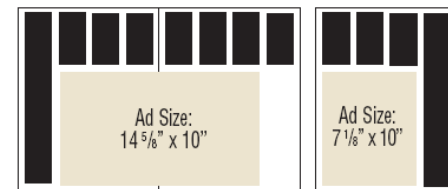
### Island Spread



### 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)

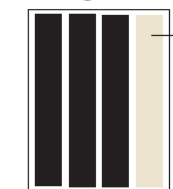
### 1/4 Vertical Page



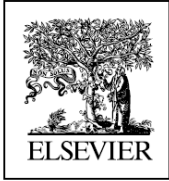
### 1/4 Horizontal Page



### 1/4 Page Column



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



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

**PUBLICATION: Vascular Connections 2011**

**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:** Elsevier Society News Group  
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 Elsevier/ESNG**  
**Fax: 973-290-8250 or e-mail to j.friedman@elsevier.com**