

ADVERTISING RATES & SPECIFICATIONS - 2025



EDITOR: David L. Dawson, MD, RPVI, Baylor Scott & White Health, Temple, TX, USA

DESCRIPTION: The Journal for Vascular Ultrasound (JVU) is the official journal of the Society for Vascular Ultrasound (SVU). It consists of original scientific and educational articles, case studies, book reviews, technical reviews, ultrasound principle reviews, viewpoints, letters to the editor, and CME tests. Readers of JVU, published quarterly, are kept current in the field and provided with essential information for application in their practice.

Established in 1977 in Columbus, Ohio, Society for Vascular Ultrasound (SVU) is the only professional organization completely dedicated to the

advancement of non-invasive vascular technology used in the diagnosis of vascular disease. The Society's success for over 35 years is based on the involvement of a diverse membership of vascular ultrasound professionals.

AFFILIATIONS: Society for Vascular Ultrasound

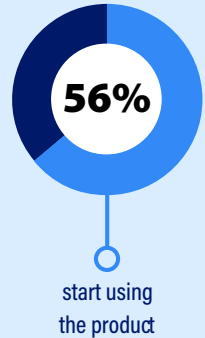
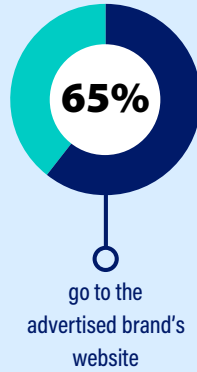
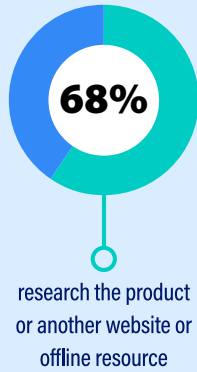
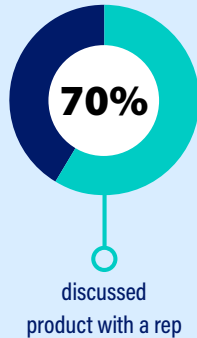
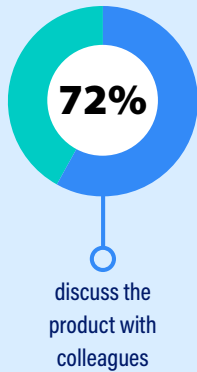
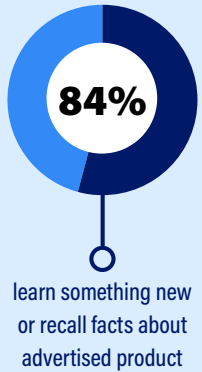
READERSHIP PROFILE: Vascular and endovascular surgeons, vascular technologists, sonographers, vascular physicians, cardiologists, and radiologists

PRINT:

- Circulation: 3,826
- Frequency: 4



Actions taken after viewing an advertisement for a medical product, procedure, or treatment



CONTACTS



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PRINT ADVERTISING

	COLOR	1 INSERTION	4 INSERTIONS
• FULL PAGE*	4 COLOR	\$2,773	\$2,582
• HALF PAGE	4 COLOR	\$2,390	\$2,356
• QUARTER PAGE	4 COLOR	\$1,771	\$1,753

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
MARCH	9 JANUARY 2025	13 JANUARY 2025	29 JANUARY 2025
JUNE	21 MARCH 2025	28 MARCH 2025	10 APRIL 2025
SEPTEMBER	20 JUNE 2025	27 JUNE 2025	10 JULY 2025
DECEMBER	19 SEPTEMBER 2025	23 SEPTEMBER 2025	8 OCTOBER 2025

BANNER ADVERTISING

STANDARD

Minimum of 10,000 impressions per month

	CPM
STANDARD BANNERS	\$100
GEOTARGETED BANNERS	\$105
STICKY BANNERS	\$130
EXPANDABLE	\$125

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	\$2,500 monthly sponsorship
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All prices are gross CPM unless otherwise noted. Minimums may apply.

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include: 728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

Email: advertising@sagepub.com

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Radiology channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
Sponsored Emails	Custom HTML	

eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250 Smaller banner sizes can be accepted but will not display optimally.	\$750 monthly sponsorship
FULL PAGE PDF	1237 X 1631 px	\$750 monthly sponsorship

RETARGETING

\$90/k



Digital Advertising Examples

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.875" X 10.375"	8.625" X 11.125"
• HALF PAGE VERTICAL	3.675" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.875 X 5"	N/A
• QUARTER PAGE VERTICAL	3.675" X 5"	N/A

• **TRIM SIZE:** 8.125" X 10.875"

• **BINDING:** Perfect Bound

- All advertising is subject to SVU approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim
- For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
- All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

• **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid
SHIP TO:

Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: 800-635-7181 ext. 81453

• **BANNER ADVERTISING REQUIREMENTS**

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• **ARTWORK DELIVERY**

Email: advertising@sagepub.com

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

RELATED TITLES

