



ADVERTISE WITH SVU
to impact over 4,900
highly qualified SVU
members in the vascular
ultrasound profession.



Journal for Vascular Ultrasound

SVU Website—www.SVUnet.org

e-Spectrum Online Newsletter

Online Job Center

SVU Educational Courses

and more!

2012 SVU Rate Card

Journal for Vascular Ultrasound

SVU's Quarterly Journal

CO-EDITORS:

Barton A. Bean, RVT FSVU
Steven R. Talbot, RVT FSVU

The *Journal for Vascular Ultrasound* (JVU) is dedicated to the publication of original articles pertinent to the vascular ultrasound profession. As the official journal of the Society for Vascular Ultrasound, JVU publishes after peer review original scientific research and clinical articles, case study reports, review articles, Doppler Digest, and Technical Notes.

CIRCULATION: Over 5,000

MULTIPLE READERSHIPS: 12,000

FREQUENCY: Quarterly; March, June (Annual Conference issue), September, and December

MARKET COVERAGE: The quarterly *Journal for Vascular Ultrasound* is a benefit of membership to all members of SVU. Readership consists of vascular technologists, sonographers, vascular physicians, general surgeons, cardiologists, radiologists, neurologists, neurosurgeons, physiologists, nurses, students, educators, other healthcare professionals, and healthcare equipment manufacturers.

2012 CLOSING DATES:

MONTH	RESERVE SPACE	SEND AD MATERIAL
March	Dec. 16	Jan. 6
June	March 12	March 19
September	June 15	June 25
December	Sept. 17	Sept. 24

Cancellations are not accepted after closing dates for reservations and must

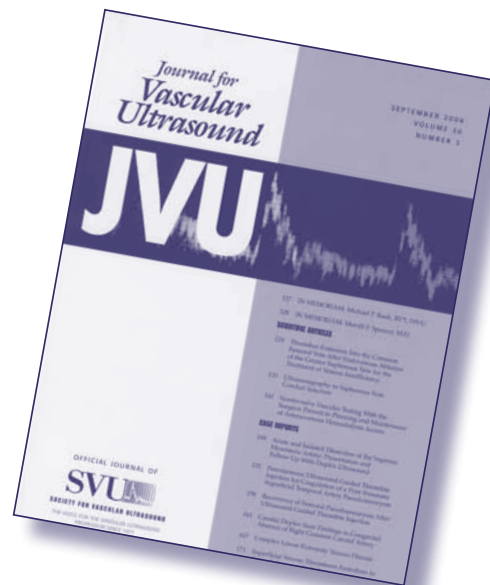
be submitted in writing. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

SPECIAL ISSUES: Annually, one issue of the Journal usually is devoted to a special topic. Previous special issues have centered on such topics as endovascular, venous disease, peripheral arterial disease, abdominal disease, lab management, advanced interpretation, vascular complications in diabetes mellitus, and waveforms.

SUBSCRIPTIONS: Nonmember annual subscription rate: \$110 United States and Canada, \$150 international. Institutional subscription rate: \$315 United States and Canada, \$350 international.

INDEXED: EMBASE/Excerpta Medica, and Cumulative Index to Nursing and Allied Health Literature

CONTENT: All advertisements are subject to review and approval of the publisher. The Journal does not accept advertising for credit/debit cards or travel. The advertiser is responsible for updating the content of all advertisements. Every effort is made to prevent mistakes, but we cannot accept responsibility for clerical or printer's errors. The advertiser and/or advertising agency assumes liability for all contents of advertising and any claims against the publisher as the result of the advertisement. SVU expects all employers with advertising for employment to comply with all U.S. Department of Labor and EEOC anti-discrimination laws in their recruiting/hiring practices.



Rates

AD SIZE	1-3 X	4-7 X	8+ X
Full page	\$1026	\$934	\$887
Half page	\$615	\$558	\$522
Quarter page	\$427	\$371	\$342

PLACEMENT OF ADVERTISING:

Front or back of Journal only, either before or after manuscripts.

PREFERRED SPACE:

Preferred positions available on a noncancellable basis.

ADD 25% premium over earned space rate for:

- Page facing Table of Contents
- Position opposite Officers page
- Page facing the first scientific article

ADD 50% premium over earned space rate for:

- Cover II (inside front cover)
- Cover III (inside back cover)

ADD 60% over earned space rate:

- Cover IV (back cover)

INSERTS:

2 page (single leaf): 3x b/w rate + 10%
4 page (double leaf): 5x b/w rate + 10%

Call SVU for rates for alternative inserts such as CDs, flyers, business cards, etc.

COLOR RATES (per page, extra):

Standard colors: \$466
Matched colors: \$604
4-color process: \$795
Bleed: No charge

COMMISSION: 15% to recognized agencies. Color charges and positioning charges are commissionable.

PAYMENT: Terms—net 30 days. Late fees will apply with added 2% on balance due per month.

Mechanical Specifications

AD SIZES

	NON-BLEED SIZES	BLEED SIZES
	Width x Height	Width x Height
Full page	7½" x 10"	8¾" x 11¼"
½ page (horiz)	7½" x 4⅞"	8¾" x 5½"
½ page (vert.)	3⅝" x 10"	4½" x 11¼"
¼ page	3⅝" x 4⅞"	

TRIM SIZE: Journal trims ¼" off top, bottom, and outside edges. Final trim size of publication is 8½" x 11". Live matter should be a minimum of ¼" inside trimmed edges and a minimum of ½" should be allowed for the bind.

BINDING: Perfect bound

PAPER STOCK:

Inside Pages: 60 lb. Anthem Gloss
Covers: 10pt Aero Cover C/2S

HALFTONE SCREEN: 133–150 line screen

INSERT REQUIREMENTS: All inserts must be furnished printed, folded, ready for binding. Inserts must be folded to 8⅝" x 11½". Folded insert will be placed

between signatures. Insert cards can be placed directly under cover two preceding the first page or directly after the last page preceding cover three.

ELECTRONIC FILES: The preferred file format for submission is imposition-ready single-page PDF. Printed proof must accompany files. It is recommended that you submit electronic file one week prior to the published materials deadline. Please include name and version of software program used to create your file.

REPRODUCTION REQUIREMENTS: PDF files should be prepared according to Press Optimized Specifications. (See www.DDAP.org for additional information.) PostScript, EPS and TIFF are also accepted. Fonts should be embedded or converted to outlines. Use of Type 1 fonts is recommended. Resolution specifications for raster images is 266 dpi to tones (either grayscale or color), 500–900 dpi for combination tones (either grayscale or color), and 900–1200 dpi for monochrome (1-bit) images. Images should not include OPI. Files should

be supplied as CMYK or gray space. (If Pantone colors are required, special arrangements may be needed.) Files should not contain ICC profile tags nor PostScript color management.

All ads must be built to the specified publication trim size with ⅛" minimum bleed and a ¼" safety margin. All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP-certified contract color proof produced on a SWOP-certified system. The proof must include a SWOP proofing bar or GATF proof comparator. The proofing systems used should be identified on or supplied with the proof. If a SWOP-certified contract color proof is not supplied, we will run to standard densities and dot gains, or a proof will be produced by the printer to SWOP specifications at the expense of the ad supplier after the supplier has granted approval to do so.

DISPOSITION OF OFFSET MATERIALS: Reproduction materials will be held for 60 days unless specifically instructed to do otherwise.

JVU Editorial Reprints

Reprints of articles in the *Journal for Vascular Ultrasound* (JVU) are available for authors, SVU members, manufacturers, and marketers.

The *Journal for Vascular Ultrasound* can increase your product credibility and visibility whenever your product is mentioned in an article. Reprints can provide you with a unique promotional opportunity to give to your sales and exhibit booth staff or to mail to customers and prospects. SVU is known throughout the ultrasound community as a leading authority on all aspects of vascular ultrasound as covered by our *Journal for Vascular Ultrasound*. When your product is mentioned in an article in JVU, the reader will take notice. Reprints from these articles are more than educational give-aways, they are persuasive testimonials.

To order, please contact Gail Hallman at 800-352-2210 x8175, fax 717-633-8929 or via email at ghallman@tsp.sheridan.com for more information and to place your JVU reprint order.

Online Advertising at WWW.SVUNET.ORG

e-Spectrum

SVU Monthly Online Newsletter

In order to provide the 4,900 SVU members and the ultrasound community with timely and complete vascular profession news and information, e-Spectrum is published on a monthly basis as an electronic newsletter posted on the SVU website (www.svunet.org).

Banner Ad

A full size banner ad at the top of each electronic newsletter issue is an ideal branding opportunity for your company, product or service. We offer sponsorship of each monthly issue of e-Spectrum with a full size banner (468 x 60 pixels). Banner ads are accepted on a first-come, first-served basis with a maximum of **4 months per company** in 2012, unless there is a vacancy at 5 business days before the first day of each month.

PAYMENT: \$900 per monthly issue. Advertisement Placement Forms are required. Terms—net 30 days. Late fees will apply with added 2% on balance due per month.

VALUE ADDED FEATURES—FREE!

- Your company's name as the issue sponsor is included on the monthly email notification to SVU members to announce the posting of each new issue on the website.
- Many back issues of the newsletter are archived online so anyone accessing a previous issue sponsored by your company will still see your banner ad with the archived newsletter issue.
- Your banner ad stays at the top of the e-Spectrum "Archives page" for that sponsored month.

AD SIZE AND TECHNICAL SPECIFICATIONS:

Full Banner Ad size: 10K or less
Format: .gif or .jpeg
Dimensions: 480 (w) x 60 pixels (h)



Educational and Classified Advertising

e-Spectrum offers the opportunity for your company to get your educational and classified (equipment, etc.) advertising out to over 4,900 SVU members and others in the vascular ultrasound profession.

CONTENT: All content is subject to approval by SVU. No job postings are allowed. See our Online Job Center for posting career opportunities.

RATES: Educational and Classified advertising, per 100 words or 10 lines:

1-3 TIMES	4-7 TIMES	8-12 TIMES
\$105	\$90	\$75

COMMISSION: No commissions are allowed for educational and classified advertising.

PAYMENT: Advertising Placement Forms are required. Terms net 30 days. Late fees will apply; 2% added on balance monthly.

ADVERTISING DEADLINES:

Copy is due 2 weeks before post date:

2012		DEADLINES	POST DATE
ISSUE 1	January	DEC 23	JAN 4
ISSUE 2	February	JAN 23	FEB 2
ISSUE 3	March	FEB 20	MAR 2
ISSUE 4	April	MAR 19	APRIL 2
ISSUE 5	May	APR 16	MAY 2
ISSUE 6	June	MAY 21	JUNE 4
ISSUE 7	July	JUN 18	JUL 3
ISSUE 8	August	JUL 23	AUG 2
ISSUE 9	September	AUG 20	SEPT 4
ISSUE 10	October	SEP 17	OCT 2
ISSUE 11	November	OCT 22	NOV 2
ISSUE 12	December	NOV 19	DEC 4

SVU Website Logo Link Ads

Logo Link Ads on SVU's home page—www.svunet.org

The SVU website is a worldwide resource for the vascular ultrasound profession with over 400,000 hits per month. Your company logo with a link to your website can be posted near the top of the SVU web homepage under the “Welcome” message and after the phrase: “SVU website is supported in part by _____.” The SVU website will list logo links for up to 3 sponsors per month.



Sponsorships are assigned from left to right according to the order of receipt of completed Placement Form.

LOGO SIZE: Logo must be sent by email to fhamme@svunet.org in GIF or JPG format. The logo size on the web is 100 pixels (width) x 30 pixels (height) with no animation. Logos must be received at least 2 weeks before the 1st of the month.

PAYMENT: \$1,000 per month. An Advertisement Placement Form is required. **Terms—net 30 days. Late fees will apply; 2% added on balance due per month.**

COMMISSION: No commissions are allowed for the SVU website homepage logo advertisement.

SVU Online Job Center

Maximize your recruitment advertising by placing your job opportunity online at SVU's Online Job Center at www.svunet.org/jobs. You'll have access to a specialized group of over 4,900 individuals, including vascular technologists, vascular lab directors, vascular physicians, technical directors, and sonographers. These are quality individuals who may be looking to make a change in positions to further their career in the vascular ultrasound profession. The SVU Online Job Center currently receives approximately 5,000 views per month.

With the Online Job Center, you can find a great employee without leaving your desk. The entire process of posting your position is completed online. Your job opening in the SVU Online Job Center can reach thousands of qualified vascular ultrasound job seekers starting today! Visit www.svunet.org/jobs and open the SVU Job Center.

CONTENT: All content is subject to approval by SVU. Each job description should be no more than 10 lines of text plus location and contact information.

COMMISSION: No commissions are allowed for the job postings on the SVU Online Job Center.

PAYMENT: Prepayment is required for online listings. No exceptions!

1 month posting	\$260
2 month posting	\$335
3 month posting	\$360

LOGO: Add your company's logo to your job listing for an additional \$25. Your logo must have a combined width + height equal to or less than 300 pixels and be provided in JPG or GIF file format at 72 dpi resolution. Email logo to fhamme@svunet.org.

PLACEMENT: Placement of a job listing on SVU's Online Job Center is done online at www.svunet.org.

DISCLAIMER: SVU expects all employers to comply with all U.S. Department of Labor and EEOC anti-discrimination laws in their online recruiting/hiring practices.

"We had a lot of success in getting job applicants due to advertising on the SVU Online Job Center. Their site accessed the vascular technologist market niche that we needed. We were delighted to receive a great deal of extra website traffic thanks to SVU."

JENNIFER, ST. THOMAS HEALTH SERVICE, NASHVILLE, TN

Other Advertising Opportunities

Take One Table

Display your company's latest marketing materials on the SVU Take One Table situated in or near the exhibit area during SVU educational courses and at the Annual Conference Special Sessions. This is an excellent opportunity for companies that cannot exhibit at our events to still make an effective impact on attendees.

CONTENT: All content is subject to approval by SVU. All materials must be shipped directly to meeting site at the vendor's expense.

RATE: \$400 per item. Volume discounts of \$300 per item available for vendors who commit to exhibiting their materials on the Take One Table at all SVU educational courses in 2012 and at the 2012 SVU Annual Conference.

Exhibit and Live Demo Opportunities

Commercial exhibit space and live demonstration opportunities are available at the SVU's Regional Interpretation Courses. Visit www.svunet.org or contact Frankie Hamme at SVU for more information.

2012 Event Calendar

Registered Physician in Vascular Interpretation (RPVI) Exam Review Course February 24–25	Westin Tampa Harbour Island Hotel, Tampa, FL
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2012 SVU Annual Conference June 7–9	Gaylord National Resort & Convention Center, National Harbor, MD (near Washington, DC)
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Registered Physician in Vascular Interpretation (RPVI) Exam Review Course September 7–8	Omni Hotel Dallas, TX
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35th Anniversary Commemorative Advertising



SVU is celebrating its 35th Anniversary at the 2012 SVU Annual Meeting being held June 7–9 in National Harbor, MD.

SVU is offering special rates for congratulatory advertising to SVU in the June issue of *Journal for Vascular Ultrasound* as well as the 35th Anniversary Commemorative Annual Conference Final Program.

AD SIZE	ONE-TIME RATE
Full Page (general placement)	\$ 900.00
1/2 Page (general placement)	\$ 640.00
1/4 Page (general placement)	\$ 320.00

For information about mechanical specifications, please see page 3.

SVU Mailing List

Tap into an audience of more than 4,900 ultrasound professionals in the Society for Vascular Ultrasound database. Over 50% of the Society's members work in hospitals, 35% are in private laboratories or physicians' offices, approximately 25% are physicians, and the rest are researchers, educators,



and other health care providers. The SVU mailing lists are a proven way to reach thousands of ultrasound professionals who are interested in your products and services. SVU must review all mail pieces prior to sale of an SVU mailing list for any possible conflicts. Visit our website at www.svunet.org/maillinglist for details and an order form.

COST: \$150 per 1,000 addresses.

SVU 2012 Rate Card

ADVERTISEMENT PLACEMENT FORM

This Advertisement Placement Form is required for all advertising requests.

Type of Advertising:

- Journal for Vascular Ultrasound* (JVU)
Month(s) of advertising: _____
- 35th Anniversary Advertising
- SVU website logo link ad
Month(s) of advertising: _____
- e-Spectrum: Banner Educational Classified
Month(s) of advertising: _____

SVU Interpretation Courses:

- Take One Table
- Send information on Exhibit & Live Demo Opportunities

SVU Online Job Center

Placement of a job listing on SVU's Online Job Center is done online at www.svunet.org.

Journal for Vascular Ultrasound

A separate JVU Insertion Order will also be sent to confirm all advertisers interested in the *Journal for Vascular Ultrasound*.

Payment

- Check is enclosed
- Please invoice
- Please charge my credit card:
 Visa MasterCard AmEx

TERMS: Net 30 days. Lates fees will apply; 2% added on balance due each month.

Card Number _____ Exp. Date _____
NAME as it appears on the card _____
Billing Address (Street No., no P.O. box) _____
City, State, Zip _____
SIGNATURE of Card Holder _____

Advertising Information

Advertiser: _____
Agency: _____
Person placing advertisement: _____
Address: _____
Phone: _____ Fax: _____
Email: _____
Signature: _____ Date: _____
Comments: _____


For more information

Francine Hamme, Director of Marketing & Communications
fhamme@svunet.org

Society for Vascular Ultrasound
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Lanham MD 20706-4831
Phone: 301-459-7550
Fax: 301-459-5651

Disclaimer

SVU does not advocate or support any claims made by advertisers within the e-Spectrum, Online Job Center, SVU website, *Journal for Vascular Ultrasound*, SVU Interpretation Courses, or SVU Mailing List mailings.



SOCIETY FOR VASCULAR ULTRASOUND
2012 SVU Annual Conference
JUNE 7-9, 2012 ■ NATIONAL HARBOR, MD

CALL FOR PAPER SUBMISSION DEADLINE: FEBRUARY 11, 2012

Since its founding in 1977, the Society for Vascular Ultrasound has been dedicated to the advancement of noninvasive vascular technology used in the diagnosis and treatment of vascular disease, through education programs, publications, and certification. SVU represents vascular technologists, sonographers, vascular physicians, vascular lab managers, nurses, and other allied medical ultrasound professionals.



The VOICE for the Vascular Ultrasound Profession since 1977

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