



JVIR: Journal of Vascular and Interventional Radiology

IR Quarterly

Guidewire

SIR Scan

SIR Today



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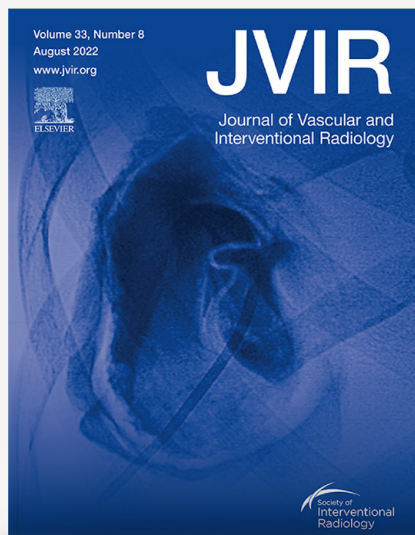
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By the Numbers



Print Circulation

4,472

Average Monthly Pageviews*

48,170

Average Monthly Visits*

24,379

Opt-in Email Subscribers†

8,861

Email Open Rate†

41%

Print Circulation‡

7,000

Average Monthly Pageviews§

11,657

SIR Scan Email Subscribers||

11,055

Email Open rate||

47.5%

*Adobe Analytics: Averages of January-June, 2022

†Amazon SES, Averages of January-June, 2022

‡IR Quarterly circulation includes medical students.

§Higher Logic, October 2022

||Informz, October 2022



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Impact factor
3.682

Editorial Direction

JVIR, published continuously since 1990, is an international, monthly peer-reviewed interventional radiology journal. As the official journal of the Society of Interventional Radiology, JVIR is the peer-reviewed journal of choice for interventional radiologists, radiologists, interventional oncologists, cardiologists, vascular surgeons, neurosurgeons, and other clinicians who seek current and reliable information on every aspect of vascular and interventional radiology. Each issue of JVIR covers critical and cutting-edge medical minimally invasive, clinical, basic research, radiological, pathological, and socioeconomic issues of importance to the field.

Established	1990
Issuance	12 times per year
Circulation	4,472
Impact Factor	3.682
Website	jvir.org

Editor-in-Chief

Daniel Sze, MD, PhD, FSIR



Publisher

Pam Poppalardo

Societies & Affiliations

Society of Interventional Radiology

Market

Interventional Radiologists, Interventional Oncologists, Radiologists, Vascular Specialists and other clinicians who seek current and reliable information on every aspect of interventional radiology.



Circulation & Readership



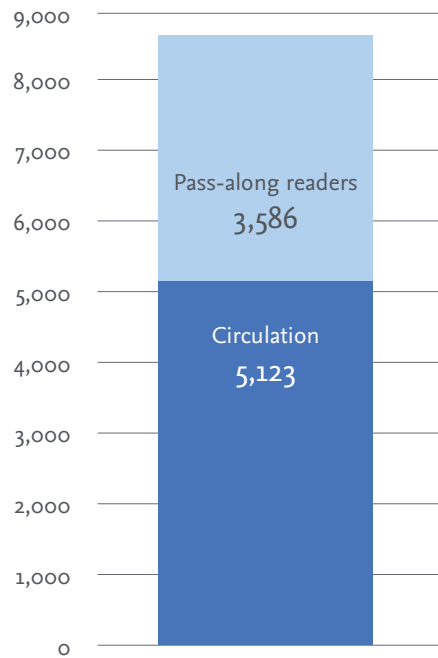
Circulation

Total Circulation

5,123

Total US Circulation

96%



Pass-along Readers

JVIR receives an average of 0.7 pass-along readers per copy

Total Potential Reach

8,709

Print Copy Longevity

After you (and others) are finished reading your printed copy of JVIR, what is generally done with it?

90%[†]

Indicate at least one of the following:

Save entire issue for future reference

Clip/copy selected articles

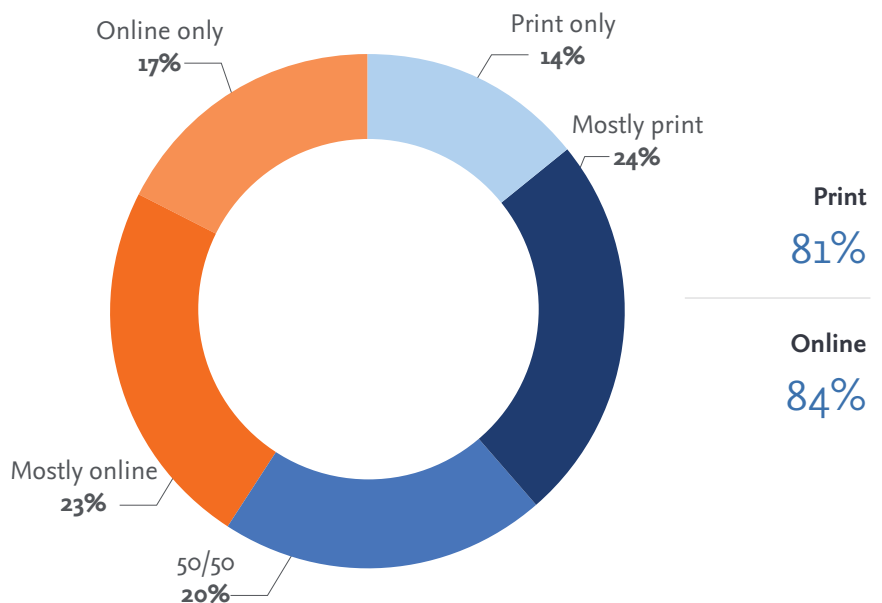
Discuss with colleagues

Pass along to others

Send to library

Print/Online Readership

Which of the following best describes your current reading habits of JVIR?



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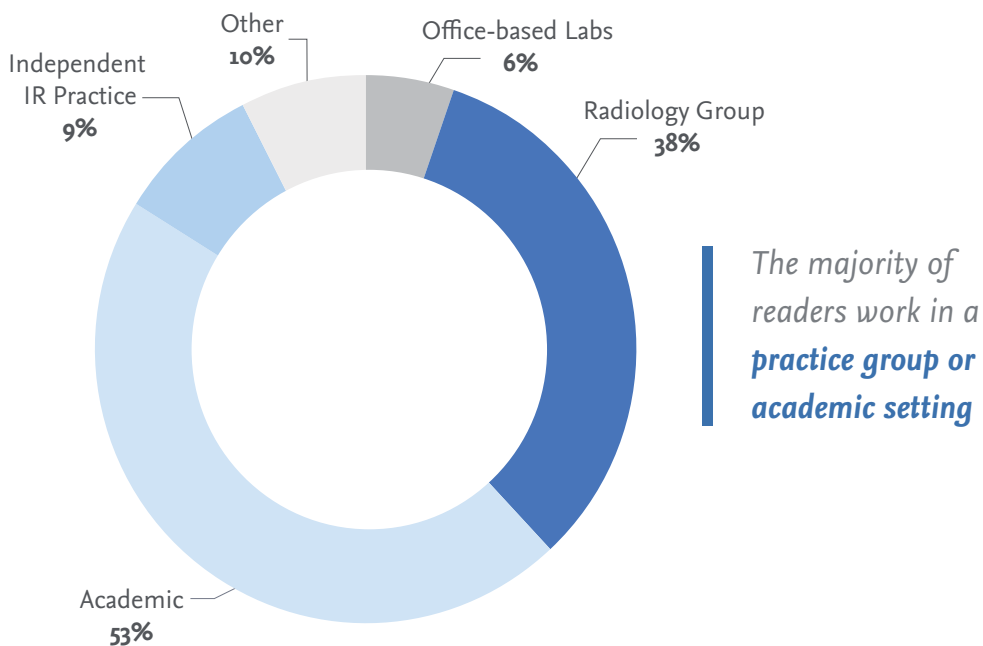
*Source: Readex Research August 2022

†Source: Readex Research August 2022

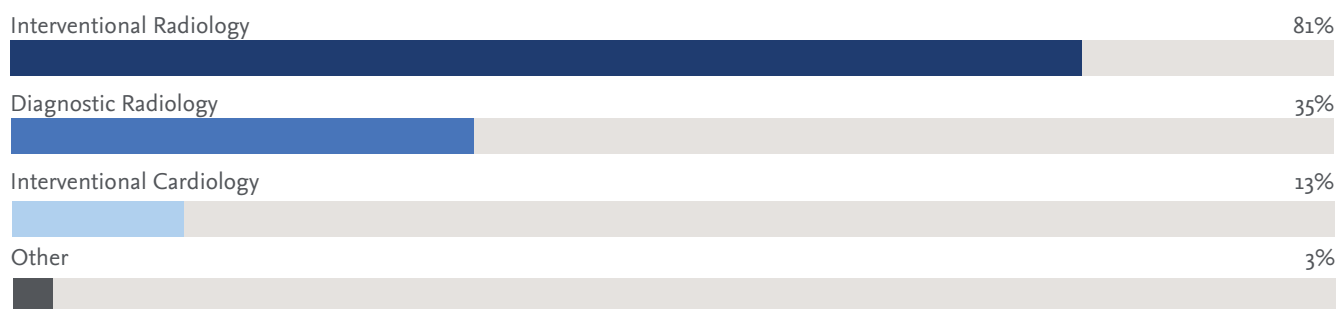
Demographics



Practice Setting



Medical Specialty



IRs

97%

MDs

92%



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*Source: Readex Research August 2022

Publication Value



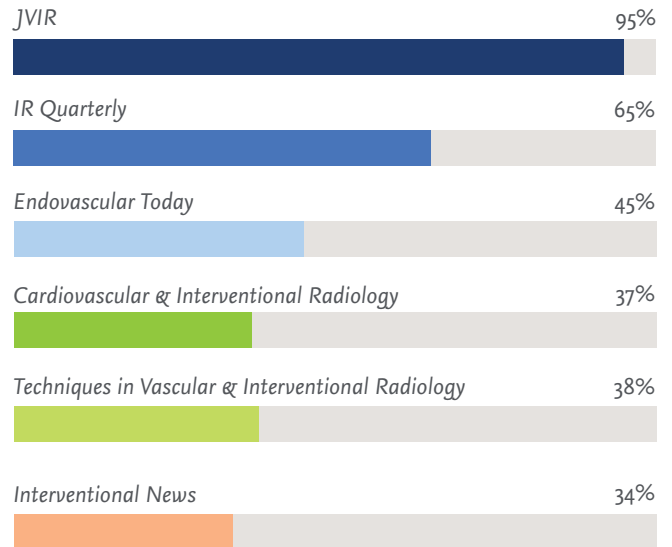
JVIR is highly valued by its readers, compared with other radiology journals.

How strongly do you agree with the following statements about JVIR?

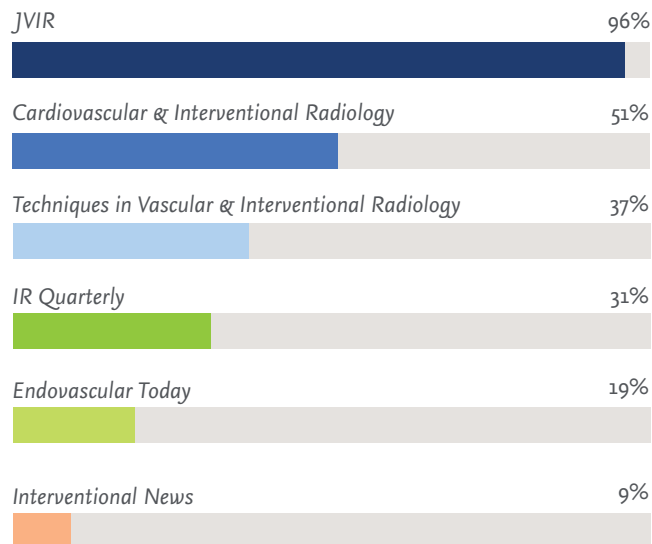
Percentage of readers who believe that JVIR...

Publishes articles written by respected authorities	93%
Keeps me abreast of the latest information	93%
Publishes articles directly applicable to my specialty	91%
Is relevant to patient care	90%

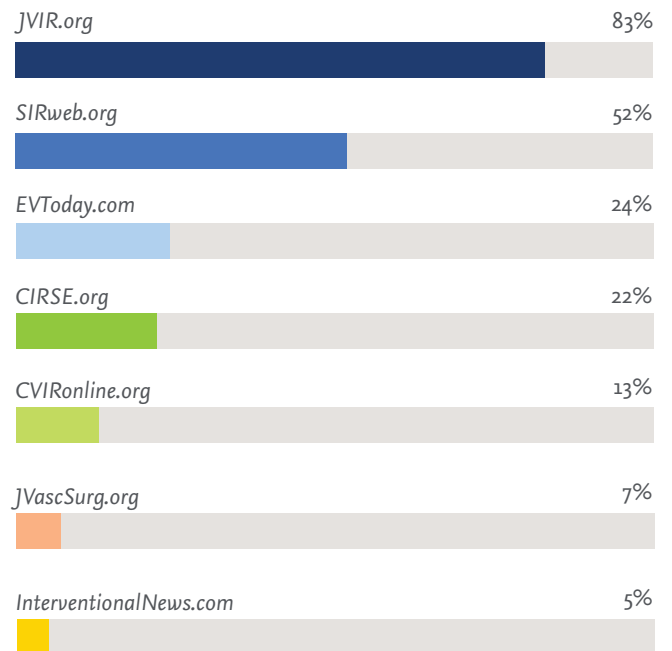
Frequency, "Read as least occasionally..."



Which of the following publications do you trust to provide you with unbiased, evidence-based, accurate information?



Which of the following websites do you visit on a regular basis?



*Source: Readex Research August 2022



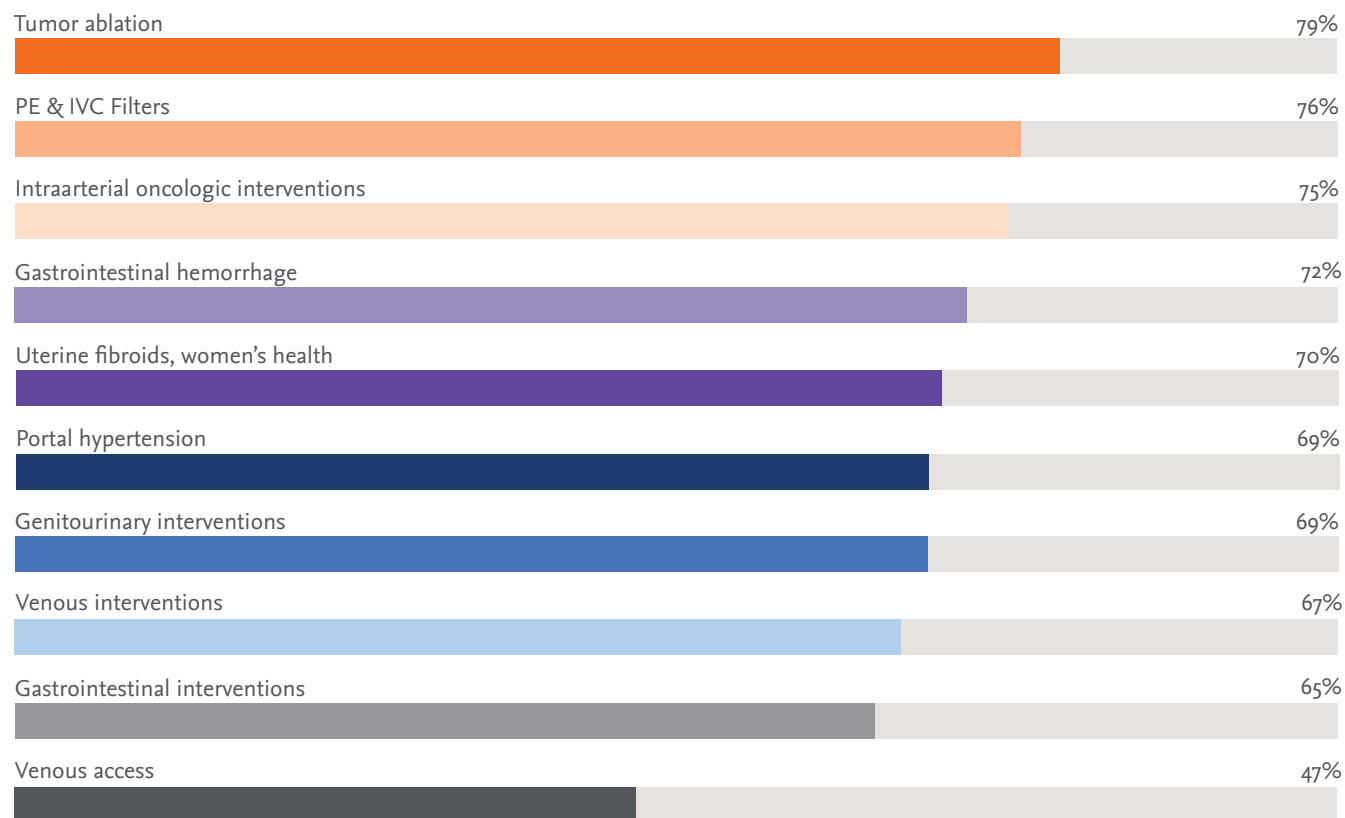
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Practice Highlights



Topics & Treatments of Interest

What is your level of interest in the following treatments/topics?



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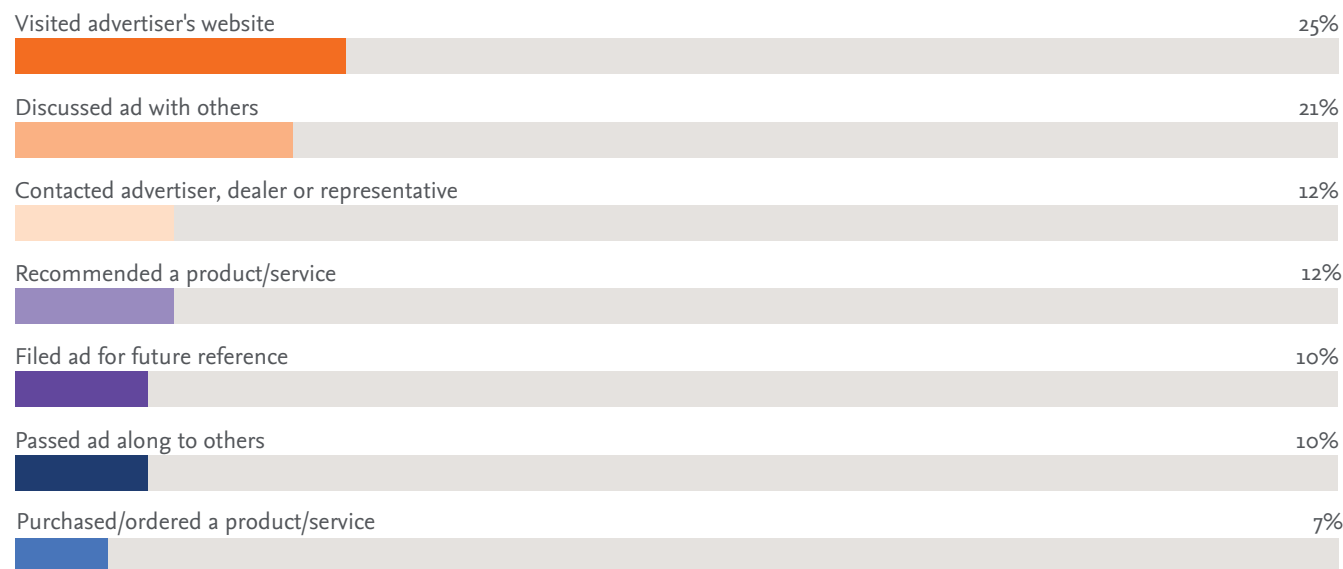
*Source: Readex Research August 2022

Advertising Engagement



Actions prompted by journal advertising

In the last 12 months, what actions have you taken as a result of seeing ads in JVIR?



*Source: Readex Research August 2022

JVIR Display Advertising



Run-of-Book Advertising & Inserts

- Premium positions
- Pre-printed inserts
- Business reply card (material is mailed with Journal)

Rate

See page 6 for print rates

List Matching

Pricing for all print list match media buys is based on the percentage of reach + \$1,000 production fee.

Rate

Contact your sales representative for details

Cover Tips

An eye-catching and cost-effective way to get your message in front of an engaged audience.

Rate

Cover Tip: \$10,700

Outsert: \$11,330

Outserts

Effectively distribute your promotional materials with our highly respected, specialty-leading journals. Capture a reader's attention before they even open the journal with promotional brochures, conference collateral, CDs/DVDs, and more.



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JVIR Print Rates & Closing Dates



Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$4,035	\$2,495	\$1,900
6x	\$3,920	\$2,315	\$1,835
12x	\$3,720	\$2,235	\$1,760
24x	\$3,390	\$2,000	\$1,645
36x	\$3,300	\$1,865	\$1,505
48x	\$3,155	\$1,760	\$1,440

Color Rates

Standard Color	\$815
Matched Color	\$1,015
4 Color	\$2,890

Premium Positions

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First right hand page	25% B/W page rate
Other preferred positions	10% B/W page rate

Cover Tips

Cover Tip: \$10,700

Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

Closing Dates

Publication Date	Closing Date	Materials Deadline	Inserts Due
January	11/23/22	12/1/22	12/12/22
February	12/19/22	12/27/22	1/6/23
March	1/23/23	1/27/23	2/7/23
April	2/22/23	2/28/23	3/9/23
May	3/24/23	3/20/23	4/10/23
June	4/24/23	4/28/23	5/9/23
July	5/24/23	5/31/23	6/9/23
August	6/21/23	6/27/23	7/10/23
September	7/20/23	7/26/23	8/4/23
October	8/22/23	8/28/23	9/7/23
November	9/25/23	9/29/23	10/10/23
December	10/23/23	10/27/23	11/7/23

Outserts

\$11,330 Net

Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.



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*All ads must go through an approval process.

IR Quarterly



Connect with more than 7,000 involved and influential IR professionals

SIR's *IR Quarterly* magazine delivers quality reporting on issues critical to the practice of IR, augmented with interviews and in-depth analysis. Each 40-page issue of *IR Quarterly* covers the hottest topics in practice management, political advocacy and research, in addition to the latest in specialty news and information.

IR Quarterly features explore timely issues important to the IR community, from emerging clinical opportunities, to the impact of trends within society and healthcare, to solutions IRs have found to common practice challenges. Popular ongoing columns discuss diversity and inclusion, coding updates, IR-related abstracts published in non-IR journals, practice models, messages from SIR and SIR Foundation leadership, and more.

Contributors to *IRQ* include a bevy of luminaries and pioneers in the field, as well as new voices—those who will be tomorrow's leaders of IR. Equal parts informative, enlightening, and entertaining, each issue is a must-read, from cover to cover.

The digital edition on sirweb.org/irq expands on each print issue, offering additional information and sidebars, photos and infographics, and multimedia content you won't find anywhere else.

Print Issues

[View latest issue](#)

Winter 2023

Closing date 11/16/22

Materials due 12/16/22

Spring 2023

Closing date 2/17/23

Materials due 3/22/23

Summer 2023

Closing date 5/19/23

Materials due 6/21/23

Fall 2023

Closing date 8/18/23

Materials due 9/19/23

IRQ website

[IRQ Homepage](#)

Contact

Adam Moorad

Tel: 212-633-3122

Email: a.moorad@elsevier.com



IR Quarterly Print Rates & Closing Dates



Issue Rates

Frequency	Full Page
1x	\$3,390
4x	\$3,290
8x	\$3,190
12x	\$3,095
16x	\$3,010

Color Rates

Standard Color	\$450
Matched Color	\$520
4 Color	\$1,000

Premium Positions

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First right hand page	25% B/W page rate
Other preferred positions	10% B/W page rate

Closing Dates

Issue	Closing Date	Materials Deadline
Winter 2023*	11/16/22	12/16/22
Spring 2023	2/17/23	3/22/23
Summer 2023	5/19/23	6/21/23
Fall 2023	8/18/23	9/19/23

*Annual Scientific Meeting issue, expanded circulation

Contact

Adam Moorad	
Email	a.moorad@elsevier.com
Tel	212-633-3122



*All ads must go through an approval process.

Meeting Issues



SIR 2023

March 4-9, 2023 (Phoenix, AZ)

JVIR

March 2023

CIRSE 2023

September 9-13, 2023 (Copenhagen, Denmark)

JVIR

August 2023

All conference bonus distribution is subject to change.



Please Note: Meeting Issues subject to change in 2022.
Please contact your Sales Representative prior to finalizing your media plan.

JVIR Journal Website Banner Advertising



Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Banner Positions

Desktop/Tablet

Leaderboard (top)	728 x 90
Skyscraper (right rail)*	160 x 600
Rectangle (right rail)*	300 x 250

Mobile

Leaderboard (top)	320 x 50
Rectangle (within content)*	300 x 250

Monthly Metrics*

www.jvir.org

Pageviews	48,170
Unique Visitors	19,126
Visits	24,379

Rate

\$3,500 net/per month (50% SOV US)

Sticky Banners

Leaderboard remains in place during scroll for 8 seconds, and Skyscraper on ROS pages remains in place on right side throughout scroll.



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*All IR Member Residents receive online access to JVIR.org

Prestitial Banners



- Ad displays at page load
- Auto closes after 7 seconds
- Can be click off anytime
- Ad appears on any Home Page, Table of Contents or Article page
- Frequency of Ad: 1 view per user in a 6 Hour time period, for each campaign
- Only available on Desktop, Mobile not supported

Banner Positions

Large Rectangle 480 x 640

US Flat Rate

\$2,500 NET

Monthly Metrics*

www.jvir.org

OUS Flat Rate

\$2,500 NET

US Banner Impressions ~7,840

OUS Banner Impressions 6,170



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IR Quarterly Website Banner Advertising



Preview articles from upcoming issues, multimedia resources, and occasional online-exclusive content

Discover digital *IRQ*, the only site offering access to feature articles and content from the *IRQ* print issues, preview articles from upcoming issues, multimedia resources, and occasional online-exclusive content! Member and nonmember readers of digital *IRQ* can now enjoy the benefits of this online version providing search engine functionality and the ability to connect and share articles online.

Monthly Metrics*

www.sirweb.org/irq

Average monthly pageviews 11,657

Rate

Leaderboards
\$1,150 per month

Rectangles
\$1,045 per month

Banner Positions

Leaderboard	970 x 90, 728 x 90, 300 x 100
Rectangle	300 x 250, 300 x 600



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Table of Contents Email (eTOC) Advertising



eTOCs

Each month, registered subscribers receive the Table of Contents (TOC) email for JVIR journal, which provides a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

MPU banners, positions 1, 2, 3, are stacked vertically

Formats	jpeg, png, gif, (static image only)
Tracking pixels	No
Max file size	200 KB

Animation and expandable banners unavailable

Metrics*	
Opt-in Distribution	8,861
Average Open Rate	41%

Rate
\$2,000/banner



*Epsilon: September 2022



Article In Press Email Alerts

Each month, The Archives sends out an average of 10 article-in-press alerts to a separate list of opt-in subscribers.

Banner Positions

Leaderboard (top)	728 x 90
Skyscraper (right side)	160 x 600

Metrics*

Opt-in Distribution	1,278
Average Open Rate	21%

Rate

\$3,000/month for 100% SOV



SIR Scan Email Advertising



The latest content from SIR Scan

This monthly email features the latest content from SIR publications, from research highlighted in JVIR, to interviews and analysis in IRQ, to timely discussions with IR luminaries on the Kinked Wire podcast, and more! Sent to 10,000+ society members and nonmember IRs, this popular email provides premium product or corporate visibility.

Distribution schedule:

Monthly 12x/year

Banner Positions

Leaderboard 728 x 90

Rectangle 300 x 250

Metrics*

Opt-in Distribution[†] 10,000+

Average open rate 46.7%

Rate

\$4,200 Net/Issue (100% SOV)



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*All targeted solutions are subject to society and Editor approval.

[†]Includes 2,000+ medical students: Tomorrow's leaders of IR.

SIR Guidewire Email Advertising



The voice of SIR, by email

Twice a month, SIR members receive the *Guidewire* eNewsletter, providing members with timely information about the society and the field of IR, including the latest news on coding and our legislative work.

This twice-monthly email also keeps members informed of important deadlines and upcoming educational opportunities.

Banner Positions

Leaderboard	728 x 90
Rectangle	300 x 250

Rate

\$2,100 net/one send per month
\$4,000 net/two sends per month

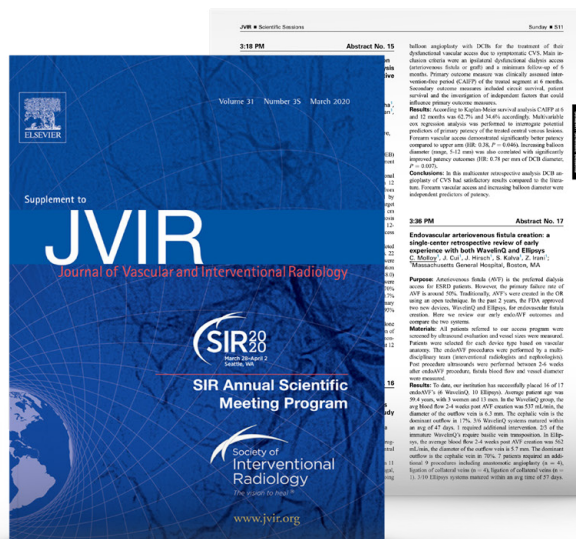
Metrics*

Opt-in Distribution*	7,400
Average Open Rate	46.5%

*Includes 2,000+ medical students: Tomorrow's leaders of IR.



JVIR: SIR Annual Meeting Abstract Supplement



SIR Annual Meeting Abstract Supplement Advertising Package

The JVIR Abstract Supplement will be polypaginated and mailed with the regular June issue to all SIR members.

- The definitive SIR 2021 resource for scientific abstracts and the annual scientific program agenda
- Four full-page, 4-color advertisements in the Abstract Supplement Issue (Inside front cover, first right-hand page, inside back cover and back cover)
- JVIR Cover Tip advertisement on the regular June Issue of JVIR

Print circulation	4,472
Average monthly visits, online version	41,716

Mechanical Specifications

Ad Size	Non Bleed	Bleed
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"

Add 1/4" bleed to all edges.

Ad Submission

Adam Moorad
 Tel: 212-633-3122
 Email: a.moorad@elsevier.com

Rate
 \$40,000 Net

*All targeted solutions are subject to society and Editor approval.



JVIR: SIR Today



Promote your presence and showcase your support of SIR 2023 with SIR Today, the meeting’s official news publication.

Digital advertising opportunities will increase brand awareness, drive traffic to booths and promote product launches. Referenced by attendees for session previews and recaps, faculty interviews and more.*

Email

Email alerts sent out before, during and after conference.

- (2) **Preview Emails**, sent prior to conference
- (5) **Conference Emails**, sent Saturday, Sunday, Monday, Tuesday and Wednesday during conference
- (1) **Recap Email**, sent after conference

Metrics

Sends (per email)	9,000
Average Open Rate	30%

Banner Sizes

(2) Leaderboard (top, middle)	728 x 90
(1) Medium rectangle (bottom)	300 x 250

Rates

Leaderboard (top, middle)	\$3,350/banner/send
Rectangle (bottom)	\$2,410/banner/send

Website

Banner advertising on the *SIR Today* website.

- **Annual buy**
- **Site statistics[†]**
 - 35,000 estimated annual page views
 - Most banner impressions served during conference month of 2023

Banner Sizes

Leaderboard (top)	728 x 90
Medium rectangle (bottom)	300 x 250

Rates

Leaderboard annual flat rate	\$3,675
Rectangle annual flat rate	\$2,950

Ad Submission

Adam Moorad
 Tel: 212-633-3122
 Email: a.moorad@elsevier.com



*FYI - SIR Today will be an e-only solution in 2023
[†]Site metrics, SIR Today 2022

Reprint Capabilities



The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs



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Reprint Capabilities (continued)



ePrints

Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

Multicopy Prints

Elsevier ePrints are created with official journal covers. Any article available in Elsevier's digital archive can be made into an ePrints PDF valid for 12 months.

Mobile ePrints

Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Order Reprints Online

MedReprints is an online portal to order Elsevier and non-Elsevier published journal article reprints.

Visit us at medreprints.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process



Print Media: JVIR



Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" x 10"	4-5/16" x 11-1/8"
1/4 Page	3-1/2" x 5"	—

Keep live matter 1/4" from all trim edges.

Binding	Perfect; jogs to head
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

Print Ad Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- Adobe Indesign CS6 or higher
- Adobe Illustrator* CS6 or higher

Additional costs may apply if problems are encountered.

**When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.



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Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Print Media: JVIR (continued)



- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.



Print Media: JVIR (continued)



Insert Requirements:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing
Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.
Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipment Address

Publishers Press

Journal of Vascular and Interventional Radiology
 Sheridan NH
 69 Lyme Road
 Hanover, NH 3755
 Attn: Elsevier Team

Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.



Print Media: IR Quarterly



Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8.5" x 11"	—
Full Page	8.5" x 11"	+0.125"
Spread	17" x 11"	+0.125"
1/2 Horizontal	7" x 4.5"	+0.125"
1/4 Page	3-3/8" x 4.5"	—

Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.

Keep live matter 1/4" from all trim edges.

Acceptable File Formats

- Adobe InDesign
- Fonts: Packaged, outlined or embedded
- Image dpi and ppi are ad buy specific
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK for print, RGB for digital

Color Proofs

Color proofs are necessary for checking color and content at press time. Without a color proof, the publisher cannot be held responsible for the outcome of the color.

Unacceptable Programs

- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft
- PowerPoint



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Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Digital Media: JVIR



Journal Website Banner Ads

Creative Sizes

Leaderboard 728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Skyscraper 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)

Large Rectangle 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

Desktop/Tablet	HTML5, 150kB
Size	200kB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



*Generic list of non-content pages available upon request though will vary by journal

Digital Media: JVIR (continued)



Rich Media Expanding & HTML In-Page Ads†

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	300 x 250
Expands ▶ right (maximum size)	600 x 250

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.



Digital Media: JVIR (continued)



Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard	728 x 90
Large Rectangle	300 x 250

Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No



Digital Media: IR Quarterly



Magazine Website Banner Ads

Creative Sizes

Leaderboard 728 x 90

Placement: Top of page, above IRQ header / navigation

Medium Rectangle 300 x 250

Placement: right hand page

Specifications

Desktop/Tablet	HTML5, 150kB
Rotation	Accepted
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



Digital Media: SIR Scan and Guidewire (continued)



SIR Scan & Guidewire Email Banner Ads

Creative Sizes

SIR Scan

Leaderboard	728 x 90
Rectangle	300 x 250

Guidewire

Rectangle	300 x 250
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Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No



Contacts



Integrated Advertising

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Visit www.elsmediakits.com to view other media kits and rate cards.

Contracts, Insertion Orders & Production Materials

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Fax: 212-633-3846

Email: lorrie.young@elsevier.com

Send new print ad files and submit pickup ads to www.ads4els.com

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