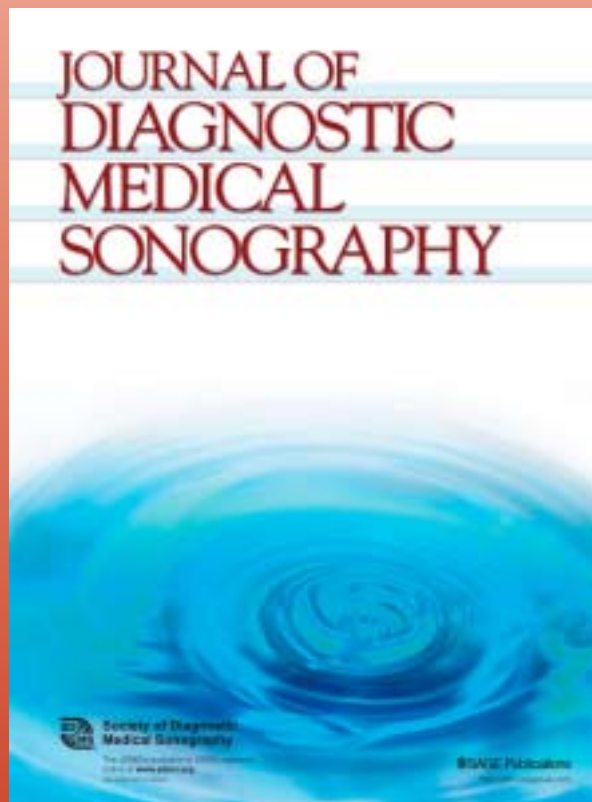


JOURNAL OF DIAGNOSTIC MEDICAL SONOGRAPHY

Official Publication of the Society of Diagnostic Medical Sonography



ADVERTISING RATES & SPECIFICATIONS

Effective January 2007

 SAGE Publications

JOURNAL OF DIAGNOSTIC MEDICAL SONOGRAPHY

GENERAL INFORMATION

FREQUENCY: Bi-monthly

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320, Phone: (805) 499-0721, Fax: (805) 499-8096

SOCIETY AFFILIATION:

Official Journal of the Society of Diagnostic Medical Sonography (SDMS)

DESCRIPTION: *Journal of Diagnostic Medical Sonography* provides for the continuing professional education of diagnostic medical sonographers, serving as a forum for discussion of issues important to the development of the profession by publishing peer-reviewed articles of the highest caliber.

Included in every issue of *JDMS* is a special section devoted to Professional Opportunities. This special section highlights recruitment companies and healthcare facilities, thus providing them with the ideal venue to advertise their available positions.

READERSHIP:

Readership consists of clinical sonographers, educators, research sonographers, radiologic technologists, sonography students, physicians, nurses, administrators, sonography-related corporations and businesses.

JDMS SUBSCRIBERS WILL SEE YOUR AD AND RESPOND...

- 73% read every issue
- 80% read at least half of every issue
- 58% responded to ads in *JDMS* in the past 12 months
- 85% are involved in ultrasound equipment purchasing decisions
- 57% plan to make purchases or recommendations for their organizations in the next 12 months
- 40% plan to hire sonography personnel in the next 12 months

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

All advertising is subject to the publisher's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

Recruitment advertisements must avoid the use of the words "tech," "technologist," "technician," and "ultrasonographer." In their place, use the terms "sonographer," or "diagnostic medical sonographer" for a registered sonographer. Use "cardiac sonographer" for a sonographer with an RDCS specifically for cardiac ultrasound; and "vascular sonographer" with RVT for vascular studies.

For complete information regarding the SDMS Advertising Guidelines, please refer to the SDMS website at: www.sdms.org/ad/

ADVERTISING REPRESENTATIVE:

Diane Diamond, The Leonard Media Group
 415 Horsham Road, Horsham, PA 19044 USA
 Phone: (215) 675-9133 ext. 205 • Fax: (215) 675-9376
 E-mail: diane@leonardmedia.com

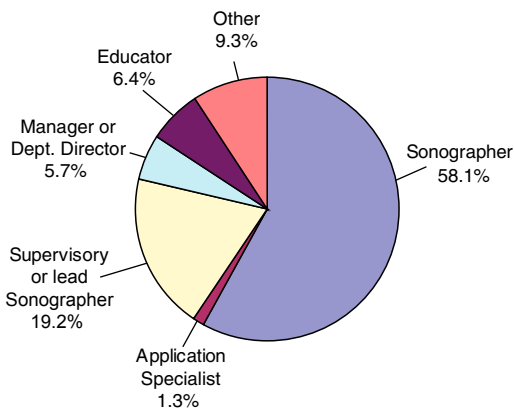
JOURNAL SUPPLEMENTS:

Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission. Call today for more information.

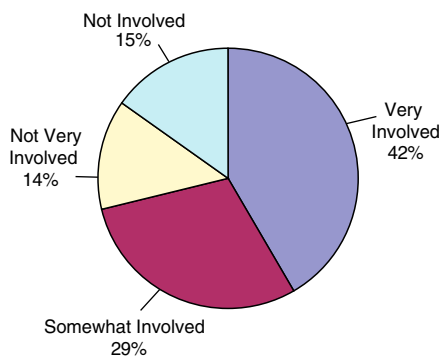
JDMS OFFERS THE BEST VALUE AMONG THE COMPETITION—

***Reach your contacts for under 10¢/contact (Based upon full pg/B&W rate)**

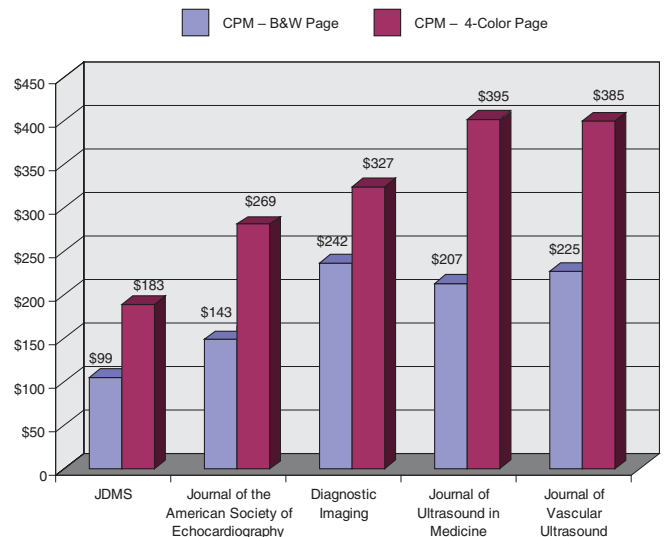
PRIMARY JOB TITLE



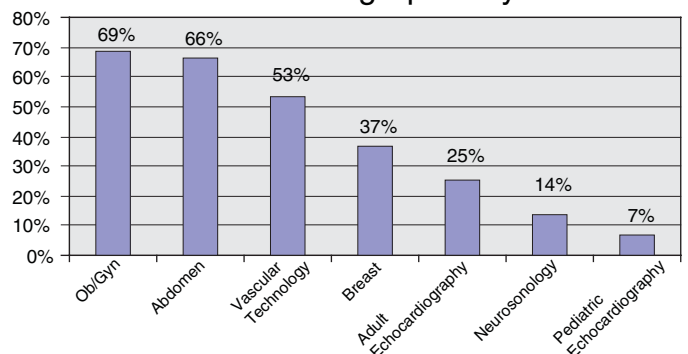
INVOLVEMENT IN SONOGRAPHY EQUIPMENT PURCHASING DECISIONS



COST PER THOUSAND READERS



Practicing Specialty



*From SRDS 2006 advertising rates and circulation figures.

JOURNAL OF DIAGNOSTIC MEDICAL SONOGRAPHY

ADVERTISING RATES – 2007

B/W

Frequency	1x	3x	6x	12x	24x
1 page	\$1,915	\$1,815	\$1,655	\$1,565	\$1,495
1/2 page	\$1,295	\$1,230	\$1,120	\$1,060	\$1,015
1/4 page	\$825	\$780	\$710	n/a	n/a

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.

COLOR RATES:

Additional Standard Color

(Cyan, Magenta, Yellow), per ad, extra.....\$725

Additional Pantone Color, per ad, extra.....\$835

3 or 4 color, per ad, extra.....\$1,615

AGENCY COMMISSION: 15%

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

COVER AND PREFERRED POSITION RATES:

(non-cancelable)

Inside Front Cover: Earned B&W rate + 25%

Inside Back Cover: Earned B&W rate + 25%

Back Cover: Earned B&W rate + 50%

Facing Table of Contents: Earned B&W rate + 25%

Facing Inside Front Cover: Earned B&W rate + 25%

Other specified positions: Earned B&W rate + 10%

INSERTS (BOUND):

2 page insert – 3 times the earned black/white rate

4 page insert – 5 times the earned black/white rate

8 page insert – 8 times the earned black/white rate

Outserts, loose inserts, gatefolds, tip-ins, die cuts and business reply cards are available. Sample must be submitted to the Publisher for approval. Please call for rates.

QUANTITY TO SEND: 19,500

However, it is best to call prior to each issue for the most accurate quantity.

CLOSING DATES – 2007

ISSUE	SPACE RESERVATIONS	AD MATERIALS	PRE-PRINTED INSERTS	MAIL DATE
January/February	12/5/2006	12/11/2006	12/21/2006	1/10/2007
March/April	2/12/2007	2/20/2007	3/1/2007	3/19/2007
May/June	4/9/2007	4/16/2007	4/25/2007	5/11/2007
July/August	6/11/2007	6/18/2007	6/27/2007	7/16/2007
September/October	8/13/2007	8/17/2007	8/28/2007	9/14/2007
November/December	10/8/2007	10/14/2007	10/24/2007	11/9/2007

Cancellations not accepted after closing dates for space reservations and must be submitted in writing.

If artwork cannot be provided by the 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.

OTHER VALUE-ADDED PROGRAMS

- ▶ All JDMS advertising expenditures will be included towards the SDMS medal level sponsorships, helping advertisers achieve medal level sponsorships and their corresponding benefits.
- ▶ All JDMS advertisers will be highlighted in the exhibitor list in the annual SDMS Conference On-Site Program & Exhibit Guide.

SPECIAL ISSUES CALENDAR

Issue	Bonus Distribution	Dates/ Location	Value-added advertiser incentives
March/April	Leading Edge in Diagnostic Ultrasound	TBA	Free counter cards to advertisers (1/2 page and larger)
May/June			Free Readex ® Ad Test Survey perception for all full page advertisers
Sept/Oct	SDMS Conference	October 11-14, 2007 Las Vegas, NV	Free counter cards to advertisers (1/2 page and larger)

ONLINE ADVERTISING OPPORTUNITIES

BANNER ADVERTISING:

Web Address	Type of Banner	Size of Banner	Advertiser Rate		Non-Advertiser Rate	
			6-month exposure	12-month exposure	6-month exposure	12-month exposure
Journal Website http://jdms.sagepub.com	Home Page Banner – Rotating (max. 5 in rotation)	140 pixels wide x 60 pixels high	\$550	\$955	\$1,100	\$1,910
Journal Website http://jdms.sagepub.com	Run of Site Banner – Rotating (max. 5 in rotation)	170 pixels wide x 60 pixels high	\$470	\$820	\$940	\$1,640
SDMS Website http://www.sdms.org	Exclusive Banner in Select Locations	475 pixels wide x 50 pixels high	\$750	\$1,305	\$1,495	\$2,615

Advertiser rate applies to those companies advertising 3 or more times in the print journal during the current calendar year.

BANNER SPECIFICATIONS: Acceptable file formats: GIF, Animated GIF, JPG, PNG

JOURNAL OF DIAGNOSTIC MEDICAL SONOGRAPHY

MECHANICAL REQUIREMENTS

Trim Size: 8 1/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full Page	7" w x 10" h	8 3/8" w x 11 1/8" h
1/2 page horizontal	7" w x 4 7/8" h	
1/2 page vertical	3 3/8" w x 10" h	
1/4 page vertical	3 3/8" w x 4 7/8" h	
Live matter: 1/4" from trim		Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions: A High Resolution Press-Ready PDF is required for all electronic ad submissions. PDF must be created using Adobe Acrobat Distiller. Files created in PDF Library cannot be accepted. All images within PDF must be created in TIFF or EPS format. 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. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

Image Size/Crop: Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

File Submission Instructions: Please supply files on one of the following media: Iomega Zip (100 or 250), CD-ROM, or e-mail. Please include a SWOP-certified proof and the pre-flight report with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

REQUIREMENTS FOR FILM: All film must be right-reading emulsion side down. All reproduction materials must have registered marks, center marks, and trim marks clearly indicated. Whenever possible, advertisements should be supplied by digital format. Each negative must be clearly marked for color. All color pages must be accompanied by an identifiable SWOP-compliant proof.

BIND-IN CARDS AND INSERTS: All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum. **Please call for quantity on an issue by issue basis. Average 19,500.**

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" h x 6" w.

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

ADDRESSES & NUMBERS

FOR DISPLAY ADVERTISING:

Diane Diamond
The Leonard Media Group
415 Horsham Road, Horsham, PA 19044 USA
Phone: 215-675-9133 ext. 205 • Fax: 215-675-9376
E-mail: diane@leonardmedia.com

FOR ARTWORK SUBMISSION:

Advertising Coordinator
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-410-7160 • Fax: 805-499-8096
E-mail: advertising@sagepub.com

DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)

Ship to:

Tina Pringle
Dartmouth Printing, 69 Lyme Road, Hanover, NH 03755 USA
Phone: 603-643-2220

FOR REPRINTS AND SUPPLEMENT SALES:

Bob Vrooman
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-410-7594 • Fax: 805-499-8096
E-mail: robert.vrooman@sagepub.com