

SURGICAL INNOVATION

ADVERTISING RATES & SPECIFICATIONS

Effective January 2007

GENERAL INFORMATION

PUBLISHER AND EDITORIAL OFFICE:

SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-499-0721, Fax: 805-499-8096, URL: www.sagepub.com

FREQUENCY:

Quarterly

ADVERTISING REPRESENTATIVE:

Diane Diamond, The Leonard Media Group, Phone: 215-675-9133 ext. 205,
Fax: 215-675-9376, E-mail: diane@leonardmedia.com

EDITORIAL:

Surgical Innovation provides clinically applicable information on laparoscopic and endoscopic surgery. Each issue includes articles on a single topic that reviews the current applications of minimally invasive surgery, summarize recent studies, and attempt to evaluate the effectiveness of these procedures by contrasting success rates and costs with open surgery, thereby defining their place in the surgical armamentarium. Each issue also includes two special features: surgical techniques and technological advances.

GENERAL POLICY:

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.

READERSHIP PROFILE

Anesthesiologists, cardiologists, vascular surgeons, general surgeons, academics in cardiothoracic medicine

ADVERTISING RATES – 2007

B & W

Frequency	1x	4x	8x	12x
Full page	\$1,150	\$1,100	\$1,050	\$995
½ page	\$805	\$770	\$735	\$695
¼ page	\$550	\$525	\$500	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:

- a. Standard color (4a red, blue, green, yellow, orange), per page..... \$685.00
b. Pantone color..... \$875.00
c. 4 color..... \$1,250.00

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 First Article: Earned B&W rate + 25%

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

AGENCY COMMISSION: 15%

INSERTS (BOUND):

2 page insert – 2 times earned B&W rate

4 page insert – 4 times the earned B&W rate

8 page insert – 8 times the earned B&W rate

Business Reply Cards – earned B&W rate

Outserts, loose inserts, gatefolds, tip-ins, die cuts and business reply cards are available. Please call for rates.

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

SPECIAL ISSUES:

Symposia and supplements. Bonus distribution and SAGES and ACS meetings, and other related meetings.

BONUS DISTRIBUTION:

ISSUE	CONFERENCE	DATE	LOCATION
September	American College of Surgeons	Oct. 8-12, 2007	Chicago, IL

OTHER MARKETING OPPORTUNITIES

- Belly bands – Advertisement that wraps around middle of each issue.
- Outserts – Place your brochure or a CD-ROM in the polybag of the journal and into the hands of our subscribers.
- Journal supplements – Peer reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.
- Article reprints – Reprints of articles pertinent to your company's mission serve as excellent marketing support materials for conference hand-outs, collateral sales material, and direct mail pieces.

Please contact the Publisher for more information about any of these opportunities.

CLOSING DATES – 2007

ISSUE	SPACE RESERVATIONS	AD MATERIALS	PREPRINTED INSERTS	MAIL DATE
March	1/5/2007	1/12/2007	1/23/2007	2/8/2007
June	4/13/2007	4/20/2007	4/30/2007	5/16/2007
September	7/13/2007	7/20/2007	7/30/2007	8/15/2007
December	10/12/2007	10/19/2007	10/29/2007	11/14/2007

Cancellations not accepted after closing dates for space 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.

SURGICAL INNOVATION

MECHANICAL REQUIREMENTS

Binding: Perfect Bound
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" (6 mm) 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: lomega 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.

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 ALL ADVERTISING INQUIRIES:

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 DELIVERY:

Kirsten Beaulieu
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7160 Fax: 805-499-8096
E-mail: kirsten.beaulieu@sagepub.com

PRE-PRINTED INSERTS:

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

Ship to:
Mary Ruth
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: 800-635-7181 ext. 8077

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

ONLINE ADVERTISING OPPORTUNITIES

<http://sri.sagepub.com>

BANNER ADVERTISING	Advertiser Rate		Non-Advertiser Rate	
	6-month exposure	12-month exposure	6-month exposure	12-month exposure
Home Page Banner – Rotating	\$350	\$610	\$700	\$1,220
Run of Site Banner – Rotating	\$300	\$525	\$600	\$1,050

- Maximum of 5 rotating banners will be placed at any time. If others are not sold, then advertisers will receive bonus exposure for no additional cost.
- Advertiser rate applies to those companies advertising 3 or more times in the print journal during the current calendar year.

BANNER SPECIFICATIONS:

Home Page Banner: 140 pixels wide x 60 pixels high
Run of Site Banner: 170 pixels wide x 60 pixels high
Acceptable file formats: GIF, Animated GIF, JPG, PNG

Other opportunities such as sponsored e-mail alerts are available. Please contact us for more information.