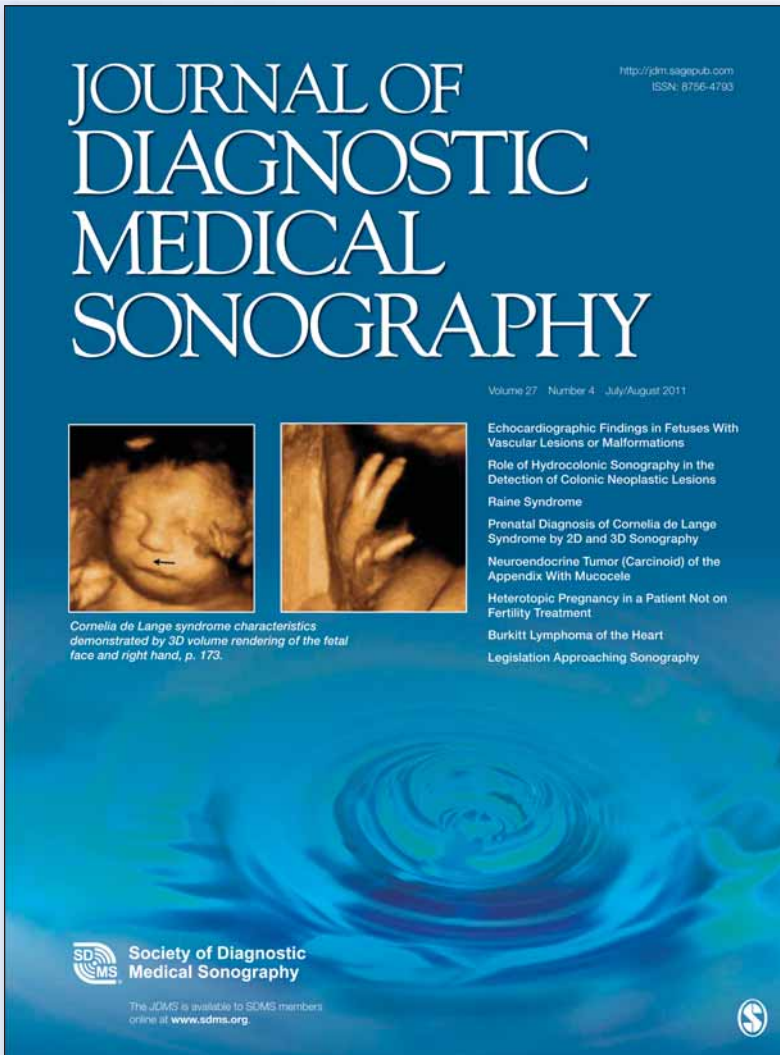


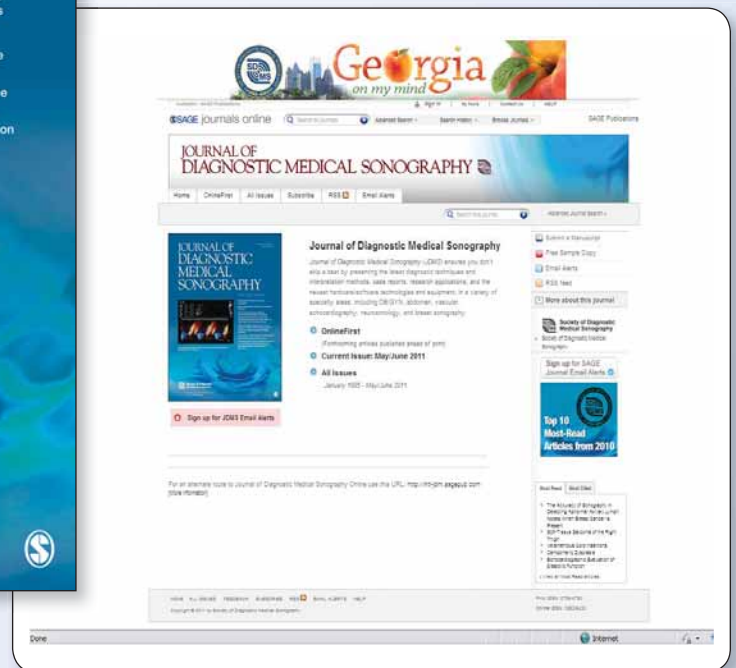
JOURNAL OF DIAGNOSTIC MEDICAL SONOGRAPHY



Official Publication of the Society of Diagnostic Medical Sonography



- Print Advertising
- Online Advertising
- Mobile Advertising
- E-mail Marketing
- Article Reprints
- Supplements
- Sponsored Subscriptions



MEDIA KIT
Effective January 2012



INTEGRATED MARKETING OPPORTUNITIES



MARKETING TIPS AND STATISTICS

DYNAMIC LOGIC, ASSESSING AD IMPACT 2009

<http://www.magazine.org/advertising/accountability/assessing-ad-impact.aspx>

- Print publications provide the highest ROI of any individual medium
- The most effective combination of media always includes print
- If choosing only one medium, print provides the best return
- Adding online increases overall media buy impact by as much as 33%
- An integrated buy increases purchase intent by 56%
- An integrated buy increases brand favorability by 60%

PERQ HCI, INSIGHTS INTO PHYSICIAN MEDIA USAGE, 2009

- Physicians ranked print medical journals as their #1 source of information and Journals accessed online as their #6 source of information
- Physicians ranked online journals as their #2 reason to access the Internet (behind searching for info on drugs)

READEX RESEARCH®, SUMMARY OF AD EFFECTIVENESS STUDIES, 2010

- Ads in print publications seen and read more strongly than ever
- Print ads still prompting reader action as high or higher than in previous years
 - In 2010, 69% of readers reported that they saw a 1 pg/4C ad, up from 65% in 2006
 - In 2010, 25% of readers actually read the ad, up from 23% in 2006
 - In 2010, 34% of readers responded to ads or plan to respond, up from 27% in 2006
- Ad location in publications has no discernable effect on readership of ad
- Larger and color ads increase readership
 - 30% more respondents read 1 page ads than ½ page ads
 - 28% more respondents read 4/C ads vs. B/W ads.
- Content of ad more important than position

INCENTIVE DISCOUNT

Advertisers reserving print and online together may take a 5% discount across the entire campaign.

GENERAL INFORMATION

FREQUENCY: 6 times/year

PUBLISHER:

SAGE Publications
2455 Teller Road, Thousand Oaks, California 91320 USA
Phone: (805) 499-0721 • Fax: (805) 410-7009

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.

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 "ultrasonographer," "tech," "technologist" and "technician", with the exception of "vascular technologist." In their place, use the terms "sonographer," or "diagnostic medical sonographer" for a registered sonographer. When referring to practice in a specific sonography specialty, please use the following terms: abdominal sonography, breast sonography, cardiac sonography (adult, pediatric, and/or fetal), neurological sonography, obstetric/gynecologic sonography, and vascular sonography.

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

SPECIAL ISSUES CALENDAR

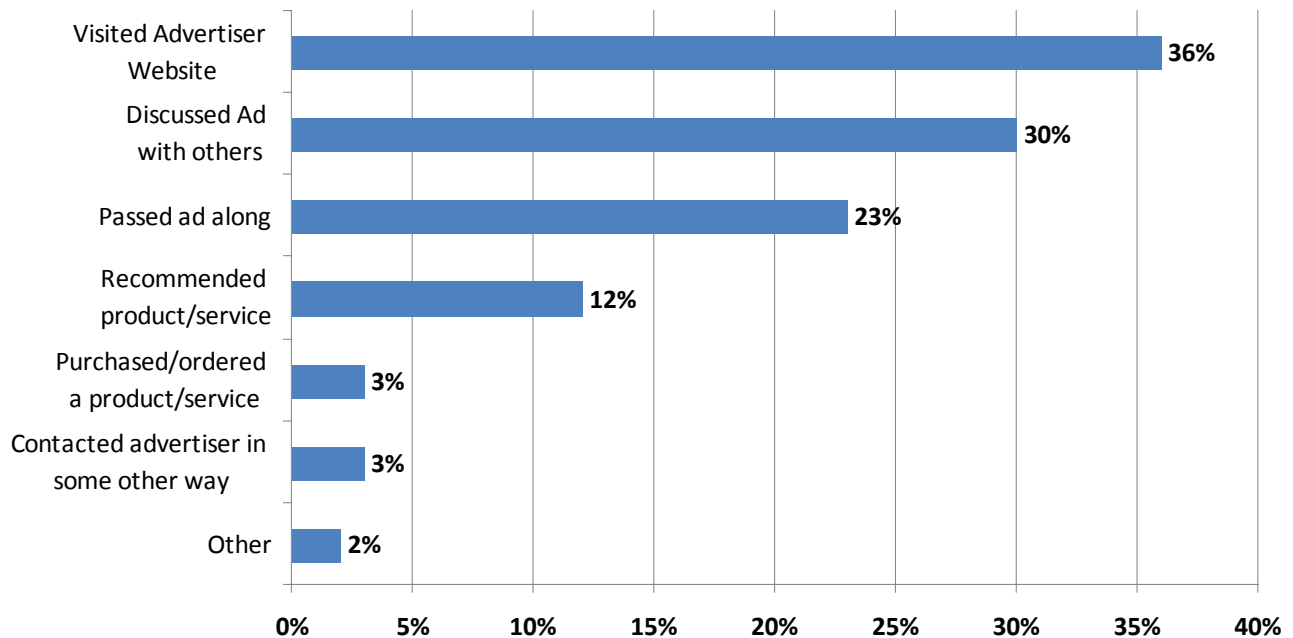
ISSUE	CONFERENCE DISTRIBUTION	DATES 2012	LOCATION	VALUE-ADDED MARKETING
May/June				Free Ad Perception Study for all 1/2 page and larger advertisers
July/August	Society of Diagnostic Medical Sonography (SDMS)	September 20-23	Seattle, WA	Free Counter Cards to advertisers 1/2 pg and larger

READERSHIP

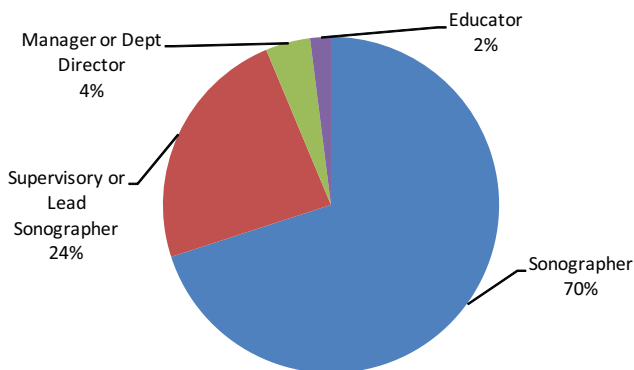
JDMS SUBSCRIBERS WILL SEE YOUR AD AND RESPOND...

- * 72% read every issue
- * 84% read at least half of every issue
- * 57% responded to ads in JDMS in the past 12 months
- * 85% are involved in ultrasound equipment purchasing decisions
- * 59% plan to review, make purchases or recommendations for their organizations in the next 12 months
- * 65% are involved in purchase decisions
- * 55% refer to the professional opportunities section for career opportunities
- * 45% visit the journal website monthly or more
- * 37% plan to look for new positions in the next 12 months
- * 43% are interested in a traveling position

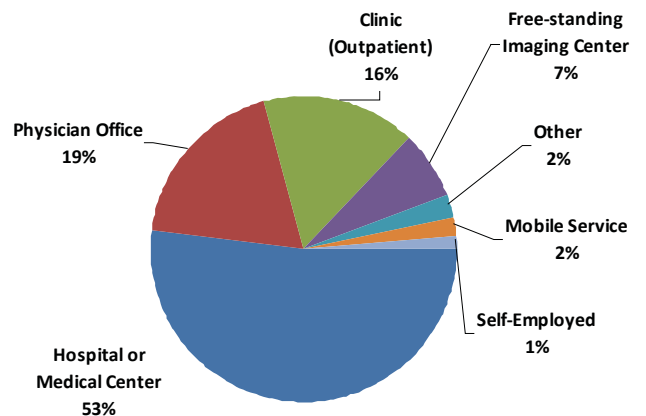
Actions Taken After Seeing Ads in JDMS



PRIMARY JOB TITLE



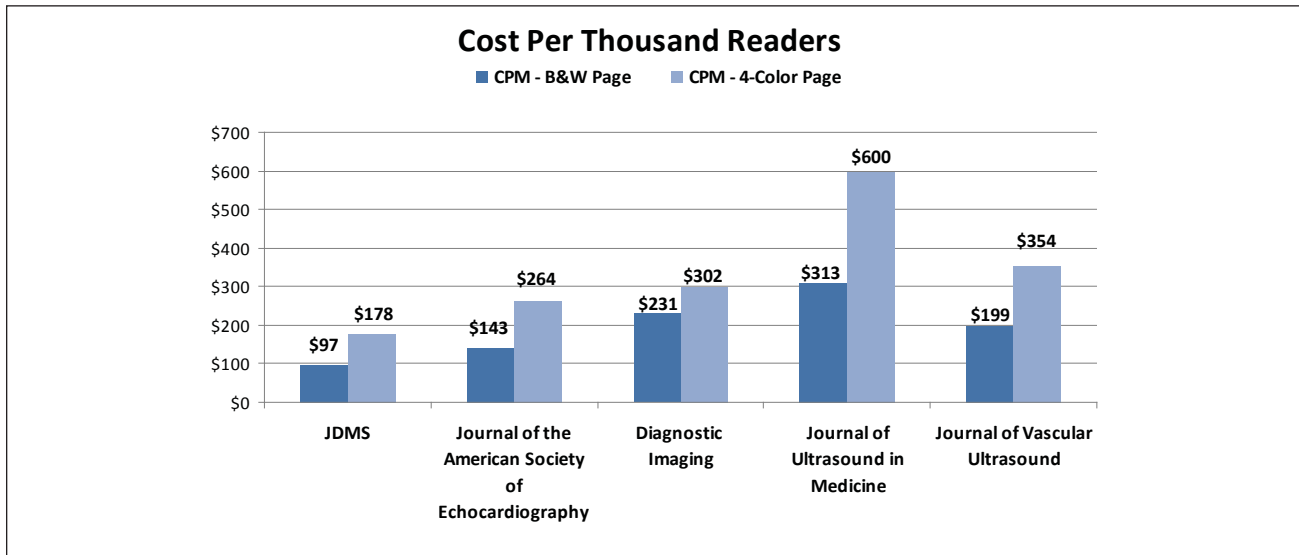
PRIMARY JOB SETTING



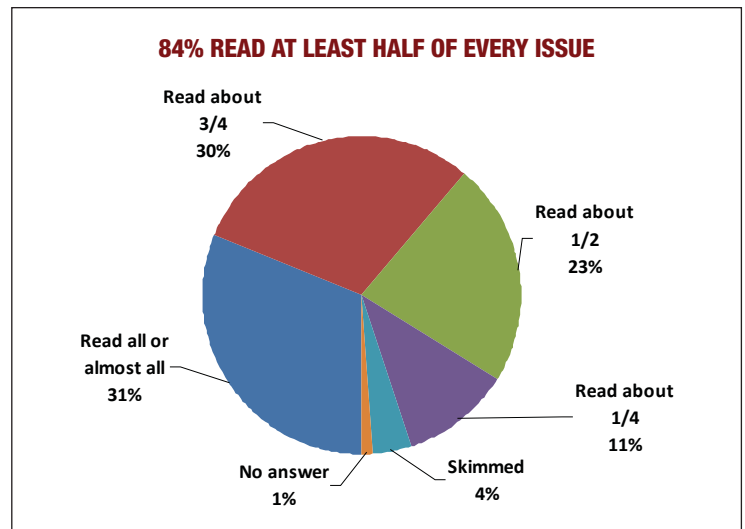
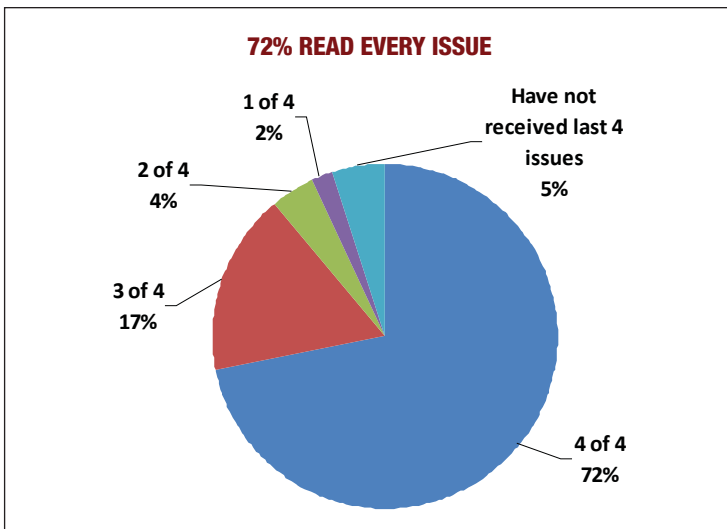
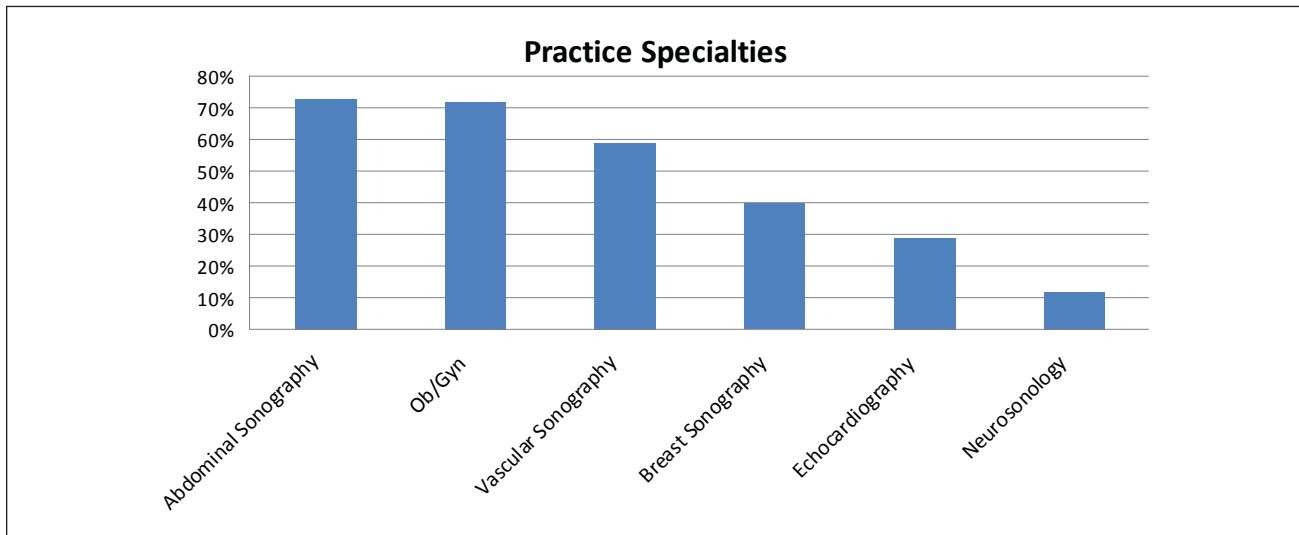
READERSHIP (continued)

JDMS OFFERS THE BEST VALUE AMONG THE COMPETITION

***REACH YOUR CONTACTS FOR UNDER 10¢/CONTACT (BASED UPON FULL PAGE/B&W RATE)**



SUBSCRIBER DEMOGRAPHICS



*Data on rates is from SRDS 2009 – 1x rates, Readex 2010 survey, and 2011 SDMS membership.

PRINT ADVERTISING

ADVERTISING RATES – 2012

B&W

Frequency	1x	3x	6x	12x	24x
1 page	\$2,225	\$2,110	\$1,925	\$1,820	\$1,740
½ page	\$1,510	\$1,430	\$1,305	\$1,235	\$1,180
¼ page	\$975	\$925	\$840	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.

Post-publication rate changes will not be accepted. Changes in frequency rates must be applied to future insertions only.

COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,875

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 + 35%
Inside Back Cover.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%
Facing Table of Contents	Earned B&W rate + 30%
Facing First Text Page:.....	Earned B&W rate +25%
Other specified positions	Earned B&W rate + 15%

INSERTS (BOUND):

RATES FOR FURNISHED INSERTS

2 page insert – 3 times the earned B&W rate
4 page insert – 5 times the earned B&W rate
6 page insert - 6 times the earned B&W rate
8 page insert – 8 times the earned B&W rate

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

QUANTITY TO SEND:

Please call prior to each issue for the most accurate quantity.

CLOSING DATES – 2012

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
January/February	12/15/2011	12/20/2011	12/27/2011
March/April	02/23/2012	02/28/2012	03/06/2012
May/June	04/16/2012	04/20/2012	04/27/2012
July/August	06/15/2012	06/20/2012	06/27/2012
September/October	08/24/2012	08/29/2012	09/05/2012
November/December	10/15/2012	10/19/2012	10/26/2012

Insertions made after printed space reservation deadline are non-cancelable.

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.

OTHER VALUE-ADDED PROGRAMS

- ▶ *All JDMS* advertising will be included towards the SDMS Medal Level Supporter Program, helping advertisers achieve medal level status and receive the corresponding benefits.

HIGH-IMPACT PRINT ADVERTISING

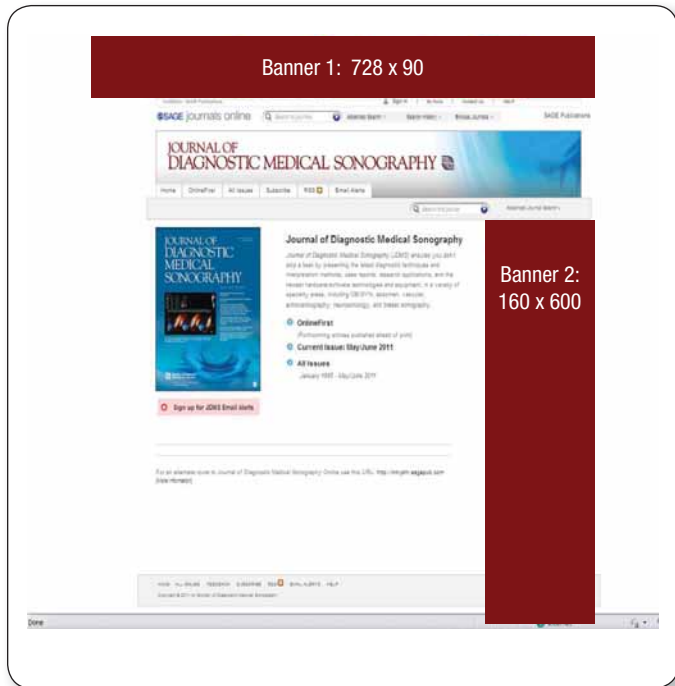
- **Cover tips** - An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands** - Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** - Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. Samples must be provided.

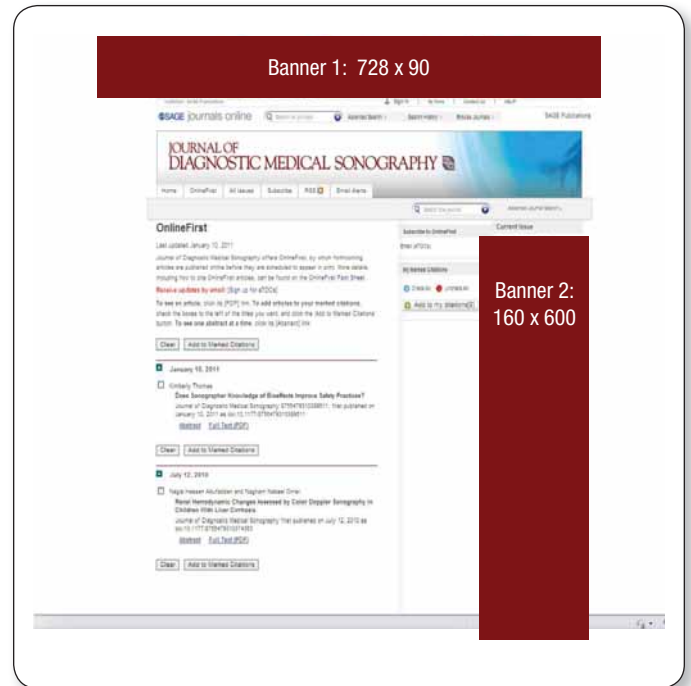
ONLINE / DIGITAL ADVERTISING

JOURNAL WEBSITE: <http://jdms.sagepub.com>

HOME PAGE:



INTERNAL PAGES:



ONLINE ADVERTISING RATES

- **Banner 1:** Leaderboard (728 x 90) \$75 CPM
- **Banner 2:** Skyscraper (160 x 600) \$75 CPM

Minimum buy: 10,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted

HIGH-IMPACT ONLINE ADS

Expandable ads, roadblocks and other rich media ads may be available. Please contact us for availability.

ONLINE / DIGITAL ADVERTISING (continued)

MOBILE WEBSITE

Each SAGE journal's website has a complementary mobile website, optimized for smaller mobile screens.

Please contact your sales representative for more information about advertising opportunities.

MOBILE APPLICATION

Only available for certain journals.

Please contact your sales representative for more information about advertising opportunities.

MICROSITES

SAGE offers our industry partners the opportunity to collaborate with us in the development of microsites on specific topics pertinent to their businesses and product lines.

These sites will become destination sites for any practitioners seeking information on the specific topic.

Information included on the microsites:

- The most relevant journal content from all of SAGE's journals
- Feature article highlighted
- Links and related content provide by the sponsor
- "About the Sponsor" section
- Leaderboard banner for the sponsor

SAGE will host and update the site, which will be fully linkable to the sponsor's site and the related SAGE journal sites.

This is an excellent opportunity to drive traffic to your own corporate or product sites while branding your company as the leader in that specific topic.

Please contact your sales representative for more information.

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference hand-outs, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be pre-approved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

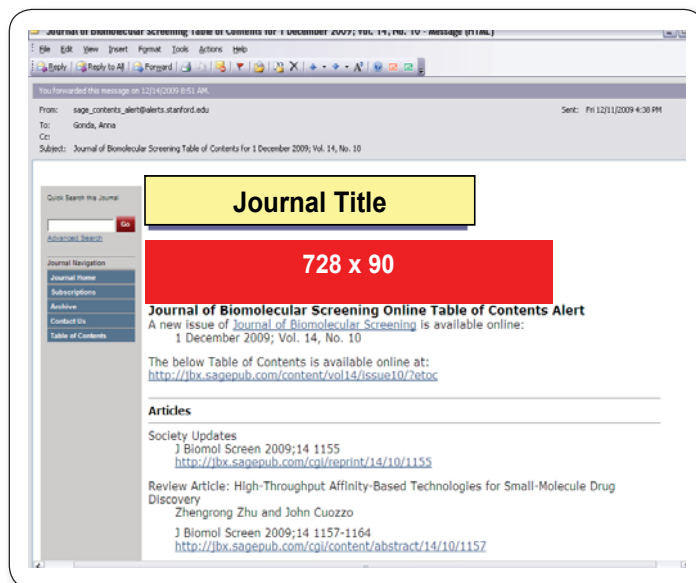
SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

E-MAIL MARKETING

E-TOC ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.
Subject to Society approval.



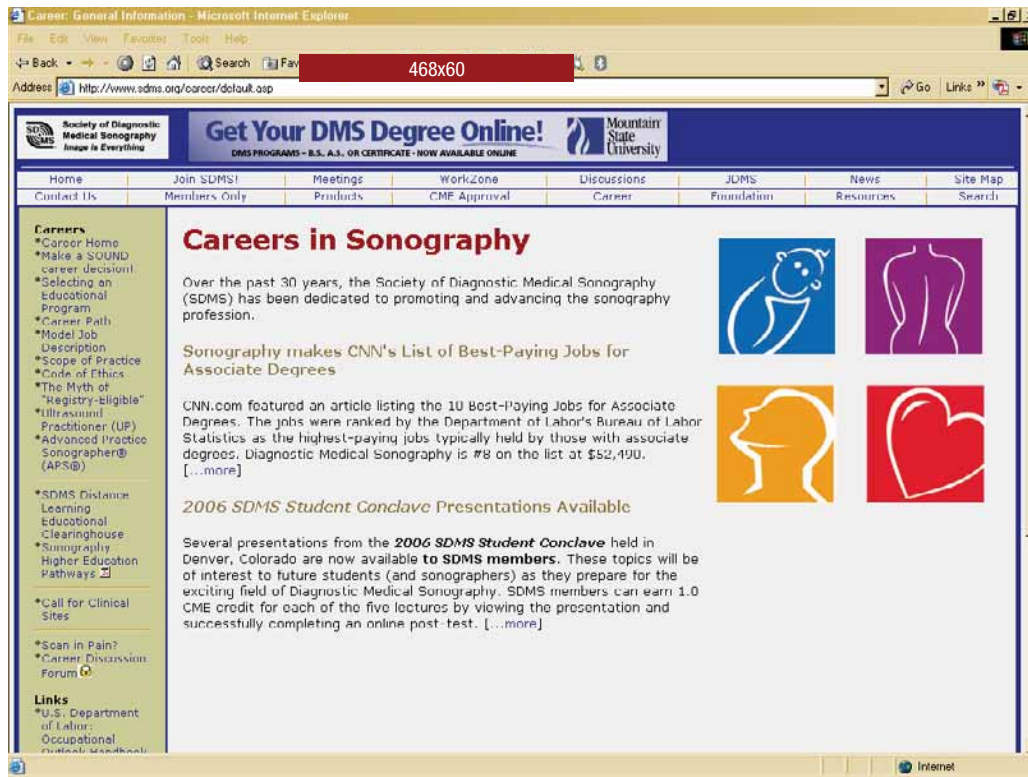
Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.

SDMS WEBSITE



BANNER ADVERTISING ON SDMS WEBSITE

Banner Type	Exclusive or Rotating	Location	Size	3 Month Rate		6 Month Rate		12 Month Rate	
				Advertiser	Non-Advertiser	Advertiser	Non-Advertiser	Advertiser	Non-Advertiser
SDMS Page Banner Ad	Exclusive in each location	Various Pages within SDMS Website*	468 X 60	\$750	\$1,500	\$1,250	\$2,500	\$2,000	\$4,000

* Call for availability

ARTWORK SPECIFICATIONS

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

	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. 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 must be supplied in correct PMS or 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 proof** (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.

File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

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 5"x7"

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.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING:

Diane Diamond
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 267-282-5468
Fax: 805-375-5282
E-mail: diane.diamond@sagepub.com

FOR ARTWORK SUBMISSION:

Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7772
Fax: 805-410-7009
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 REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7763
Fax: 805-410-7009
E-mail: reprint@sagepub.com