MEDIA KIT
Effective January 2011

• Print Advertising
• Online Advertising
• Supplements & Other Marketing Opportunities

Print Advertising
Online Advertising
Supplements & Other Marketing Opportunities

Official Publication of the Society of Diagnostic Medical Sonography
GENERAL INFORMATION

FREQUENCY: 6 times/year

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.

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.

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.

ADVERTISING RATES – 2011

B/W

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,165</td>
<td>$2,055</td>
<td>$1,875</td>
<td>$1,775</td>
<td>$1,700</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,470</td>
<td>$1,395</td>
<td>$1,270</td>
<td>$1,200</td>
<td>$1,145</td>
</tr>
<tr>
<td>¼ page</td>
<td>$950</td>
<td>$900</td>
<td>$820</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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 must be applied to future insertions.

COLOR RATES:
Standard color: $875
Pantone color: $1,000
4 Color: $1,825

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 Inside Front Cover: Earned B&W rate + 25%
Other specified positions: Earned B&W rate + 15%

INSERTS (BOUND):
2 page insert – 3 times the earned black/white rate
4 page insert – 5 times the earned black/white rate
6 page insert – 6 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:
Please call prior to each issue for the most accurate quantity.
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

- Visited Advertiser Website: 36%
- Discussed Ad with others: 30%
- Passed ad along: 23%
- Recommended product/service: 12%
- Purchased/ordered a product/service: 3%
- Contacted advertiser in some other way: 3%
- Other: 2%

### Primary Job Title

- Sonographer: 79.0%
- Manager or Dept Director: 4.3%
- Educator: 2.0%
- Physicist or Lead Sonographer: 23.7%

### Primary Job Setting

- Hospital or Medical Center: 52%
- Physician Office: 19%
- Clinic (Outpatient): 16%
- Self-Employed: 1%
- Mobile Service: 2%
- Free-standing Imaging Center: 8%
- Other: 2%
JDMS OFFERS THE BEST VALUE AMONG THE COMPETITION

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

Cost Per Thousand Readers

<table>
<thead>
<tr>
<th>Journal</th>
<th>CPM - B&amp;W Page</th>
<th>CPM - 4-Color Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>JDMS</td>
<td>$97</td>
<td>$178</td>
</tr>
<tr>
<td>Journal of the American Society of</td>
<td>$143</td>
<td>$264</td>
</tr>
<tr>
<td>Echocardiography</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diagnostic Imaging</td>
<td>$231</td>
<td>$302</td>
</tr>
<tr>
<td>Journal of Ultrasound in Medicine</td>
<td>$313</td>
<td>$600</td>
</tr>
<tr>
<td>Journal of Vascular Ultrasound</td>
<td></td>
<td>$199</td>
</tr>
</tbody>
</table>

SUBSCRIBER DEMOGRAPHICS

PRACTICING SPECIALITY

<table>
<thead>
<tr>
<th>Practicing Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ob/Gyn</td>
<td>24%</td>
</tr>
<tr>
<td>Abdomen</td>
<td>21%</td>
</tr>
<tr>
<td>Vascular</td>
<td>20%</td>
</tr>
<tr>
<td>Breast</td>
<td>15%</td>
</tr>
<tr>
<td>Cardiac Adult</td>
<td>9%</td>
</tr>
<tr>
<td>Neurosonology</td>
<td>5%</td>
</tr>
<tr>
<td>Cardiac Pediatric</td>
<td>3%</td>
</tr>
<tr>
<td>Cardiac Fetal</td>
<td>2%</td>
</tr>
<tr>
<td>Other Specialties</td>
<td>2%</td>
</tr>
</tbody>
</table>

72% READ EVERY ISSUE

84% READ AT LEAST HALF OF EVERY ISSUE

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATIONS</th>
<th>MATERIALS CLOSING</th>
<th>INSERTS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>12/03/2010</td>
<td>12/08/2010</td>
<td>12/17/2010</td>
</tr>
<tr>
<td>March/April</td>
<td>02/03/2011</td>
<td>02/08/2011</td>
<td>02/17/2011</td>
</tr>
<tr>
<td>May/June</td>
<td>04/06/2011</td>
<td>04/11/2011</td>
<td>04/21/2011</td>
</tr>
<tr>
<td>July/August</td>
<td>06/07/2011</td>
<td>06/12/2011</td>
<td>06/21/2011</td>
</tr>
<tr>
<td>September/October</td>
<td>08/05/2011</td>
<td>08/10/2011</td>
<td>08/19/2011</td>
</tr>
</tbody>
</table>

Insertions made after printed space reservation deadline are non-cancelable.
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 will be included towards the SDMS Medal Level Supporter Program, helping advertisers achieve medal level status and receive the corresponding benefits.

SPECIAL ISSUES CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Conference Distribution</th>
<th>Dates - 2011</th>
<th>Location</th>
<th>Value-Added Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>May/June</td>
<td></td>
<td></td>
<td></td>
<td>Free Ad Perception Study for all 1 page and larger advertisers</td>
</tr>
<tr>
<td>September/October</td>
<td>Society of Diagnostic Medical Sonography (SDMS)</td>
<td>September 22-25</td>
<td>Atlanta, GA</td>
<td>Free Counter Cards to advertisers 1/2 page and larger</td>
</tr>
</tbody>
</table>
Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.

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.

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Exclusive or Rotating</th>
<th>Location</th>
<th>Size</th>
<th>3 Month Rate</th>
<th>6 Month Rate</th>
<th>12 Month Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 1: Leaderboard</td>
<td>Rotate with no more than 2 other banners</td>
<td>Top of home page and top of interior pages</td>
<td>728 x 90</td>
<td>$1,900</td>
<td>$3,800</td>
<td>$6,000</td>
</tr>
<tr>
<td>Banner 2: Wide Skyscraper</td>
<td>Rotate with no more than 2 other banners</td>
<td>Right Side of Home page and interior pages</td>
<td>160 X 600</td>
<td>$1,375</td>
<td>$2,750</td>
<td>$4,400</td>
</tr>
</tbody>
</table>

**BANNER AD SPECIFICATIONS:**

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement
E-TOC SPONSORSHIP

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

**e-TOCs**

<table>
<thead>
<tr>
<th>Banner Ad</th>
<th>728 x 90</th>
<th>1x</th>
<th>$1,250</th>
<th>3x</th>
<th>$1,150</th>
<th>6x</th>
<th>$1,000</th>
<th>12x</th>
<th>$850</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text ad</td>
<td>Up to 40 words plus logo</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BANNER AD SPECIFICATIONS FOR E-TOC:**

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement

**BANNER ADVERTISING ON SDMS WEBSITE**

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Location</th>
<th>Size</th>
<th>3 Month Rate</th>
<th>6 Month Rate</th>
<th>12 Month Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDMS Page Banner Ad</td>
<td>Exclusive in each location</td>
<td>Various Pages within SDMS Website*</td>
<td>468 X 60</td>
<td>$750</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

* CALL FOR AVAILABILITY
ARTWORK SPECIFICATIONS

Trim Size: 8 1/8” w x 10 7/8” h

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” w x 10” h</td>
<td>8 1/8” w x 11 1/8” h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 3/8” w x 10” h</td>
<td></td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3 3/8” w x 4 7/8” h</td>
<td></td>
</tr>
</tbody>
</table>

Live matter: ¼" 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 (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 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.

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: 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 1/8” from gutter.

All live copy should be no closer than ¼” 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 ¼” 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
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 267-282-5468 • 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: 805-499-8096
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 REPRINT AND SUPPLEMENT SALES:
Barbara Eisenberg
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-410-7763 • Fax: 805-499-8096
E-mail: reprint@sagepub.com