ADVERTISING RATES & SPECIFICATIONS - 2027



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DESCRIPTION: The Journal for Vascular Ultrasound (JVU) is the official journal of the Society for Vascular Ultrasound (SVU). It consists of original scientific and educational articles, case studies, book reviews, technical reviews, ultrasound principle reviews, viewpoints, letters to the editor, and CME tests. Readers of JVU, published quarterly, are kept current in the field and provided with essential information for application in their practice.

Established in 1977 in Columbus, Ohio, Society for Vascular Ultrasound (SVU) is the only professional organization completely dedicated to the advancement of non-invasive vascular technology used in the diagnosis of vascular disease. The Society's success for over 35 years is based on the involvement of a diverse membership of vascular ultrasound professionals.

AFFILIATIONS: Society for Vascular Ultrasound

READERSHIP PROFILE: Vascular and endovascular surgeons, vascular technologists, sonographers, vascular physicians, cardiologists, and radiologists

FREQUENCY: 4

CIRCULATION: 3,802

AVERAGE MONTHLY IMPRESSIONS: 4,554

AVERAGE MONTHLY PAGEVIEWS: 1,598

PRINT ADVERTISING

	COLOR	1 INSERTION	4 INSERTIONS
• FULL PAGE*	4 COLOR	$3,056	$2,846
• HALF PAGE	4 COLOR	$2,634	$2,597
• QUARTER PAGE	4 COLOR	$1,951	$1,932

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

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.

AGENCY COMMISSION: 15%

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

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
MARCH	8 JANUARY 2027	12 JANUARY 2027	27 JANUARY 2027
JUNE	24 MARCH 2027	29 MARCH 2027	12 APRIL 2027
SEPTEMBER	24 JUNE 2027	28 JUNE 2027	13 JULY 2027
DECEMBER	22 SEPTEMBER 2027	27 SEPTEMBER 2027	11 OCTOBER 2027

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.875" X 10.375"	8.625" X 11.125"
• HALF PAGE VERTICAL	3.675" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.875 X 5"	N/A
• QUARTER PAGE VERTICAL	3.675" X 5"	N/A

- **TRIM SIZE:** 8.125" X 10.875"
- **BINDING:** Perfect Bound
  - All advertising is subject to SVU approval
  - Ad dimensions are listed in inches
  - All live copy should be no closer than 1/4" from trim
  - For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
  - All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

- **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid
SHIP TO:
Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: 800-635-7181 ext. 81453

- **BANNER ADVERTISING REQUIREMENTS**
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB
  - Geo-targeting is available (higher CPMs apply).
  - Third party ad tags accepted.
  - Video is accepted (higher CPMs may apply).

- **ARTWORK DELIVERY**

Email: advertising@sagepub.com

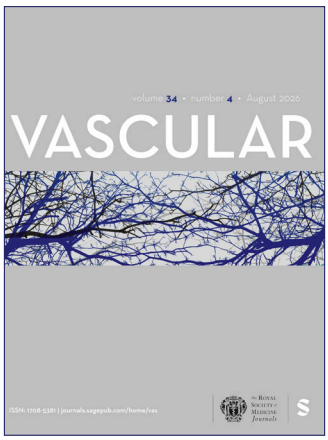
• A high-resolution press-ready PDF is required for all electronic ad submissions.

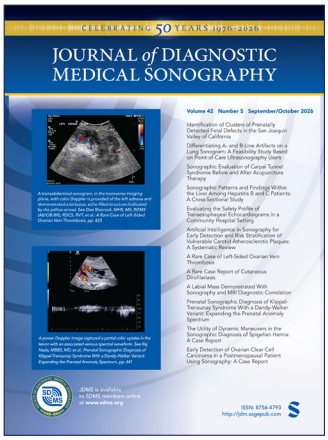
• All fonts must be embedded.

• Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.

RELATED TITLES







BANNER ADVERTISING • www.journals.sagepub.com/home/jvu

STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**$105**
GEOTARGETED BANNERS	**$110**
EXPANDABLE	**$130**
STICKY BANNERS	**$140**
PERSISTENT FOOTER	**$140**

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
  728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY
Email: advertising@sagepub.com

All prices are gross CPM unless otherwise noted. Minimums may apply.
Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
FULL PAGE PDF	1237 X 1631 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Radiology channel,** maximizing exposure to your targeted audience.
Take advantage of discounted CPMs for a high-volume purchase.

CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords.
Contact your sales representative for pricing.

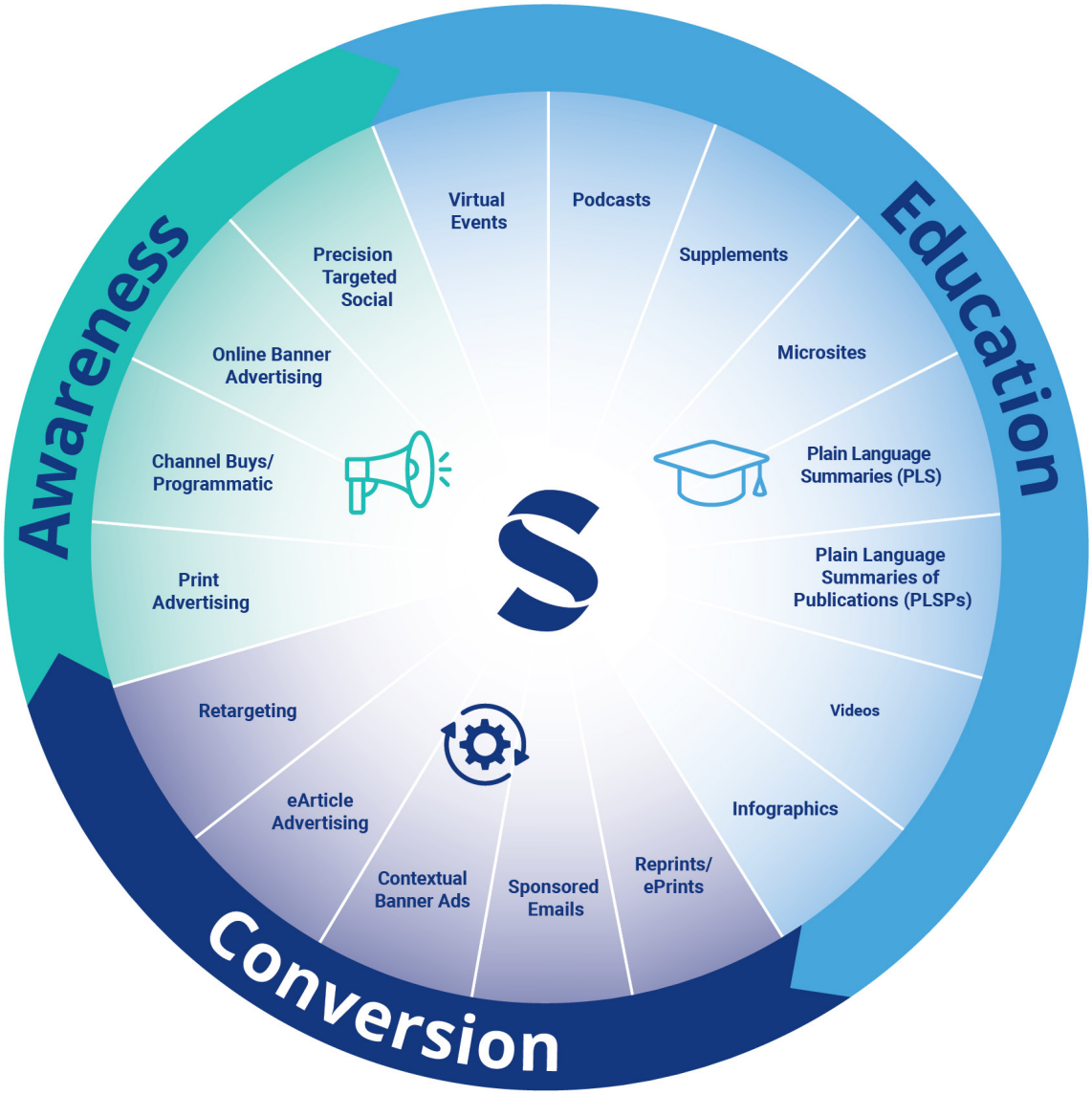
WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

EBOOKS

Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



CONTACTS



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