

Advertising Rates And Specifications - 2019



Society affiliation: Society of Diagnostic Medical Sonography (SDMS)

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

Editor: Kevin D. Evans, PhD, RT(R)(M)(BD), RDMS, RVS, FSDMS

Journal of Diagnostic Medical Sonography (JDMs) provides for the continuing medical 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.

The Society of Diagnostic Medical Sonography (SDMS) was founded in 1970 to promote, advance, and educate its members and the medical community in the science of diagnostic medical sonography.

Journal Information

Print

Circulation: 25,400

Frequency: 6 times per year

Online

journals.sagepub.com/home/jdm

Print distribution

North America: 100%

Digital usage

Northern Europe: 6.6% Australasia: 6.9%

Other: 20%

Southern Asia: 7.2%

North America: 59.3%

Advertising Rates & Information

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
January	08-Nov-18	15-Nov-18	29-Nov-18
March	10-Jan-19	17-Jan-19	29-Jan-19
May	12-Mar-19	19-Mar-19	27-Mar-19
July	15-May-19	22-May-19	03-Jun-19
September	15-Jul-19	22-Jul-19	31-Jul-19
November	10-Sep-19	17-Sep-19	25-Sep-19

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%

Print advertising rates

Black and white rates

Frequency	1x	3x	6x	12x	24x
1 page	\$3,645	\$3,570	\$3,110	\$2,955	\$2,805
½ page	\$2,915	\$2,860	\$2,485	\$2,365	\$2,125
¼ page	\$1,750	\$1,715	\$1,495	\$1,420	\$1,275

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: Full page 4-Color charge (in addition to B&W rate above) \$1,930

Agency commission: 15%

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

Other Promotional Opportunities

- Belly Band
- Cover Tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

Event opportunities:

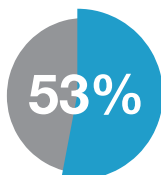
2019 SDMS Annual Conference – September 26th – 29th
Gaylord National Resort, National Harbour, Maryland



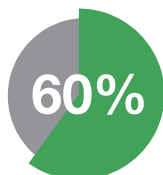
Society of Diagnostic Medical Sonographers (SDMS)

Readership

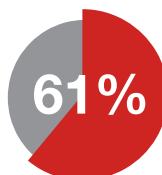
Readership consists of clinical sonographers, educators, research sonographers, radiologic technologists, sonography students, physicians, nurses, administrators, sonography-related corporations and businesses.



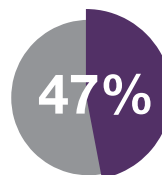
53% indicated taking some action based on ads they saw in JDMS



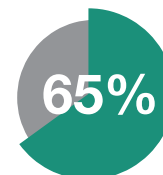
60% readers are involved in equipment/instrument purchases



61% find out about new products in the sonography industry from JDMS



47% readers plan to purchase new equipment in the next six months



65% JDMS readership is exclusive and not available with competing publications

SDMS Digital Offerings

Banner Advertising on the SDMS Website

The SDMS offers a variety of advertising opportunities on its website www.sdms.org. The SDMS website provides members with instant access to important information including policy statements, legislative information, continuing education, and much more. The SDMS website also attracts a large number of students, health care providers, and the general public who want to obtain information about sonography.

Banner Ad Rates and Specifications

Acceptable File Formats: JPG and animated GIF. No flash. All artwork is subject to review/acceptance by SLAS prior to placement.

Creative must be changed on a monthly basis. Please review the Digital Advertising Disclaimer under Artwork Specifications in this document. Contact your SAGE Representative if any questions.

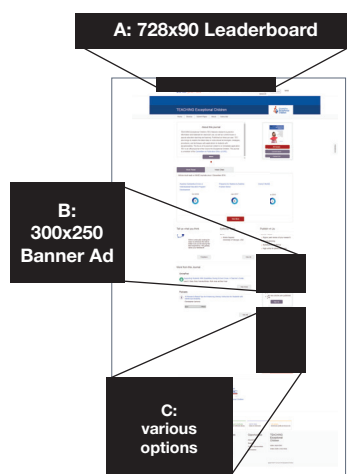


Exclusive or Rotating	Location	Specs	3 Month Rate		6 Month Rate		12 Month Rate	
			Print Advertiser	Non Advertiser	Print Advertiser	Non Advertiser	Print Advertiser	Non Advertiser
Exclusive in each location	*Internal Pages within SDMS	300 x 250	\$1,250 (Print Advertiser)	\$2,000 (Non Advertiser)	\$1,750 (Print Advertiser)	\$3,000 (Non Advertiser)	\$3,500 (Print Advertiser)	\$4,500 (Non Advertiser)



JDMS Digital Offerings

journals.sagepub.com/home/jdm



Digital advertising solutions:

- **A: 728x90 leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 banner ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper** lower middle, right of page

Digital ad upgrades:

- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

Other digital solutions:

- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations
- **Society website advertising:** include banner ads on the SDMS website in your campaign

Policy and Guidelines

Trim size: 8.125 x 10.875

Binding: Perfect Bind

All advertising is subject to SDMS approval.

Ad dimensions are listed in inches.

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

	Non-bleed	Bleed
Full page	7.625 x 10.375	8.375 x 11.125
1/2 page vertical	3.5 x 10.375	
1/2 page horizontal	7.5 x 5	
1/4 page vertical	3.5 x 5	

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.

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. If e-mailing artwork, then send the proof in a separate package in the mail.

JDMS inserts

Tipped-in 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 is the minimum weight and 110# coated stock is the maximum.

Digital advertising disclaimer:

Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE's approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

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), musculoskeletal sonography, 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/docs/default-source/JDMS/advertising-policies.pdf>

Contact Details

For display and classified advertising

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For artwork delivery

Sajeevi Henry
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
E-mail: sajeevi.henry@sagepub.com

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. 8145

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