About the AIUM

The American Institute of Ultrasound in Medicine (AIUM) is a multidisciplinary association dedicated to advancing the safe, effective, and affordable use of ultrasound in medicine through professional and public education, research, development of parameters, and accreditation. Established in 1952, the AIUM’s membership comprises more than 10,000 medical professionals and health care providers from more than 80 countries.

The AIUM collaborates with a broad range of stakeholders, including leading health care experts, representatives from medical societies, insurers, the US Olympic Committee, the military, patient advocacy groups, government agencies, and others, to educate and expand the use of medical ultrasound as an alternative to other diagnostic imaging modalities where scientific evidence supports its appropriateness. Endeavors include the widespread integration of ultrasound throughout the entire spectrum of medical school, allied health, and postgraduate medical education. The AIUM provides formal position statements on relevant topics, including safety, training, and other ultrasound-related issues. See www.aium.org.

A Broad Range of Stakeholders

Demographics

Membership: 10,000

- Physicians constitute 56% of all new members, followed by sonographers at 31%.
- The largest segments of new physician members come from obstetrics and gynecology and radiology, followed by those with an interest in musculoskeletal ultrasound (orthopedic surgery, sports medicine, and physical medicine and rehabilitation).

Community and Interest Groups

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Science and Instrumentation</td>
<td>12%</td>
</tr>
<tr>
<td>Cardiovascular Ultrasound</td>
<td>12%</td>
</tr>
<tr>
<td>Contrast-Enhanced Ultrasound</td>
<td>6%</td>
</tr>
<tr>
<td>Dermatology</td>
<td>1%</td>
</tr>
<tr>
<td>Elastography</td>
<td>5%</td>
</tr>
<tr>
<td>Fetal Echocardiography</td>
<td>22%</td>
</tr>
<tr>
<td>General and Abdominal Ultrasound</td>
<td>27%</td>
</tr>
<tr>
<td>Gynecologic Ultrasound</td>
<td>43%</td>
</tr>
<tr>
<td>High-Frequency Clinical and Preclinical Imaging</td>
<td>5%</td>
</tr>
<tr>
<td>Interventional-Intraoperative Ultrasound</td>
<td>10%</td>
</tr>
<tr>
<td>Musculoskeletal Ultrasound</td>
<td>18%</td>
</tr>
<tr>
<td>Neurosonology</td>
<td>8%</td>
</tr>
<tr>
<td>Obstetric Ultrasound</td>
<td>60%</td>
</tr>
<tr>
<td>Pediatric Ultrasound</td>
<td>14%</td>
</tr>
<tr>
<td>Point-of-Care</td>
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</tr>
<tr>
<td>Sonography</td>
<td>21%</td>
</tr>
<tr>
<td>Therapeutic Ultrasound</td>
<td>5%</td>
</tr>
<tr>
<td>Ultrasound in Global Health</td>
<td>6%</td>
</tr>
<tr>
<td>Ultrasound in Medical Education</td>
<td>9%</td>
</tr>
</tbody>
</table>

Medical Board Certifications

- Anesthesiology
- Breast Surgery
- Cardiovascular Disease
- Critical Care Medicine
- Diagnostic Radiology
- Emergency Medicine
- Endocrinology
- Family Practice
- Gastroenterology
- General Vascular Surgery
- Internal Medicine
- Maternal-Fetal Medicine
- Nephrology
- Neurology
- Neuroradiology
- Nuclear Medicine
- Obstetrics and Gynecology
- Ophthalmology
- Orthopedic Surgery
- Pain Medicine
- Pathology
- Pediatric Emergency Medicine
- Pediatric Radiology
- Pediatrics
- Physical Medicine and Rehabilitation
- Podiatry
- Reproductive Endocrinology
- Rheumatology
- Sports Medicine
- Surgery
- Urology
- Vascular and Interventional
The Journal of Ultrasound in Medicine (JUM) is the monthly peer-reviewed medical journal of the AIUM and is the only practical clinical publication devoted to all disciplines of medical ultrasound that focuses on articles of original research in basic science and clinical aspects of ultrasound.

The journal reaches office-, institute-, and hospital-based physicians, physician assistants, sonographers, nurses, nurse practitioners, scientists, researchers, and other health care professionals who are actively engaged in the expanding role of ultrasound and its effectiveness in enhancing patient care.

Print Subscribers: 9500
Frequency: Monthly
Shipped: Poly bagged
Mailing date: First of the month
See Advertising Policies on page 7.

2017 Display Advertising Rates, Run of Book

<table>
<thead>
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<th>3x</th>
<th>6x</th>
<th>9x</th>
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<td>$2800</td>
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<td>$1900</td>
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<td>$1600</td>
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<th>12x</th>
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</thead>
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<tr>
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<tr>
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<tr>
<td>½ page</td>
<td>$1900</td>
<td>$1600</td>
<td>$1300</td>
<td>$1200</td>
<td>$1000</td>
</tr>
<tr>
<td>¼ page</td>
<td>$1300</td>
<td>$1100</td>
<td>$  900</td>
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<td>$  600</td>
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<table>
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<td>$4950</td>
<td>$4500</td>
<td>$4200</td>
<td>$3900</td>
<td>$3600</td>
</tr>
</tbody>
</table>

Special Positions
Add 20% for preferred positions excluding covers.
- Opposite table of contents
- Opposite first article
- Right-hand page

Contact
MJ Drewn
mdrewn@wiley.com
781-388-8341
Outserts
Outserts are stand-alone brochures that are produced and furnished by the advertiser. They are inserted into the poly shipping bag of the JUM and placed in front of the journal cover and behind the address card. Finished materials are due to the printer on the monthly material close date.

<table>
<thead>
<tr>
<th>Terms</th>
<th>Accepted with a full-page 4-color ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finished size</td>
<td>7” × 10” maximum; finished outsert must have a closed edge on the lead side</td>
</tr>
<tr>
<td>Weight</td>
<td>3.3 oz maximum</td>
</tr>
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</table>

Inserts
Inserts are bound within the publication, providing double the copy area (front and back) and the opportunity for special stocks, die cuts, foldouts, and more. Inserts are produced and furnished by the advertiser. Finished materials are due to the publisher on the monthly material close date.

| 2-page insert, front/back | 3× earned black-and-white rate |
| 4-page insert or foldout | 5× earned black-and-white rate |

Cover Wrap
A cover wrap encircles the journal and is the initial image readers see when they open the poly bag of the journal. It is the perfect opportunity to introduce or highlight key products to readers.

<table>
<thead>
<tr>
<th>Terms</th>
<th>Accepted with a full-page 4-color ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insertion order deadline</td>
<td>10 days in advance of the issue art deadline</td>
</tr>
<tr>
<td>Weight</td>
<td>3.3 oz maximum</td>
</tr>
</tbody>
</table>

Reply Mail Cards
It may seem counterintuitive in today’s overcommitted, attention-deprived world, but reply mail still works. The beauty of reply mail is that it does double duty as both a response mechanism gathering customer contact information and as a lead qualifier requesting a response to qualifying questions. Take the opportunity to learn more about your prospects—that’s information you can use to personalize subsequent mailings.

<table>
<thead>
<tr>
<th>Terms</th>
<th>Accepted with a full-page, 4-color ad</th>
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<tbody>
<tr>
<td>Materials</td>
<td>Produced and supplied by the advertiser in accordance with AIUM specifications and conforming to postal regulations</td>
</tr>
</tbody>
</table>

Contact:
MJ Drewn
mdrewn@wiley.com
781-388-8341
2017 Calendar and Print Specifications

Print Schedule

<table>
<thead>
<tr>
<th>2017 Cover Date</th>
<th>Space Reservation</th>
<th>Material Due</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>December 2</td>
<td>December 7</td>
</tr>
<tr>
<td>February</td>
<td>January 1</td>
<td>January 4</td>
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<tr>
<td>March</td>
<td>February 2</td>
<td>February 5</td>
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<tr>
<td>April</td>
<td>March 1</td>
<td>March 4</td>
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<tr>
<td>May</td>
<td>April 1</td>
<td>April 4</td>
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<tr>
<td>June</td>
<td>May 2</td>
<td>May 5</td>
</tr>
<tr>
<td>July</td>
<td>June 1</td>
<td>June 5</td>
</tr>
<tr>
<td>August</td>
<td>July 1</td>
<td>July 5</td>
</tr>
<tr>
<td>September</td>
<td>August 1</td>
<td>August 6</td>
</tr>
<tr>
<td>October</td>
<td>September 1</td>
<td>September 5</td>
</tr>
<tr>
<td>November</td>
<td>October 1</td>
<td>October 5</td>
</tr>
<tr>
<td>December</td>
<td>November 1</td>
<td>November 5</td>
</tr>
</tbody>
</table>

Print Specifications

Printing process: inside text, web offset; covers, sheet fed
Type of binding: perfect
Halftone: 133–150 line screen

Index

The JUM is indexed/abstracted in Index Medicus, Current Contents/Clinical Medicine, EMBASE/Excerpta Medica, Science Citation Index, Science Citation Index Expanded, ISI Alerting Service, Engineering Information, MEDLINE, Medical Documentation Service, and RSNA Index to Imaging Literature.

Advertisement Dimensions

Publication Trim Size: 8.5” × 10.875”

Full Page

Bleed 8.5” × 11.125”

No Bleed 7” × 10”

1/2 Page

Horizontal 7” × 4.75”

Vertical 3.25” × 10”

1/4 Page

Vertical 3.25” × 4.75”

Contact

Joe Troiano
jtroiano@wiley.com
781-388-8365
Average monthly page views: 470,000
Average monthly unique visitors: 44,500

Skyscraper
Dimensions: 160 (w) x 600 (h)
Display: Entire site
Max file size: 40 kb
File Types: GIF, JPG, PNG
Impressions: 114,600 (avg, monthly)
CPM: $75

Leaderboard
Dimensions: 728 (w) x 90 pixels (h)
Display: Entire site
Max File Size: 40 kb
File Types: GIF, JPG, PNG
Impressions: 53,350 (avg, monthly)
CPM: $75

Reprints
Articles containing substantial detail concerning methods, procedures, and equipment used in the research demonstrate product application and can provide clinical relevance to improve health care. Make these citations work for you by highlighting these manuscripts in your e-mails, website, and brochures to illustrate product use in the field, strengthen brand identity, and foster education.

To order reprints of any article for distribution, contact:

Dave Surdel, Reprint Sales Manager
dsurdel@wiley.com
781-388-8343
Agency Commission
An agency discount of 15% on space and color charges will be allowed for recognized agencies, providing the invoice is paid within 30 days of receipt. This discount applies to JUM print advertising only. No cash discounts will be given.

Earned Rates
Ads placed without a signed frequency contract will be billed at the single rate. Advertisers with signed frequency contracts who fail to meet the contracted volume of media space will be short rated for the frequency earned plus a $500 processing fee.

Material Submission
All artwork must be submitted by the materials deadline. Please include advertiser name, file name, journal issue in which the ad is to run, and contact information, including name, phone number, e-mail, and address. If artwork cannot be provided by the deadlines or by an approved extension from the creative director, the publisher will run the most recent artwork submitted. If no artwork is on hand, the advertiser will still be responsible for payment on the space reserved.

Contract Proofs
Although every effort is made to ensure the highest level of print quality and to notify advertisers when inferior materials are provided to the AIUM, a high-quality, color-calibrated proof must be provided with all advertising materials. If no contract proof is provided, the AIUM is not liable for the final printed product (ie, print quality, color match, graphics, or typographical errors). No make-goods will be given.

Publisher’s Liability
The publisher’s liability for any error will not exceed the charge for the advertisement in question. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The publisher is not liable for delays in delivery or nondelivery in the event of an act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation interruptions of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

Cancellations
Changes and cancellations to JUM covers, specialty ads, and special positions must be submitted by written notice 90 days before the material closing date (30 days for all other JUM ads) and 90 days in advance for sponsor contracts to avoid a penalty. All cancellations after this time will be charged the black-and-white rate or 50% of the remaining contracted price. Any cancellations to an established contract will also have short-rate fees applied.

Terms of Sale
All advertising orders are accepted subject to the terms and provision of the current Media Kit. No conditions, printed or otherwise, that conflict with the stated policies will be binding. Two or more advertisers are not permitted to use space under the same contract. Terms of sale are net 30 days. A 1.5% finance charge will be applied to past-due invoices each month until the invoice is paid in full. The AIUM has the right to hold the advertiser and/or agency jointly and separately liable for all such monies and fees connected to the collection of its accounts. The AIUM reserves the right to require that first-time advertisers prepay for their first 3 submissions and that any advertiser prepay for future advertising if the account reaches 90 days past due.

AIUM Policies
The following applies to all forms of advertising and support, including print, digital, Web, and multimedia.
• Information presented in an advertisement must be ethical, educational, professional, and of value to medical ultrasound and patient care.
• The AIUM reserves the right to reject or remove any material it regards as unprofessional, inappropriate, or as promotion of products or services in poor interest to the AIUM or patient care.
• Advertisements designed to resemble editorial pages will be rejected.
• Advertisers may be required to submit evidence of claims made in advertisements.
• Products or services advertised, advertisers, and claims made in advertisements are not endorsed by the AIUM.
• Advertisers assume liability for all content of advertisements submitted and for any claims arising against the AIUM as a result of their advertisements.
• The publisher reserves the right to give a better position than specified in the order without notice and at no increased rate.
Newsletters

Image New Member Newsletter

Every new AIUM member receives 2 issues of *Image*, which acts as a tutorial to all that the AIUM has to offer. From the history of the AIUM to member benefits, resources, programs, and the conventions, this comprehensive resource is a new member’s first glimpse of the national network of opportunities.

Whether new members are looking for connections with Communities and Interest Groups, details on Practice Parameters, or help with accreditation, *Image* plays an important role in expanding knowledge, technology, and careers.

As the sponsor of *Image*, you are one of the first companies noticed by new members, gaining a tremendous brand vantage. *Image* is available in print and PDF online.

<table>
<thead>
<tr>
<th>Support</th>
<th>$7500</th>
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</thead>
<tbody>
<tr>
<td>Duration</td>
<td>1 year, exclusive</td>
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</table>
| Recognition | • Company name and logo on the front cover of each issue  
• 2.5” × 2.5” full-color ad on the back cover of each issue  
• Exclusive skyscraper ad on the *Image* online home page (120 × 140 pixels)  
• Online PDF issues |

Sound Waves Newsletter

With a biweekly distribution of more than 45,000, the *Sound Waves* newsletter is one of the prevailing resources for medical ultrasound professionals on the market to date. Members turn to the AIUM as the authority for industry-related information, and that’s just what we deliver. Our philosophy is simple: provide original articles driven by education, timely relevant industry news, and valuable manufacturer product updates, all conveniently formatted in one e-mail for easy reading.

### Specifications and Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
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<tr>
<td>Banner</td>
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<td>$1250</td>
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</table>

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Biweekly</th>
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</thead>
<tbody>
<tr>
<td>File format</td>
<td>Digital, nonanimated JPEG or GIF, 72 DPI minimum, 50 kB maximum</td>
</tr>
<tr>
<td>Tracking</td>
<td>Full-service reporting, including distribution, open and opt-out rates, and click counts, are available on request</td>
</tr>
<tr>
<td>Bonus</td>
<td>All <em>Sound Waves</em> newsletter ads include a bonus 120 × 90-pixel Web button on the <em>Sound Waves</em> news/archive page</td>
</tr>
</tbody>
</table>

For more information call the AIUM at 800-638-5352.

Subscribe to the *Sound Waves* Newsletter

To subscribe, go to www.aium.org/soundwaves/newsletter.aspx
The AIUM’s Career Center is part of the National Healthcare Career Network, which comprises more than 270 leading health care associations, providing a powerful resource to the nation’s health care employers and to our members. For AIUM member job seekers, the AIUM Career Center is a free service. Employers can target their recruiting and reach qualified candidates quickly and easily.

**Bonus:** Select job postings are also highlighted in the *Sound Waves* newsletter, reaching more than 30,000 subscribers biweekly.

Posting packages start at $250. See www.aium.org/careers/careers.aspx

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**Mailing List Rentals**

To rent AIUM’s mailing list, please contact InFocus at 800-708-5478 or visiting www.infocusmarketing.com/lists/AIUM
CME Video Programs

Each year, the AIUM records a variety of courses at the AIUM Annual Convention to release on videos for CME credit. These programs provide a convenient format for health care providers to advance their educational proficiency in new procedures and awareness of emergent communities. Programs are reviewed every 3 years for scientific validity and current medical practices. The CME video programs are produced in part with financial support from companies and institutions, which are acknowledged with recognition on the video and marketing materials for up to 3 years.

Support: $5000 per program
Support type: Unrestricted educational grant
Recognition for up to 3 years with:
- Company recognition on the first page of the video
- Name on video advertisements in the *JUM*
- Logo and link on video long description at the AIUM Online Store
- Copy of the video for your files

Contact the AIUM at 1-800-638-5352, for a list of 2016 courses scheduled to be recorded.

Postgraduate Courses

Postgraduate Courses focus on fundamentals and contemporary ultrasound topics. These courses provide CME credits and advance and sharpen skills to meet the emergent needs of the community by providing a practical problem-solving approach to medical ultrasound diagnostics and imaging and by addressing learner attributes such as patient care, procedural skills, and improvements to change competence and performance.

2016 Courses
- **Point-of-Care and Critical Care Ultrasound: Incorporating Ultrasound in the Practice of Medicine**
  - November 12–13, 2016
  - Winston-Salem, North Carolina
  - In cooperation with the American College of Physicians

2017 Courses
- **40th Annual Advanced Ultrasound Seminar: Ob/Gyn**
  - February 16–18, 2017
  - Lake Buena Vista, Florida

- **2017 AIUM Annual Convention**
  - March 25–29, 2017
  - Lake Buena Vista, Florida

- **Hands-on Diagnostic and Interventional MSK Ultrasound**
  - Andrews Research and Education Foundation
  - June 8–11, 2017
  - Pensacola, Florida

For a complete list of courses and exhibit and in-kind opportunities, visit www.aium.org/cme/events.aspx.

Webinars

AIUM webinars are live or recorded presentations that offer the opportunity to advance medical knowledge and skills and earn CME credits. After each webinar, members are able to access the test and receive 1.0 *AMA PRA Category 1 Credit™*. Webinars are then available online for up to 3 years and periodically evaluated for current medical content. Webinars are produced in part with financial support from companies and institutions, which are acknowledged with recognition on the program for up to 3 years.

Support: $1500 per program
Support type: Unrestricted educational grant
Recognition for up to 3 years with company acknowledgement on:
- Webinar promotional Web page
- Title slide
- Webinar-specific marketing materials

To support an AIUM webinar, contact the AIUM at 1-800-638-5352.