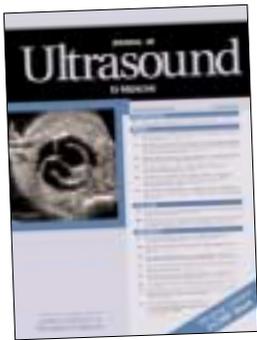


Journal of Ultrasound in Medicine



The *Journal of Ultrasound in Medicine (JUM)* is the official scientific journal of the AIUM and is a proven and effective format to provide primary users and purchasers of ultrasound equipment with current and updated news in the ultrasound field.

Primary users and purchasers of ultrasound equipment will benefit from your display advertising in the *JUM*. Bonus distribution at the AIUM's annual convention and many other ultrasound meetings gives your product or service additional exposure.

2004 Advertising Rates*

Black-and-White Rates

	1x	3x	6x	12x	18x	24x
1 Page	\$1700	\$1665	\$1600	\$1575	\$1550	\$1525
1/2 Page	1100	1050	1025	1000	975	950
1/4 Page	590	580	570	560	550	540

Color Rates

3-color	\$1540
4-color	\$1540
4-color (2 pg)	\$3080
4-color (3 pg)	\$4620
4-color (4 pg)	\$6560

Additional Color Charges

Standard color	\$685
Matched color	\$1000
Metallic color	\$1000

Please contact the sales manager for 5- and 6-color rates (301-498-4100 or <marketing@aium.org>).

Full-color charges also apply to fractional pages.

Please specify matched color (PMS) if necessary.

All color charges are agency-commissionable if paid within 30 days.

Other Charges

Nonpreferred file format	\$100
Bleeds	No charge

Cover and Special Position

<i>Premium Over Earned Black-and-White Page Rate</i>	
Second Cover	50%
Facing page at no premium, but must run as a spread	
Facing Table of Contents	25%
Third Cover	25%
Fourth Cover	50%
Any guaranteed position other than the above	25%

Positions available on a noncancelable basis.

Inserts

2-page	2x earned rate
4-page	4x earned rate
6-page	6x earned rate
8-page	8x earned rate

Business Reply Card (BRC)

\$900. Insertions to run a BRC must include a minimum of a half-page horizontal advertisement. BRC will count toward frequency discount on advertisement.

*Additional noncommissionable charges for film output and proofs available upon request. Please call the AIUM sales manager at 301-498-4100.

86% of readers keep all their copies of the journal.

Material Submission Information

Submit insertion orders, contracts, cancellations, and digital files to

American Institute of Ultrasound in Medicine

Journal of Ultrasound in Medicine

Attn: Sales Manager

14750 Sweitzer Lane, Suite 100

Laurel, MD 20707-5906 USA

301-498-4100, Fax 301-498-4450

E-mail: marketing@aium.org

Ship inserts to

Journal of Ultrasound in Medicine

Issue date (Please include on all bills of lading and boxes.)

Allen Press

Attn: Paul Miller

800 East 10th Street

Lawrence, KS 66044

800-627-0326

Submit editorial correspondence to

Journal of Ultrasound in Medicine

Attn: Andrea Albee

333 Longwood Ave, Suite 400

Boston, MA 02115

617-232-0825, Fax: 617-232-2816

E-mail: jum@aium.org

Material Closing Dates

Space

All reservations and cancellations must be made by the 1st of the month preceding the month of publication.

Mechanicals

Complete reproduction material must be received no later than the 5th of the month preceding the month of publication; otherwise, additional charges will apply.

Business Reply Cards (BRC)

All materials must be received no later than the 7th of the month preceding the month of publication; otherwise, additional charges will apply.

Inserts

All materials must be received no later than the 7th of the month preceding the month of publication; otherwise, additional charges will apply.

65% of JUM readers read at least a significant portion of every issue.

The top items readers want advertised in the Journal of Ultrasound in Medicine are

- New technology
- Books
- Repair services
- Medical supplies
- Teleradiology software
- Teaching aids
- Interventional devices
- Temp agency recruitment
- PACs
- CME courses and CD-ROMs
- Travel opportunities
- Three-dimensional ultrasound equipment
- Breast ultrasound equipment
- Gels, probe covers, and transducers



80% of JUM readers authorize or specify their practice's ultrasound equipment purchases.

See reverse for advertisement specifications.

Editorial Profile

The *Journal of Ultrasound in Medicine (JUM)*, which is the official publication of the American Institute of Ultrasound in Medicine, contains original articles on basic and clinical aspects of ultrasound, advances in the field, techniques, and equipment modifications, as well as case reports, review articles, image presentations, and point-counterpoints.

The monthly journal also includes book reviews, bioeffects literature reviews, continuing medical education opportunities, editorials, and letters to the editor, as well as at least 28 CME tests per year.

Audience

The *Journal of Ultrasound in Medicine* enjoys multidisciplinary readership with concentration in the following areas: emergency medicine, radiology, obstetrics and gynecology, cardiology, vascular surgery, sonography, neurosonology, ophthalmology, pediatrics, internal medicine, veterinary medicine, basic science, surgery, urology, and other specialty areas relating to the applications of diagnostic ultrasound.

Commission

Fifteen percent of gross billing allowed to recognized advertising agencies on space, color, and position. Commission is not allowed on other charges such as output, proofs, trimming, etc. Commission is NOT allowed if invoice is not paid within 30 days or if invoice must be sent to a collection agency.

Printing Specifications

Printing Process: Inside text: web offset; covers: sheetfed. Type of Binding: Perfect. Halftone Screen: 133–150. Also, see "Mechanical Preferences".

Circulation Information

Circulation: 9000.

Circulation Verification: Sworn statement.

Bonus Distribution: The *Journal of Ultrasound in Medicine* receives bonus distribution at many related medical meetings and seminars.

Coverage and Breakdown: National and international, serving association members, subscribers, medical libraries, and academic institutions.

Issuance

Frequency: Monthly
Issue Date: First of month
Mailing Date: First of month
Mail Class: Periodicals Class

Format

	Full Page	2-Page Spread
Trim	8-1/4" x 10-7/8"	16-1/2" x 10-7/8"
Image Size	7" x 10"	15" x 10"
Bleed Size	8-1/2" x 11-1/8"	16-3/4" x 11-1/8"

Advertisement Dimensions

Page Size	Format	Width	Depth
Full	Vertical	7"	10"
1/2	Vertical	3-1/4"	10"
1/2	Horizontal	7"	4-3/4"
1/4	Vertical	3-1/4"	4-3/4"

Mechanical Preferences

The following information should be conveyed for production:

Media: Advertising files may be submitted on 100-MB Zip disks, CD-ROMs, or via e-mail.

Labeling: Media must include issue date, ad name, file name, contact person, return address, and a list of the contents.

Digital (Contract) Proofs: Proofs supplied should be either DDCP, ink jet, or film-based. SWOP standards for color calibration apply. A SWOP-calibrated proof must be provided if color match is critical.

Adobe Acrobat PDF Files (Preferred File Format*)

We support files generated by Adobe Acrobat 4.x and Acrobat 5.x versions using the specific Distiller "Job Options" (available for download at www.aium.org).

All items not mentioned should be turned off, set to default or to none. Use the Distiller PostScript Printer Description (PPD).

Launch Distiller; from the "Settings" pull-down menu, select "Job Options" and input the following settings:

General: Compatibility: Acrobat 4. Check the "Optimize PDF..." box. Distill Pages: All. Binding: Left. Resolution: 2400 dpi.

Compression: Uncheck all 3 "Bicubic Downsampling" boxes (Color, Gray scale, and Monochrome Images). "Compression" boxes for Color and Gray scale Images should be checked and choose "ZIP." Quality: 8-bit for each. "Compression" box for Monochrome Images should be checked and choose "CCITT Group 4." The "Compress Text and Line Art" box should be checked.

Fonts: Check the "Embed All Fonts" box. Check the "Subset All Embedded Fonts" box, and specify less than "100%." When "Embedding Fails," choose "Cancel Job." For "Embedding," specify Base 14 Fonts. "Always" and "Never Embed" should remain empty.

Color: (version 4.x) "Conversion" check the "Leave Color Unchanged" box. (version 5.x) "Adobe Color Settings File," choose "Color Management Off." (version 4.x) "Options," or (version 5.x) Device Dependent Data, check all boxes.

Advanced: For "Options," check the "Save Portable Job Ticket Inside PDF File" box. "Document Structuring Conventions (DSC)" check boxes "Process DSC Comments," "Preserve EPS Information from DSC," and "Preserve Document information from DSC."

Inserts

All inserts must be furnished printed, ready for binding. Die-cuts within body of insert must be limited so as not to affect stiffness of the page and in no way adversely affect material on adjacent page. Sample of insert must be submitted to the AIUM sales manager for approval. Pack in cartons not to exceed 30–50 lb. Mark publication title clearly on cartons. Include issue date on all bills of lading and all cartons and boxes.

Two-page insert: 8-1/2" x 11-1/8"

Four-page insert: Folded inserts preferred. If flat sheets provided: 17" x 11-1/8". The above sizes include 1/8" head trim and 1/8" trim from remaining 3 sides.

Stockweight: Maximum 80 lb coated or 80 lb offset.

Quantity: Contact the AIUM sales manager at 301-498-4100.

*Please contact the AIUM sales manager about submitting ads that are not PDF. Additional charges apply.

Business Reply Cards (BRC)

Supplied BRCs will jog to top of trim only. Supplied art must be 4-5/8" wide by 6-1/4" deep; will yield 4-1/8" by 6" bound and trimmed. Paper must be at least 0.007" thick. Perforation should not be more than 50% of the paper. (Allow at least 3/8" between perforation.) 1/8" head trim needed to trim from top of BRC during binding process.

Additional Services

Web Advertising: For an additional \$50, recruitment advertisements can be placed on the AIUM website for perusal by all AIUM members. Ads will run for 1 month (first day of the month to the last day of the month). All web ads must appear in the *Journal of Ultrasound in Medicine*. Recruitment ads placed on the website will be text only; logos, borders, etc. will not be displayed.

General: Additional fees may be incurred if the following services are rendered: proofs, desktop, copy editing, scanning, repairs to materials received in damaged condition, including shipping, handling, and customs.

Offset: Four-color separations. Color keys. Enlargements or reductions. Photos or screens. Strip-in of artwork, including halftones, or changes on film or artwork mechanicals.

Nonpreferred File Format: A minimum charge of \$100 will be applied if advertising files are not submitted as Adobe Acrobat PDFs.

Typesetting: All materials to be typeset must be received no later than the 1st of the month preceding the month of publication. There will be an additional charge of \$125 for typesetting 1/4-page ads. For other sizes and other artwork touch-ups, contact the AIUM sales manager at 301-498-4100 for a specific quotation.

Disposition of Material: Reproduction material will be held for 1 year from date of last insertion and then destroyed unless the AIUM is specifically instructed to do otherwise.

Reprints: Editorial reprints available for purchase by contacting Allen Press at 800-627-0326.

Advertising Policies

Terms of Sale: Net 30 Days. Agency commission will be forfeit if invoice is not paid within 30 days. A 1 percent service charge will be added per month after 30 days. The advertiser or, if used, the advertising agency, agrees to be responsible for all fees connected with the collection of its accounts.

Acceptance: Advertisers and their advertising agencies assume liability for all content of advertisements printed and for any claims arising therefrom made against the publisher. All advertisements are subject to review and approval by the editor or publisher. The publisher reserves the right to refuse any advertising that it believes is not in keeping with the publication's standards. Advertisers may be requested to submit evidence and documentation to substantiate claims.

Policy on Placement of Advertising: Advertising is stacked. For guaranteed or special positions, see "Cover and Special Position" under Advertising Rates on the reverse side.

Questions?

American Institute of Ultrasound in Medicine
Journal of Ultrasound in Medicine Advertising

14750 Sweitzer Lane, Suite 100
Laurel, MD 20707-5906 USA

Phone: 301-498-4100
Fax 301-498-4450
E-mail: marketing@aium.org

www.aium.org

Give our readers what they want!

When asked, in a recent survey, "What should be included in the JUM?" 47% responded, "Advertisements."