



# Vascular Connections

San Diego, CA  
May 31 - June 3, 2017

## 2017 Rate Card

ADVERTISING  
SALES CONTACT

**VALERIE BEDNARZ**

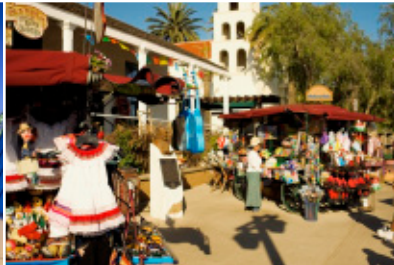
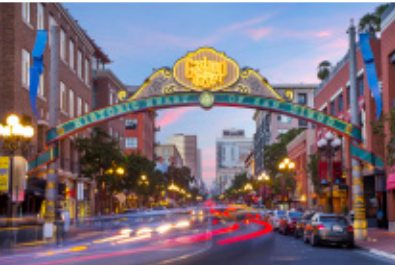
Tel: 973.206.8954

Cell: 973.907.0230

Fax: 973.206.9378

vbednarz@

frontlinemedcom.com



**FRONTLINE**  
MEDICAL COMMUNICATIONS.

**SVS** | Society for  
Vascular Surgery

## ISSUANCE

Published by Frontline Medical Communications (FMC)

Frequency: 4 issues—1 preview edition (including a digital version) and 3 on-site editions

## ORGANIZATION AFFILIATION

Society for Vascular Surgery (SVS)

## DISTRIBUTION

The Preview issue of Vascular Connections will be mailed as a polybagged ride-along with Vascular Specialist—the official newspaper of the Society for Vascular Surgery. The Preview print edition will be mailed approximately four weeks prior to the meeting. In addition, a digital Preview edition will be e-mailed to nearly 5,000 vascular medicine specialists.

Three issues of Vascular Connections will be distributed at the 2017 Vascular Annual Meeting. The first on-site issue will be included in the attendees' registration bags. Copies will also be available in strategically placed bins throughout the conference center. Expected registration of approximately 3,000 attendees.

## EDITORIAL

Highlights of the 2017 Vascular Annual Meeting

## EDITORIAL STAFF

Editor: Mark Lesney

## CONTRACT AND COPY REGULATIONS

- All contracts and contents of advertisements are subject to FMC/SVS approval. FMC/SVS reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitments.
- FMC reserves the right to put the word "Advertisement" on advertising which, in the opinion of FMC/SVS, resembles editorial material.

- FMC/SVS guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.

## ADVERTISING SALES

Valerie Bednarz  
Tel: 973-907-0230  
vbednarz@frontlinemedcom.com

## ISSUE AND CLOSING DATES

<i>Issue Dates</i>	<i>Space Close</i>	<i>Material Due</i>
Preview Issue (April)	March 30	April 6
May 31/June 1	April 25	May 2
June 2	April 25	May 2
June 3	April 25	May 2

## SPECIAL POSITIONS

Reservations accepted on a first-come, first-served basis.

- Inside Front Cover (King Page only) and page opposite (King Page only): Black-and-white rate + 50% (plus color)
- Back Cover (King Page only): Black-and-white rate + 50% (plus color)
- Please contact sales representative for additional special positions.

## CANCELLATIONS

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are non-cancelable.

<b>Issue Dates</b>	<b>Package A</b> (Print & Digital Preview Issue)	<b>Package B</b> (3 On-site Issues)	<b>Package C</b> (Preview and 3 On-site Issues)
<b>Black-and-White Rates</b>			
King Page	\$6,800	\$7,200	\$13,300
3/4 Page	6,500	6,700	12,300
Island (A-size)	6,200	6,500	10,800
1/2 Page	4,800	5,000	8,900
1/4 Page	2,500	2,600	4,700
<b>Color (in addition to black-and-white rates)</b>			
Three/Four Color	\$1,700	\$2,200	\$3,000
<b>Product Showcase</b>			
1/8 Page	\$1,500	\$1,500	\$2,700
1/16 Page	1,050	1,050	1,900
<b>Cover Tip</b>			
Supplied	\$12,000	\$16,000	\$23,000

All rates listed are net. Cover Tips are an additional \$4,000 if FMC to print single version.

### FULL-PAGE BLEEDS

Bleed size: 10-3/4" x 13-1/4"  
 Trim: 10-1/2" x 13"  
 Keep live matter 1/2" from all trim edges.

### PAPER AND PRINTING

FMC publications are printed in a tabloid news format on coated stock.

### REPRODUCTION REQUIREMENTS

Black-and-white or Color Advertisements  
 PDFs required. We accept CD-ROM or the file may be transmitted to our FTP site:  
 Host: ftp.digilink-inc.com/\_LeKM-Kxq2tgbGR  
 (Our FTP site is available through your web browser using the web address above and does not require use of FTP software, a user name, or password.)

Please contact Maria Aquino (240-221-2418 or maquino@frontlinemedcom.com) with the name of the file when uploading ad.

- File name must include name of product.

- All files must be 100%. Digital files will not be altered.
- Trapping must be included in file.
- All images must be CMYK (RGB images cannot be processed).
- Third-party fonts are not accepted.

For further questions, please contact Maria Aquino at 240-221-2418.

### COLOR PROOFS

- Provide a digital proof with color bars.
- Color laser proofs are not accepted as color guidance. Proofs must be provided at 100% size.

### PROVIDER INFORMATION

Please provide the following with your media:

- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

### SHIPPING INSTRUCTIONS

Send all contracts and insertion orders to:

Vascular Connections  
 Frontline Medical Communications  
 7 Century Drive, Suite 302  
 Parsippany, NJ 07054-4609  
 Attn: Joan Friedman  
 Tel: 973-290-8211 / Fax: 973-206-9378

Send all digital files and proofs to:

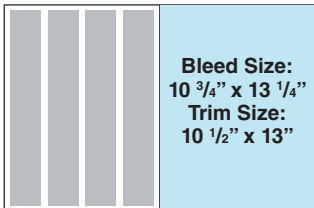
Vascular Connections  
 Frontline Medical Communications  
 2275 Research Blvd  
 Suite 400  
 Rockville, MD 20850  
 Attn: Advertising Production  
 Tel: 240-221-2418

### MECHANICAL SPECIFICATIONS

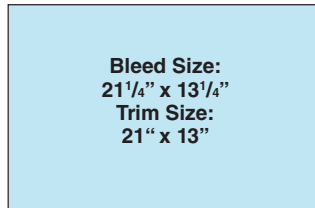
Product Showcase:

- 1/8 Page: 4-1/2" wide x 2-7/8" deep
- 1/6 Page: 2-1/8" wide x 2-7/8" deep

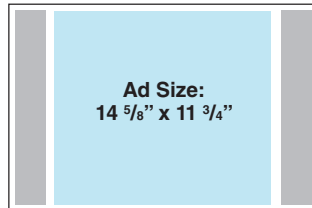
King-size Page



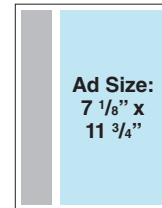
King-size Spread



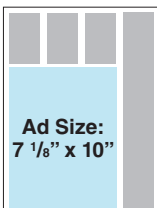
3/4 Vertical Spread



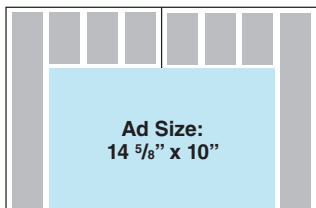
3/4 Vertical



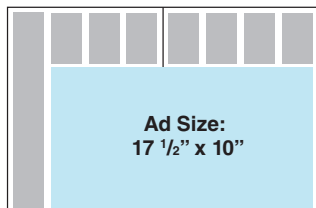
Island Page



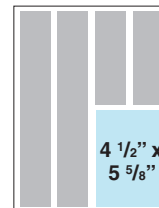
Island Spread



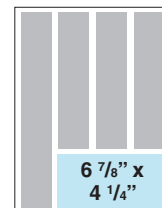
Island Page + 3/4 Page Horiz.



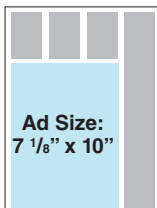
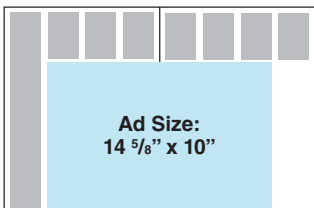
1/4 Page Vertical



1/4 Page Horizontal



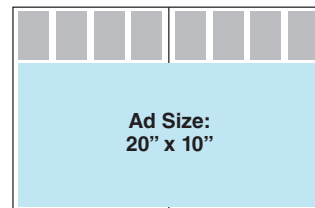
Island Page + Island



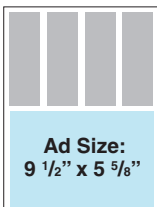
3/4 Horizontal



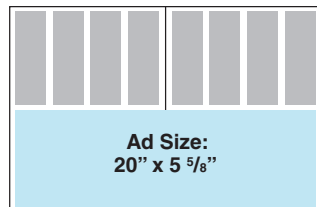
3/4 Horizontal Spread



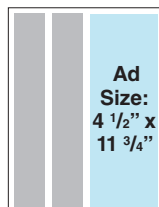
1/2 Page Horizontal



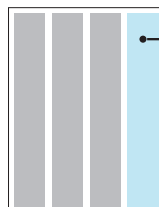
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



**Journal Trim Size:**  
10 1/2" x 13"

**Live matter:** Allow 1/4" safety from all trim edges

**Type of Binding:**  
Saddle Stitch



# Vascular Connections Insertion Order

**NOTE:** Unless otherwise notified, Frontline Medical Communications accepts this insertion order as a written contract for space with the client.

## Vascular Connections 2017

**Ad:**

- Package A / Preview Issue
- Package B / 3 On-site Issues
- Package C / Preview Issue and 3 On-site Issues

**Product Showcase:**

- Package A
- Package B
- Package C

**Company:**

\_\_\_\_\_

**Space Unit:**

\_\_\_\_\_

**Headline:**

\_\_\_\_\_

**Price:**

\_\_\_\_\_ *net*

**Advertising contact:**

\_\_\_\_\_

*Ph/Fx:* \_\_\_\_\_

*Email:* \_\_\_\_\_

**Product:**

\_\_\_\_\_

**Color:**

\_\_\_\_\_

**Position:**

\_\_\_\_\_

**MATERIALS TO:** Frontline Medical Communications  
2275 Research Blvd, Suite 400  
Rockville, MD 20850  
Attn: Maria Aquino  
Phone: 240.221.2418

**Billing address:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Title*

\_\_\_\_\_  
*Date*

Please fax this order to: Joan Friedman, Frontline Medical Communications, 973-206-9378  
or e-mail to [jfriedman@frontlinemedcom.com](mailto:jfriedman@frontlinemedcom.com)