



Vascular Connections

Boston, MA
June 20-23, 2018



2018 Rate Card

ADVERTISING
SALES CONTACT

VALERIE BEDNARZ

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Cell: 973.907.0230

Fax: 973.206.9378

vbednarz@

frontlinemedcom.com



FRONTLINE
MEDICAL COMMUNICATIONS.

SVS | Society for
Vascular Surgery



Vascular Connections | 2018 Rate Card

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 2018 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 2018 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 (May)	April 27	May 4
June 20/21	May 23	May 30
June 22	May 23	May 30
June 23	May 23	May 30

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.

Issue Dates	Package A (Print & Digital Preview Issue)	Package B (3 On-site Issues)	Package C (Preview and 3 On-site Issues)
Black-and-White Rates			
King Page	\$7,000	\$7,500	\$14,000
3/4 Page	6,800	7,000	13,000
Island (A-size)	6,500	6,800	11,300
1/2 Page	5,000	5,200	9,300
1/4 Page	2,500	2,600	4,700
Color (in addition to black-and-white rates)			
Three/Four Color	\$1,700	\$2,500	\$3,000
Product Showcase			
1/8 Page	\$1,500	\$1,500	\$2,700
1/16 Page	1,050	1,050	1,900
Cover Tip			
Supplied	\$12,000	\$17,000	\$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.

- 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 maquino@frontlinemedcom.com or 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:

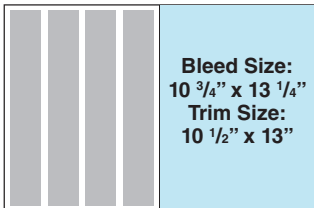
Vascular Connections
Frontline Medical Communications
2275 Research Blvd
Suite 400
Rockville, MD 20850
Attn: Advertising Production
Tel: 240-221-2418

MECHANICAL SPECIFICATIONS

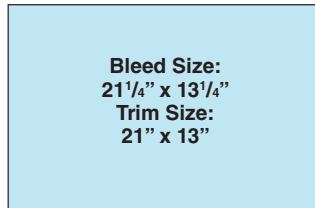
Product Showcase:

- 1/8 Page: 4-1/2" wide x 2-7/8" deep
- 1/16 Page: 2-1/8" wide x 2-7/8" deep

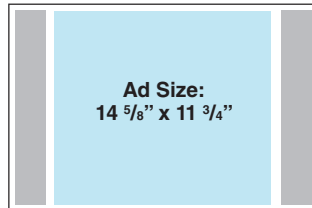
King-size Page



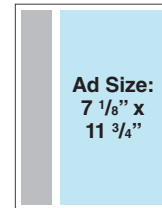
King-size Spread



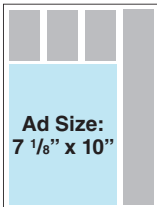
3/4 Vertical Spread



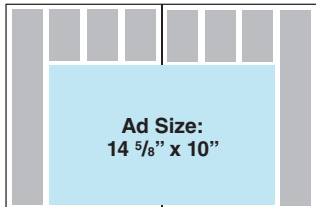
3/4 Vertical



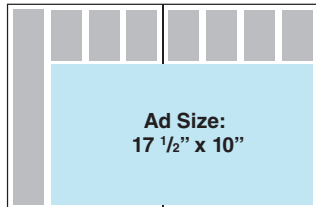
Island Page



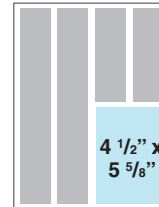
Island Spread



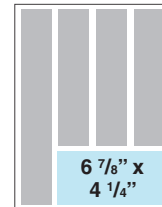
Island Page + 3/4 Page Horiz.



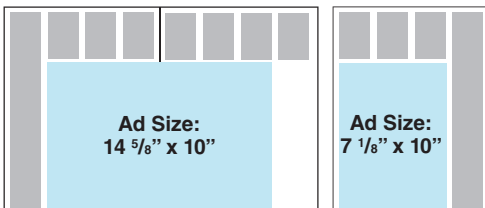
1/4 Page Vertical



1/4 Page Horizontal



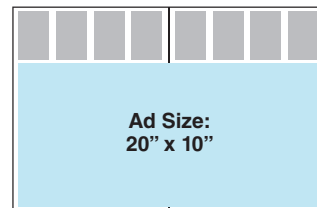
Island Spread + Island Page



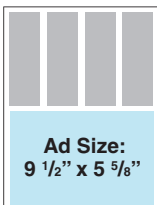
3/4 Horizontal



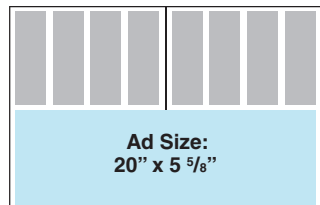
3/4 Horizontal Spread



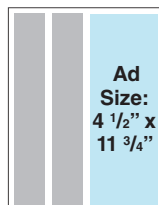
1/2 Page Horizontal



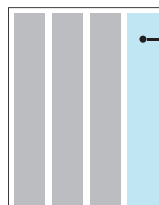
1/2 Horizontal Spread



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 2018

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 joanfriedman@frontlinemedcom.com