Advertising Rates And Specifications - 2019

Society Affiliation: American Society of Retina Specialists (ASRS)

Readership profile: The Journal of VitreoRetinal Diseases (JVRD) is a benefit to physician members of the American Society of Retina Specialists (ASRS) that are either:

- Practicing retina specialists: Board-certified ophthalmologists who have completed a vitreo-retinal fellowship of 1 year or more, and whose major professional activity is devoted to patient care, instruction, or research in the field of vitreoretinal diseases.
- Retina fellows in training: Physicians who have completed an approved residency in ophthalmology and are engaged in a 1- or 2-year fellowship in vitreoretinal diseases.

Editor: Donald J. D’Amico, MD

The Journal of VitreoRetinal Diseases (JVRD) is the official peer-reviewed journal of the American Society of Retina Specialists (ASRS). JVRD focuses exclusively on publishing original basic, translational, and clinical research papers across the spectrum of vitreoretinal diseases. It includes full-length and brief research articles, clinical trials, case series, review articles (both invited and submitted), interviews, editorials, letters to the editor, and features regarding retinal controversies (pro and con) to bring the retina community high-quality and trustworthy scientific research. Articles are rigorously peer-reviewed.

The American Society of Retina Specialists, founded in 1982, is the largest retinal organization in the world. More than 4 out of every 5 retina specialists in the United States are ASRS members. ASRS also has members in 59 countries around the world.

Journal Information

Print

Circulation: 3,000

Frequency: 6 times per year

Print advertising rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$3,980</td>
<td>$3,900</td>
<td>$3,395</td>
<td>$3,225</td>
<td>$2,905</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,185</td>
<td>$3,120</td>
<td>$2,715</td>
<td>$2,580</td>
<td>$2,325</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,910</td>
<td>$1,875</td>
<td>$1,630</td>
<td>$1,550</td>
<td>$1,395</td>
</tr>
</tbody>
</table>

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) $1,020

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Earned B&amp;W rate + 35%</td>
<td>Facing Table of Contents: Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
<td>Facing First Text Page: Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
<td>Other Specified Positions: Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>

Other Promotional Opportunities

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

Event opportunity:
ASRS Annual Meeting, Chicago, IL
July 26-31, 2019
Online Advertising

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
- 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

Policy and Guidelines

Trim size: 8.5 x 11
Binding: Perfect Bind
All advertising is subject to ASRS approval.
Ad dimensions are listed in inches.
All live copy should be no closer than ¼” from the trim.

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.

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.

JVRD 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 ¼” 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.

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

Contact Details

FOR DISPLAY AND CLASSIFIED ADVERTISING
Mark Horn
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 341-7795
Fax: (805) 410-7009
E-mail: mark.horn@sagepub.com

FOR ARTWORK DELIVERY
Aline Lis
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7160
Fax: (805) 410-7009
E-mail: aline.lis@sagepub.com

PRE-PRINTED INSERTS
(list journal name, issue # and quantityon 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