

# Journal of ExtraCorporeal Technology

## 2018 ADVERTISING INSERTION ORDER

**Ad Type:**  Display  Classified **Display Ad Frequency:**  4x  3x  2x  1x

**Requested Publication Issue(s):**

- Vol. 50-1 March (Deadline: February 1)
- Vol. 50-2 June (Deadline: May 1)
- Vol. 50-3 September (Deadline: August 1)
- Vol. 50-4 December (Deadline: November 1)

– please print –

Advertiser: \_\_\_\_\_ Product/Service: \_\_\_\_\_

Billing Client: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Headline: \_\_\_\_\_

**Display Ad Size:**

- Full Page — no bleed (7.5" x 10")
- Full Page — with bleed (8.75" x 11.25")
- Half Page — horizontal (7.5" x 4.875")
- Half Page — vertical (3.625" x 10")
- Quarter Page (3.625" x 4.875")

**Color:**

- B/W
- Four Color (+\$975)

Inside Front Cover (+\$435)

Inside Back Cover (+\$540)

Back Cover (+\$650)

**Special Position:**

Trim size of publication is 8.5 x 11. File resolution is 300 dpi.

**Advertising and position requests will be taken on a first-come, first-served basis. Every effort will be made to accommodate your request. Please see page two for appropriate charges for your ad, color choice and special position request.**

Base Charge: \$ \_\_\_\_\_ +Color Fee: \$ \_\_\_\_\_ +Position Fee: \$ \_\_\_\_\_ **TOTAL COST: \$ \_\_\_\_\_**

**All applications must include contact information and email address.**

**AmSECT will issue an invoice upon receipt to collect payment.**

**Signature Agreement**

The undersigned hereby makes an application for participation which, when accepted by AmSECT and accompanied by payment, becomes a binding contract.

**Acknowledged by:** \_\_\_\_\_

**For (Company Name):** \_\_\_\_\_ **Date:** \_\_\_\_\_

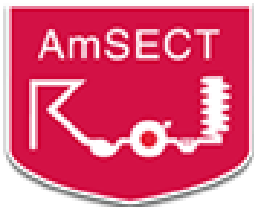
**Send this agreement to:**

Rebecca A. Baker

**AmSECT Sales & Sponsorship Manager**

SmithBucklin Corporation | 330 N. Wabash Avenue, Suite 2000 | Chicago, IL 60611

Direct: 312.673.5827 | Fax: 312.673.6804 | email: rbaker@smithbucklin.com



# Journal of ExtraCorporeal Technology

## 2018 ADVERTISING INSERTION ORDER

### GENERAL INFORMATION

Organization: American Society of ExtraCorporeal Technology  
Editor-in-Chief: Julie Wegner, PhD, CP

Publication available by subscription

### DISPLAY RATES / FREQUENCY DISCOUNTS

	4x	3x	2x	1x
Full Page	\$920	\$1030	\$1190	\$1405
Half Page	\$640	\$705	\$835	\$975
Quarter Page	\$430	\$490	\$530	\$595

*For special multiple insertion rates to apply, all ad insertions should be made at one time in one form. Payment is due upon receipt of invoice.*

### ADDITIONAL RATE FOR COLOR

Four Color +\$975

### ADDITIONAL RATES FOR SPECIAL POSITION

Cover 2	+\$435
Cover 3	+\$540
Cover 4	+\$650

### DESIGN/COMPOSITION CHARGES

Ad services can be provided at \$120 per hour. Request should be made three weeks prior to publication deadline.

### MECHANICAL SPECIFICATIONS

Ad Sizes	Standard		Bleed	
	Width	Height	Width	Height
Full Page	7.5"	10"	8.75"	11.25"
Half Page horiz	7.5"	4.875"	—	—
Half Page vert	3.625"	9.625"	—	—
1/4 Page	3.625"	4.75"	—	—

PUBLICATION TRIM SIZE: 8.5" x 11"      BLEED SIZE: 8.75" x 11.25"  
Please keep live matter within the 7.5" x 10" page area.

### ADVERTISING POLICIES

Deadlines: Vol. 50-1    March: **February 1**  
Vol. 50-2    June: **May 1**  
Vol. 50-3    September: **August 1**  
Vol. 50-4    December: **November 1**

### PRODUCTION REQUIREMENTS

High resolution Adobe pdf digital files are strongly preferred. Adobe pdf files should be created as CMYK color, 300 dpi resolution, all fonts embedded with full bleed and crop marks, where applicable. If pdf files cannot be sent, InDesign, Illustrator or Photoshop files (PC platform) are acceptable and must include all necessary graphics and fonts.

**Send this agreement form to:**

Rebecca A. Baker

**AmSECT Sales & Sponsorship Manager**

SmithBucklin Corporation | 330 N. Wabash Avenue, Suite 2000 | Chicago, IL 60611

Direct: 312.673.5827 | Fax: 312.673.6804 | email: rbaker@amsect.org