



JACR: Journal of the American
College of Radiology
ACR Bulletin



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By the Numbers



Print Circulation*

29,812

Average Monthly Pageviews‡

83,003

Average Monthly Visits‡

43,377

Opt-in Email Subscribers§

21,000

Print Circulation†

37,194

Opt-in Email Subscribers†

19,000



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*Does not include ACR members in training; however they have access to JACR online

†Includes 5526 ACR Members in Training

‡Adobe Analytics: Average of Jan 2020-Sep 2020.

§Imformz 2019

Journal of the American College of Radiology



Editorial Direction

The official journal of the American College of Radiology, JACR informs its readers of timely, pertinent, and important topics affecting the practice of **diagnostic radiologists, interventional radiologists, medical physicists, and radiation oncologists**. The Journal's goals are to improve patient care, support the practice of radiology and imaging, and move the science forward in health services research and policy, clinical practice management, data science, training and education, and leadership. JACR invites authors to submit articles that will inform, educate and engage readers in a dialogue that ultimately benefits patient care.

The journal features engaging content that helps facilitate volunteer opportunities and participation in the larger medical community.

Established	2004
Issuance	12 times per year
Circulation	29,812
Website	www.jacr.org

Editor-in-Chief

Ruth C. Carlos, MD, MS, FACR

Publisher

Pamela Poppalardo

Societies & Affiliations

Official Journal of the American College of Radiology

Market

Membership benefit for all ACR members, including radiologists, interventional radiologists, radiation oncologists, medical physicists, and nuclear medicine practitioners. Also available by subscription to anyone interested in medical imaging, other medical specialists, and policy makers.



2021 Focus Issues

- Resilience and Well-Being (May 2021)
- Private Practice (June 2021)
- Human Capital (August 2021)
- Care Transformation (October 2021)

2021 Special Issues

Includes 6-8 articles around a similar topic within regular issue

- The Provocative Issue (January 2021)
- Failing Up (March 2021)
- Health Equity (September 2021)

2021 Online Supplements

- ACR Appropriateness Criteria Updates (May & November 2021)



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Editorial Direction

As the official news magazine of the American College of Radiology, the *ACR Bulletin* keeps radiologists informed by covering a wide-range of current research, advocacy efforts, innovation in technology and educational opportunities in a quick, easy-to-read, and inviting manner.

Established	1943
Issuance	12 issues per year
Circulation	37,194
Website	www.acr.org/Bulletin

Publisher

American College of Radiology

ACR Bulletin Advisory Group Chair

Rebecca L. Seidel, MD

Managing Editor

Nicole B. Racadag, MSJ

Society

American College of Radiology

Market

U.S. members of the American College of Radiology, including radiologists, radiation oncologists, and medical physicists as well as other professionals involved in medical imaging and image-guided intervention and policy makers wishing to inform and involve themselves in the most important issues of radiology and radiation oncology.





2019 APEX Award
Excellence in Feature Writing

2019 APEX Award
Magazine/Journal/Tabloid

2019 APEX Grand Award
Excellence in Design and Illustration

2019 Azbee Award of Excellence:
National Silver Award
Regional Gold Award

Awards of Excellence

2019 APEX Awards

The ACR *Bulletin* won awards in three APEX award categories for 2019. APEX Awards are based on excellence in graphic design, editorial content, and the ability to achieve overall communications excellence. APEX Grand Awards honor the outstanding works in each main category, while APEX Awards of Excellence recognize exceptional entries in each of the individual categories. APEX had 1,200 entries this year. 100 Grand Awards were presented to honor outstanding work in 12 major categories, with 476 Awards of Excellence recognizing exceptional entries in 100 subcategories.

- **Apex Grand Award winner for design and illustration:** October 2019, *Word of Mouth* Issue
- **Apex Award winner for excellence in feature writing:** July 2019 article, *Under Attack*
- **Apex Award winner for excellence for magazines, journals, and tabloids:** March 2019, *Nurturing the Patient Relationship patient- and family-centered care* Special Issue



Membership Demographics

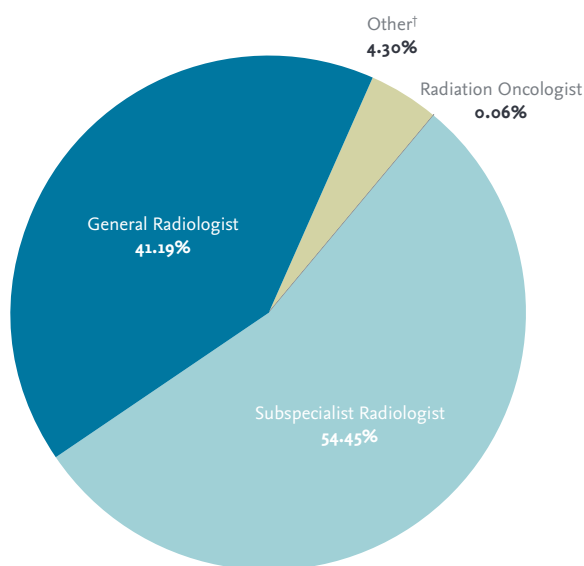


American College of Radiology Readership Survey

By connecting you to over 30,000 American College of Radiology (ACR) member radiologists and residents, *JACR* gives you a direct line of communication to the decision

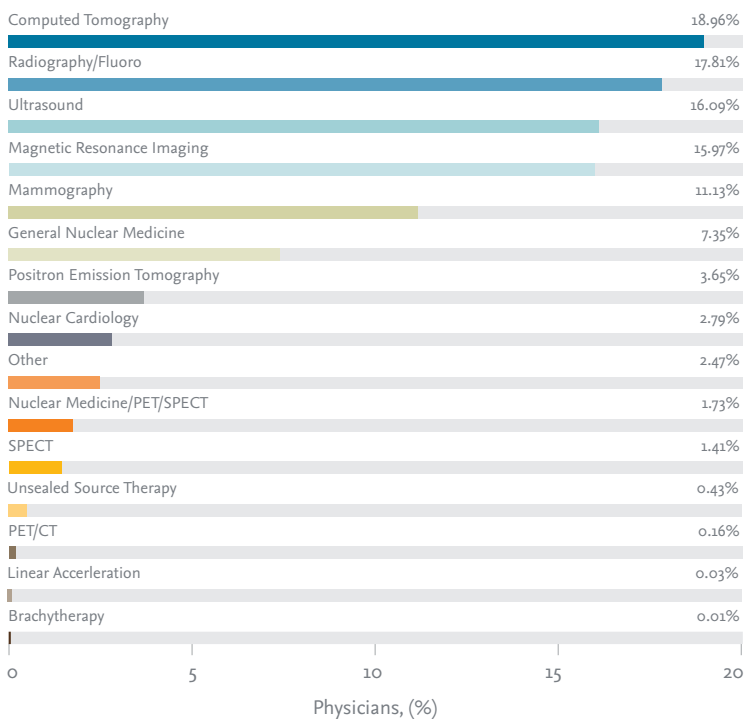
makers of today and tomorrow. High relevance with radiologists who have purchasing power means an ad placed in *JACR* helps you bridge the gap between awareness and action.

ACR Member Specialty*



Modality Specialty*

Physicians can select more than one modality.

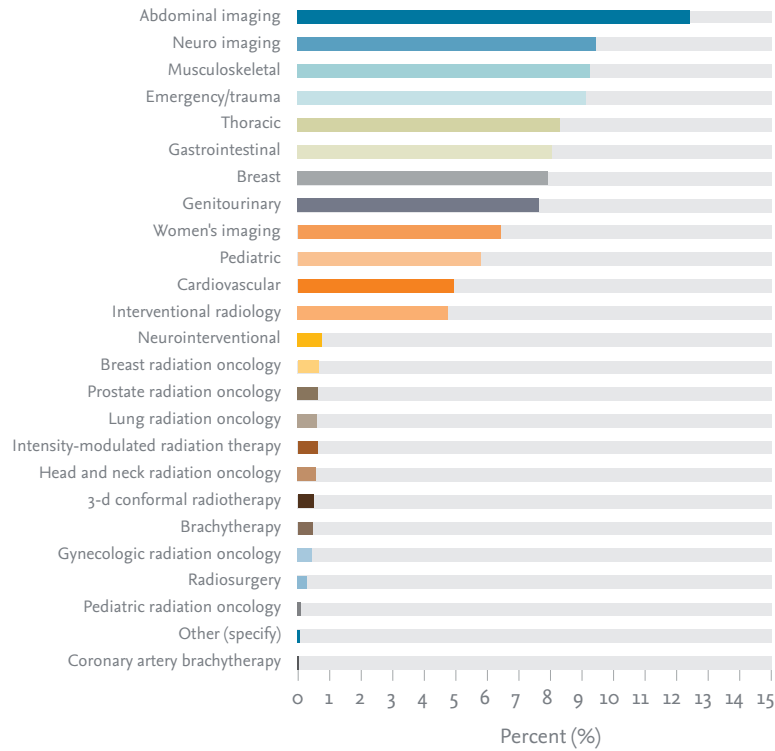


*2018 ACR Member Self-Reporting
 †Residents, Interventional Radiologists, and Physicists

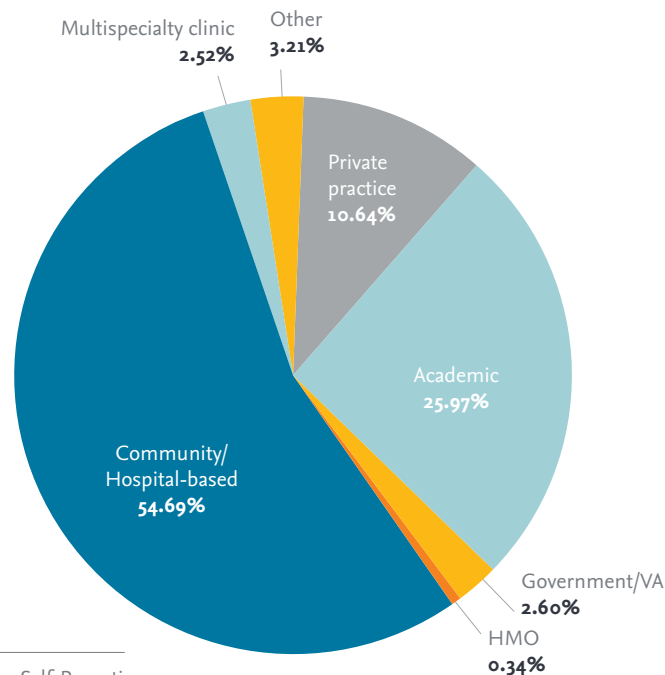
Membership Demographics

(continued)

Organ System Subspecialty*



Practice Settings*



*2018 ACR Member Self-Reporting



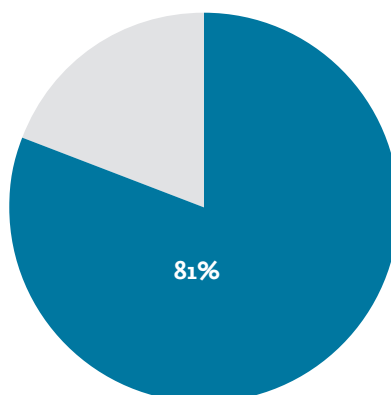
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Print & Digital Readership

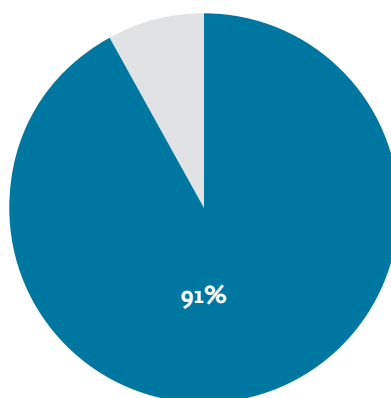
Versions read of current issues of medical journals*

When a current issue of a medical journal (or other professional publication) is available, which versions do you read?
(Please select all that apply).

Print Readership†



Online/App Readership†



*Kantar Media Sources & Interactions: 2020

Print & Digital Readership



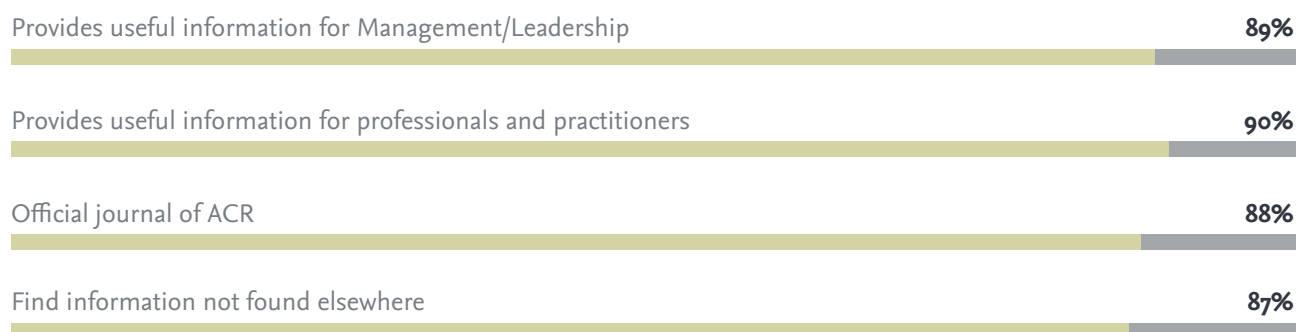
(continued)

Among the top 11 radiology journals, JACR ranks **#4 in total radiologist readership**[†]

Among top 11 radiology journals, JACR ranks **#4 in High Radiology Readers and Average Page Exposures**[†]

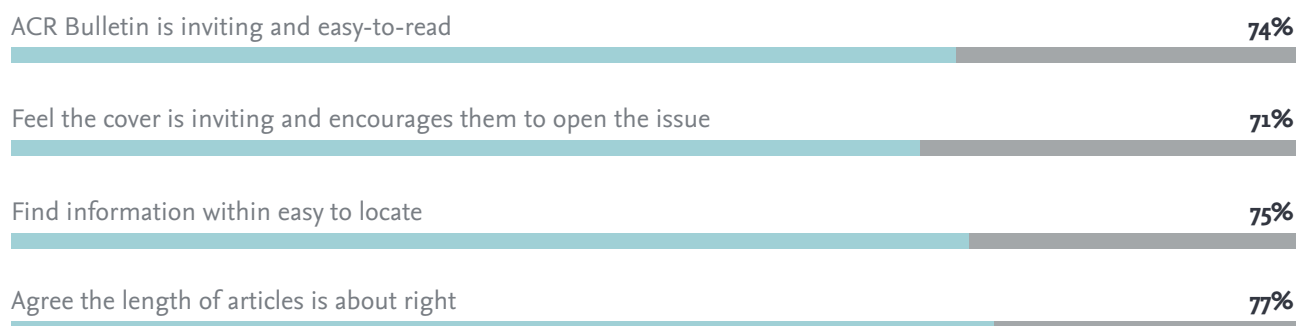
JACR

Top reasons for reading JACR:



ACR Bulletin

What our readers say:



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^{*}2018 ACR/JACR Readership Survey for JACR.

[†]Kantar Sources and Interactions 2020 Radiologists Reach.

JACR Print Rates



Black & White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$ 6,350	\$ 5,060	\$ 4,295	\$ 3,090	\$ 2,135
3x	\$ 6,245	\$ 5,000	\$ 4,055	\$ 3,050	\$ 2,045
6x	\$ 6,150	\$ 4,915	\$ 4,010	\$ 3,000	\$ 1,995
12x	\$ 6,030	\$ 4,830	\$ 3,930	\$ 2,945	\$ 1,885

Color Rates

Standard Color	\$680
4 Color	\$505
Matched Color	\$1,735

Premium Positions

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First right hand page	25% B/W page rate
Other preferred positions	10% B/W page rate

Cover Tips

\$20,000 Net Client Provided

(Standard 2-sided; please contact your sales representative for larger unit pricing).

Outserts

\$24,000 Net Client Provided

(Up to 4 pages; please contact your sales representative for larger unit pricing)

Closing Dates

Publication Date	Closing Date	Materials Deadline	Inserts Due
January	12/1/20	12/4/20	12/11/20
February	12/29/20	1/4/21	1/11/21
March	1/28/21	2/2/21	2/9/21
April	3/3/21	3/8/21	3/15/21
May	4/1/21	4/6/21	4/13/21
June	4/30/21	5/5/21	5/12/21
July	6/2/21	6/7/21	6/14/21
August	7/1/21	7/7/21	7/14/21
September	8/3/21	8/6/21	8/13/21
October	9/1/21	9/7/21	9/14/21
November	10/1/21	10/6/21	10/13/21
December	10/29/21	11/3/21	11/10/21

Focus (FI) & Special (SI) Issue Schedule

January	The Provocative Issue (SI)
March	Falling Up (SI)
May	Resilience and Well-Being (FI)
June	Private Practice (FI)
August	Human Capital (FI)
September	Health Equity (SI)
October	Care Transformation (FI)

Online Supplement Schedule

May	ACR Appropriateness Criteria Updates
November	ACR Appropriateness Criteria Updates



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* All ads must go through an approval process

ACR Bulletin Print Rates



Black & White Rates

Frequency	Full Page	1/2 Page
1x	\$ 6,165	\$ 4,170
3x	\$ 6,060	\$ 3,935
6x	\$ 5,975	\$ 3,895
12x	\$ 5,855	\$ 3,820

Color Rates

Standard Color	\$515
Matched Color	\$690
4 Color	\$1,770

Premium Positions

Cover 4 (1/2 page only) [†]	\$7,500
Cover 2 / Opposite TOC	\$9,500
Cover 3	\$9,000
Other preferred positions	\$8,100

Cover Tips

\$25,800 Net Client Provided

(Standard 2-sided; please contact your sales representative for larger unit pricing)

Outserts

Contact your sales representative for rates and opportunities Client Provided (Up to 4 pages; please contact your sales representative for larger unit pricing)

Receive a 25% discount in the ACR Bulletin when you advertise the same ad in the same issue of *JACR* and *The ACR Bulletin*.

Closing Dates

Publication Date	Closing Date	Materials Deadline
January	11/16/20	11/23/20
February	12/16/20	12/23/20
March	1/18/21	1/25/21
April	2/15/21	2/22/21
May	3/15/21	3/22/21
June	4/12/21	4/19/21
July	5/17/21	5/24/21
August	6/14/21	6/21/21
September	7/19/21	7/26/21
October	8/17/21	8/24/21
November	9/13/21	9/20/21
December	10/18/21	10/25/21

ACR Bulletin Print and PDF Versions

In addition to the online publication, a pdf (digital flipbook) version of the *ACR Bulletin* can be downloaded from the ACR.org website. With this version of the Bulletin, there is unrestricted and unlimited access to any reader - no subscription or registration is required.

Advertisements in the print version of the Bulletin will automatically be placed in the PDF flip-book version of the same issue.



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*All ads must go through an approval process.
[†]Full page available in Mar, May, Aug, and Nov

Bonus Distribution



ACR-RBMA Practice Leaders Forum

January 22-23, 2021 (Virtual Meeting)

JACR January 2021

ACR Bulletin January 2021

RLI Leadership Summit

September 10-12, 2021 (Wellesley, MA)

JACR September 2021

ACR Bulletin September 2021

SBI-ACR Breast Imaging Symposium

April 8-11, 2021 (Savannah, GA)

JACR April 2021

ACR Bulletin April 2021

RSNA

November 28-December 4, 2021 (Virtual or In-person TBD)

JACR September 2021

ACR Bulletin September 2021

American College of Radiology (ACR) Annual Meeting

May 16-19, 2021 (Virtual Meeting)

JACR May 2021

ACR Bulletin May 2021



Please Note: Conference distribution subject to change.
Please contact your Sales Representative prior to finalizing your media plan.

JACR Journal Website Banner Advertising



Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message

and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Banner Positions

JACR Homepage

Leaderboard	728 x 90
Leaderboard, mobile	300 x 50

JACR Rest of Site (ROS)

Leaderboard	728 x 90
Leaderboard, mobile	300 x 50

Average Monthly Metrics*

www.jacr.org

Pageviews	83,003
Unique Visitors	36,240
Visits	43,377

Rate

\$95 CPM Net

Sticky Banners

Leaderboard remains in place during scroll for 8 seconds, and Skyscraper on ROS pages remains in place on right side throughout scroll.



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*Adobe Analytics: Average of Jan 2020-Sep 2020.

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers receive the Table of Contents (TOC) email for the *JACR* and *ACR Bulletin*, providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

JACR

Banner Positions

2 rectangle positions available per TOC

Rectangle 450 X 120

Rates

\$4,100 net

Metrics*

Opt-in Distribution 21,000

Average Open Rate 29%

ACR Bulletin

Banner Positions

2 rectangle positions available per TOC

Rectangle 450 X 120

Rate

\$4,100 net

Metrics*

Opt-in Distribution 19,000

Average Open Rate 28%



*JACR September 2020, ACR 2019

JACR Special Issues and Online Supplements



ACR Appropriateness Criteria®

The *Journal of the American College of Radiology* (JACR), in collaboration with the ACR AC Patient Subcommittee, has launched Patient Summaries as a new publication category, representing an important, new initiative to have patients (laypersons) summarize AC recommendations for patients. It is anticipated the ordering physicians and radiologists will welcome these publications, as the summaries are intended to help patients understand what tests are appropriate for their situation, and are designed to help ordering physicians and radiologists better communicate the reason they are requesting, or performing, a particular imaging test.

Special Issues

- The Provocative Issue (January)
- Failing Up (March)
- Health Equity (September)

Online Supplements

- ACR Appropriateness Criteria Updates (May & November)

Rates

Please contact your Sales Representative.

*All targeted solutions are subject to society and Editor approval.



JACR Focus Issues



Focus Issues

2021 Focus Issues

- Resilience and Well-Being (May)
- Private Practice (June)
- Human Capital (August)
- Care Transformation (October)

Rates

Please contact your Sales Representative.

*All targeted solutions are subject to society and Editor approval.



ACR Bulletin Focus Issues



Focus Issues

2021 Issues

- *Overcoming Barriers to Care* (May)
- *ACR 2021 Special Report* (July)
- *Screening (exact name TBD)* (October)

Rates

Please contact your Sales Representative.



ELSEVIER

*All targeted solutions are subject to society and Editor approval.

ACR Bulletin Supplements



Imaging 3.0™ In Practice Quarterly Supplements

These special collections from the American College of Radiology’s *Imaging 3.0* case study library include discussion questions and additional resources to help your practice implement its own value-added initiatives. *Imaging 3.0* case studies spotlight radiologists using Imaging 3.0 techniques to transition from the volume of scans read to the value of the patient experience.

March Issue

Community Radiology

Intro statement...

- bullet
- bullet

May Issue

Health Equity

Intro statement...

- bullet
- bullet

Space reservation 1/7/21

Materials due 1/14/21

Space reservation 3/5/21

Materials due 3/12/21



ELSEVIER

*All targeted solutions are subject to society and Editor approval.

ACR Bulletin Supplements (cont'd)



July Issue

What patient's value and the economic impact based on PFCC survey

Intro statement...

- bullet
- bullet

Space reservation

6/7/21

Materials due

6/14/21

November Issue

[TBD: CDS or Technology Innovations]

Intro statement...

- bullet
- bullet

Space reservation

9/9/21

Materials due

9/16/21

Mechanical Specifications

Trim size	8.5" x 10.875"
Bleed (0.125" all edges)	8.75" x 11.125"
Live area (0.375" all edges)	7.75" x 10.125"

Ad Size	Non Bleed	Bleed
Full Page	7.5" x 10"	8.75" x 11.125"
Spread	15.875" x 10"	17.25" x 11.125
1/2 Horizontal*	7.5" x 5"	8.75" x 5.25"
1/2 Vertical	4" x 10"	—

*Half page ad bleed dimension includes bleed on both sides and bottom only. If file is not a PDF, include all printer and screen fonts and all supporting graphics.

Rates

Please contact your Sales Representative.

*All targeted solutions are subject to society and Editor approval.



JACR Topic Collections



Exclusive 100% SOV banner advertising within a collection of select articles

Featuring a series of articles selected and reviewed by our independent JACR editorial board, Topic Collections provide an exclusive opportunity for advertisers to reinforce their message within editorially relevant content via banners on a dedicated section of our journal website, and within a multi-wave email campaign to our proprietary list of specialists.

Sponsorship includes the following:

- Banner placements on journal website’s topic collection landing pages.
- Placement of a leaderboard banner on a 3-wave email campaign targeting your specialty audience.

Existing Topic Collections include:

- Diversity
- Health Equity
- Private Practice
- Incidental Findings
- Lung Cancer
- Quality and Safety
- Residents and Young Physicians

Banner Positions

Leaderboard	728 x 90
Leaderboard, mobile	300 x 50

Rate

Please contact your Sales Representative.

*All targeted solutions are subject to society and Editor approval.



JACR Reprint Capabilities



The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multi-media programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

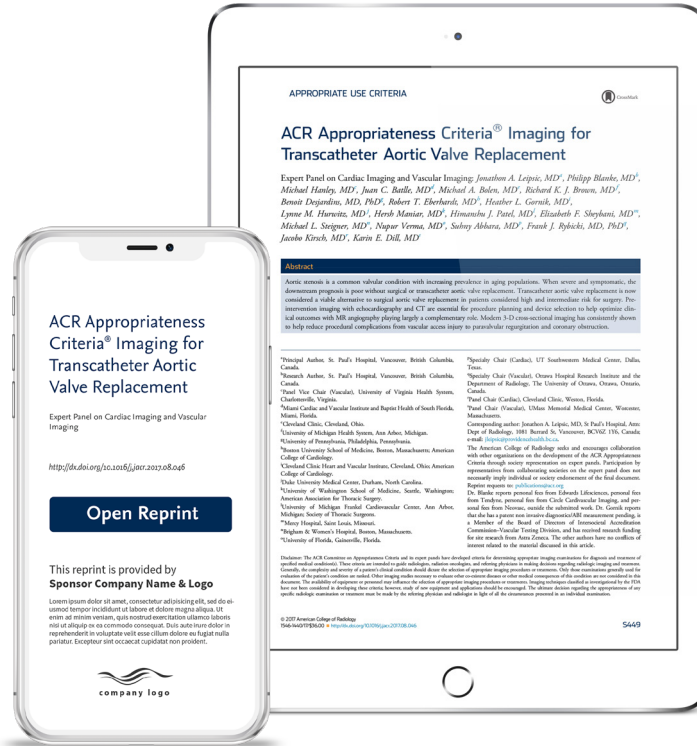


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*Footnote (2 columns)

JACR Reprint Capabilities

(continued)



Digital Reprints

E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

[View a demo](#)

Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

Order Reprints Online

Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process



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A Digital Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.

Print Media



Mechanical Specifications

JACR

Ad Size	Non Bleed	Bleed
Trim	8" x 10-3/4"	—
Full Page	7-1/2" x 10-1/4"	8-1/4" x 11"
Spread	15" x 10"	16-1/4" x 11"
2/3 Vertical	4-3/8" x 10"	—
1/2 Horizontal	7" x 5"	8-1/4" x 5-5/8"
1/2 Vertical	3-1/2" x 10"	4-1/4" x 11"
1/3 Vertical	2-3/16" x 10"	—
1/4 Page	3-1/2" x 5"	—

Keep live matter 1/4" from all trim edges.

Binding	Perfect; jogs to head
Printing process	Web, CMYK
Halftone screen	Cover, 150 line screen Text, 150 line screen

ACR Bulletin

Ad Size	Non Bleed	Bleed
Trim	8.5" x 10.875"	-
Full Page	7.5" x 10"	8.75" x 11.25"
Spread	15.875" x 10"	17.25" x 11.125"
1/2 Horizontal	7.5" x 5"	8.75" x 5.25"
Cover 4	7.5" x 5.25"	8.75" x 5.625"

Cover 4 bleeds on both sides and bottom only

Keep live matter 1/4" from all trim edges.

Binding	Saddle-stitch
Printing process	Offset, CMYK
Halftone screen	Cover, 150 line screen Text, 150 line screen
File-naming convention	Company_name_Bull_ACR_Month17

Print Ad Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- Adobe Indesign CS6 or higher
- Adobe Illustrator* CS6 or higher

Additional costs may apply if problems are encountered.

**When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi



*Dimensions are width x height.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Print Media (continued)

- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet publication trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 0.125” (1/8”) offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4” of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing

program (ex. Photoshop) and then imported into the page layout program at proper size and position.

- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

NOTE: Artwork must be prepared for 4-color process printing only. Spot or PMS colors will be converted to CMYK and color match cannot be guaranteed.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.



Print Media (continued)



meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Insert Requirements:

JACR

2-page insert	8-1/4" x 11"
4-page insert	16-1/2" x 11", furnish folded to 8-1/4" x 11"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing

Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.
Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipment Address

Journal of the American College of Radiology
 LSC Communications
 121 Matthews Drive
 Senatobia, MS 38668
 Attn: Elsevier Team

Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.



Digital Media



Journal Website Banner Ads

Creative Sizes

[JACR Leaderboard](#) 728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

[JACR Skyscraper](#) 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)

[JACR Large Rectangle](#) 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



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*Generic list of non-content pages available upon request though will vary by journal

Digital Media (continued)



Rich Media Expanding & HTML In-Page Ads†

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	300 x 250
Expands ▶ right (maximum size)	600 x 250

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Digital Media (continued)



JACR Table of Contents (TOC) Email Banner Ads

Creative Sizes

Rectangle 450 x 120

Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

ACR Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard 728 x 90

Skyscraper 160 x 600

Rectangle 300 x 250

Email Specifications

Size	200KB max
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No



Contacts



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Visit www.elsmediakits.com to view other media kits and rate cards.

Contracts, Insertion Orders & Production Materials

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For JACR, send new print ad files and submit pickup ads to www.ads4els.com

For ACR *Bulletin*, send new print ad files and submit pickup ads to b.hipple@elsevier.com

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