



The Journal of the Association for Vascular Access

Advertising and Integrated Programs

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EDITORIAL

The Journal of the Association for Vascular Access (JAVA), the official journal of the Association for Vascular Access, is a multidisciplinary, peer-reviewed scholarly journal. The journal endeavors to promote excellence in vascular access practice in all health care settings.

JAVA strives to advance the field of vascular access by disseminating new and relevant information to its readership. The journal accepts original articles from authors in all relevant disciplines and settings. Topics of interest to the journal include: evidence-based practice, new initiatives, outcomes research, patient/family satisfaction, patient and family instruction, international and confronted in clinical practice.

EDITOR IN CHIEF: Eric Seger

TOTAL CIRCULATION: 2,714

AFFILIATION: Association for Vascular Access (AVA)

ISSUANCE: 4 times per year

2020 CREATIVE DUE DATES

PRINT CLOSINGS

Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

VOLUME/ISSUE	PUBLICATION DATE	INSERTION ORDERS DUE	PRINT MATERIALS DEADLINE	INSERTS DUE
25/1	March	1/28/20	1/31/20	2/10/2020
25/2	June	4/24/2020	5/1/2020	5/14/2020
25/3	September	7/27/2020	8/3/2020	8/10/2020
25/4	December	10/19/2020	10/26/2020	11/9/2020

BONUS DISTRIBUTION: Volume/Issue: 25/3 Association for Vascular Access: September 12-15, 2020 (Denver, Colorado)

ACCEPTANCE OF ADVERTISING

The Association for Vascular Access reserves the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Association for Vascular Access from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.



PRINT ADVERTISING RATES

FREQUENCY	FULL PAGE		HALF PAGE		QUARTER PAGE	
	4-COLOR	B&W	4-COLOR	B&W	4-COLOR	B&W
1X	\$3,320	\$2,165	\$2,400	\$1,245	\$2,090	\$935
3X	\$3,065	\$1,910	\$2,280	\$1,125	\$2,110	\$835
4X	\$2,815	\$1,660	\$2,210	\$1,055	\$1,965	\$810
8X	\$2,685	\$1,530	\$2,155	\$1,000	\$1,935	\$780

Additional costs may apply if problems are encountered.
*State and local taxes may apply.

PREMIUM POSITIONS

Cover 4: 30% of earned rate
Cover 2: 25% of earned rate
Cover 3: 10% of earned rate
Opposite TOC: 20% of earned rate
First Right Hand Page: 10% of earned rate

COVER TIPS

\$7,500 Net

OUTSERTS

\$7,500 Net

COMPOSITION CHARGES

Ad composition and other production work is available at an extra charge. Please call for specific production requests.

EARNED RATES

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

AGENCY DISCOUNT 15% - All rates in print are GROSS, except those that marked as Net.

E-TOC EMAIL BLAST ADVERTISING

This email blast is sent to AVA members after each issue of JAVA is published, with a link to the digital version of the issue. There are several ad positions available, and each position is the same price of \$500 per issue.

E-TOC ADVERTISING DUE DATE

VOLUME/ISSUE	PUBLICATION DATE	E-TOC ADVERTISING DUE DATE
24/1	March	3/2/2020
24/2	June	5/1/2020
24/3	September	8/3/2020
24/4	December	9/1/2020

E-TOC RATES

POSITION	SIZE	PRICING
Leaderboard	728 x 90px	\$500 per issue
Skyscraper	160 x 600px	\$500 per issue
Large Rectangle	300 x 250px	\$500 per issue

*State and local taxes may apply.

MECHANICAL SPECIFICATIONS

AD SIZE	NON BLEED	BLEED
Full Page	7-1/4" x 10-1/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7-3/8" x 5"	8-3/8" x 5-7/16"
1/2 Vertical	3-1/2" x 10-1/8"	4-1/16" x 11-1/8"
1/4 Page	3-9/16" x 4-15/16"	

Trim size is 8 1/8" x 10 7/8". Bleed sizing includes .125" bleed on all sides. Keep live matter 3/8" from all trim edges, 1/2" from all edges on documents with bleed.

AD SIZE	BLEED
Cover Tip	7-3/4" x 7.25"

*Including a .125" bleed on all sides.
Keep live matter 1/2" from all trim edges.*

BINDING:

Saddle Stitched

PRINTING PROCESS:

Sheetfed

HALFTONE SCREEN:

Cover: 150 line screen
Text: 150 line screen



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:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

NOTE: 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
- 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.

PAGE LAYOUT

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

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Trim marks left off the ad file.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 3/8" 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/or color bars not required.

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 Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

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.

SPOT COLORS

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

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

Allen Press accepts SWOP contract color proofs and will match to them if they are provided, but they are not required.

MEDIA/ DELIVERY

- CD-ROM/ISO 9660 Format or DVD
- All media must be properly identified with the following information:
 - Journal Title and Issue date
 - Advertiser
 - Agency Name & address (for returned material[s])
 - Contact name & phone
 - Include printout

Contact AVA for alternate file delivery.

CONFORMANCE TO SPECS

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