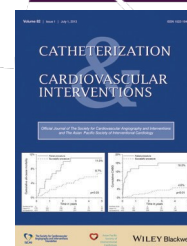


2020 Advertising Rate Card

Catheterization & Cardiovascular Interventions



Catheterization and Cardiovascular Interventions includes basic and clinical information related to invasive and interventional coronary or peripheral vascular techniques. The journal focuses on material of immediate practical value to physicians providing patient care in the clinical laboratory setting. To accomplish this, the journal publishes Preliminary Reports and Work In Progress articles that complement the traditional Original Studies, Case Reports, and Comprehensive Reviews. Official Journal of The Society for Cardiovascular Angiography and Interventions.

Advertising and Sales Office

MJ Drown, Account Manager-Display Advertising

P: 781-388-8341 ~ E: mdrawn@wiley.com

Kristin McCarthy, Account Manager-Classified

Advertising P: 978-609-4215 ~ E: kmccarthy@wiley.com

Dave Surdel, Director - Reprint Sales, Americas, Wiley

P: 781-388-8343 ~ E: commercialreprints@wiley.com

For sponsorships, supplements, microsites and custom projects, please contact actbusdev@wiley.com

Editorial Office

Steven R. Bailey, MD, Editor-in-Chief

2018 Impact Factor: 2.551

ISI Journal Citation Reports® Ranking: 2018: 64/136 (Cardiac & Cardiovascular Systems)

Publisher

Wiley

111 River Street, Hoboken, NJ 07030

Vickie Thaw, Journal Publishing Manager

P: 201-748-5665 ~ E: vthaw@wiley.com

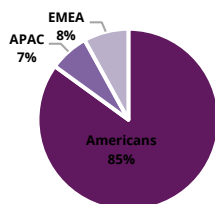
Circulation

Total Circulation: 3,610

Coverage: United States (83%) and International (17%)

Reader Demographics*

- Invasive/Interventional Cardiologist: 72%
- Pediatric Interventional Cardiologist: 9%
- General Cardiologist: 5%
- Fellow in Training: 4%
- Cath Lab Technician/Nurse Practitioner: 7%
- Other: 3%
- 80% U.S. readers, 20% ROW



Importance of SCAI and Catheterization and Cardiovascular Interventions (CCI)

- SCAI is the primary professional association for invasive and interventional cardiologists.
- SCAI membership includes 4,000 invasive and interventional cardiologists
- CCI - ISI Journal Citation Reports Ranking: 54/117 (Cardiac & Cardiovascular Systems)
- CCI readers diagnose and treat conditions such as cardiovascular disease, congenital/structural heart conditions, stroke and peripheral artery disease through catheter based procedures including angiography, angioplasty and stenting.

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Ads will be stacked. Please contact your sales rep for information on premium positions.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Ask about digital advertising opportunities in Catheterization and Cardiovascular Interventions

Black and White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,428	\$1,000	\$679
6x	\$1,400	\$909	\$591
12x	\$1,371	\$891	\$580
24x	\$1,342	\$873	\$567
36x	\$1,271	\$826	\$537
48x	\$1,229	\$810	\$511
60x	\$1,210	\$798	\$519
72x	\$1,171	\$761	\$495
84x	\$1,114	\$725	\$470
96x	\$1,056	\$687	\$446
108x	\$1,000	\$650	\$422
120x	\$943	\$612	\$398

Color Rates (in addition to earned B&W rate):

Matched color:	\$824
4-color process:	\$1,150

Cover and Preferred Position (in addition to earned B&W rate):

2nd Cover	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Table of Contents:	15%

Positions available on a non-cancelable basis.

WILEY

Catheterization & Cardiovascular Interventions

Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%. Please check with your sales rep for print run quantity before sending inserts.

Other services: Bellybands, cover tips, outserts, business reply cards, advertorials. Contact your advertising sales representative about combination print and online programs or for details about advertising across specialty areas.

Issuance & Closing Dates

Frequency: 14x per year

2020 Closing Dates:

Vol #	Cover Date	Space Reservation	Material Due	Inserts Due
95:1	January	12/9/19	12/16/19	12/23/19
95:2	February	1/8/20	1/15/20	1/22/20
95:3	February	1/20/20	1/27/20	2/3/20
95:4	March	2/12/20	2/19/20	2/26/20
95:5	April	3/12/20	3/19/20	3/26/20
95:6	May	4/7/20	4/14/20	4/21/20
95:7	June	5/8/20	5/15/20	5/22/20
96:1	July	6/9/20	6/16/20	6/23/20
96:2	August	7/9/20	7/16/20	7/23/20
96:3	September	8/11/20	8/18/20	8/25/20
96:4	October	9/8/20	9/15/20	9/22/20
96:5	November	10/15/20	10/9/20	10/23/20
96:6	November	10/20/20	10/27/20	11/3/20
96:7	December	11/10/20	11/17/20	11/24/20

Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Al Liburd, Advertising Specialist, at PrintAdTraffic@wiley.com prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.

- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.

If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.2667"	11.125"
1/2 page horizontal	8.5"	5.875"
Two-page spread	17"	11.125"
Cover tips	7"	5"

Insert Requirements

- Multi-page inserts are to be furnished folded (Three samples).
- Sizes: 2 page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: Head 1/8", foot no less than 0.125" or more than 0.875", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.
- Stock weights acceptable: Not to exceed 100 lb. coated.

Packing instruction: Carton packing preferred, with quantity, publication name, ad month clearly indicated.

Paper Stock

Inside pages: UPM Classic Gloss 80 gsm.

Covers: 10 pt. C2S

Contacts

Ship all advertising material as well as two insert examples

to: Al Liburd, Advertising Production Specialist

P: 201-748-8754

E: PrintAdTraffic@wiley.com

Wiley

111 River Street, 4-01, Hoboken, NJ 07030-5774

Ship inserts to:

Sheridan PA (SPA)

Attn: Angie Myers

Catheterization & Cardiovascular Interventions,

Volume: _____, Issue: _____

450 Fame Avenue

Hanover, PA 17331

717 632-3535 X8131

E: angie.myers@sheridan.com8

www.wileyonlinelibrary.com/journal/CCI