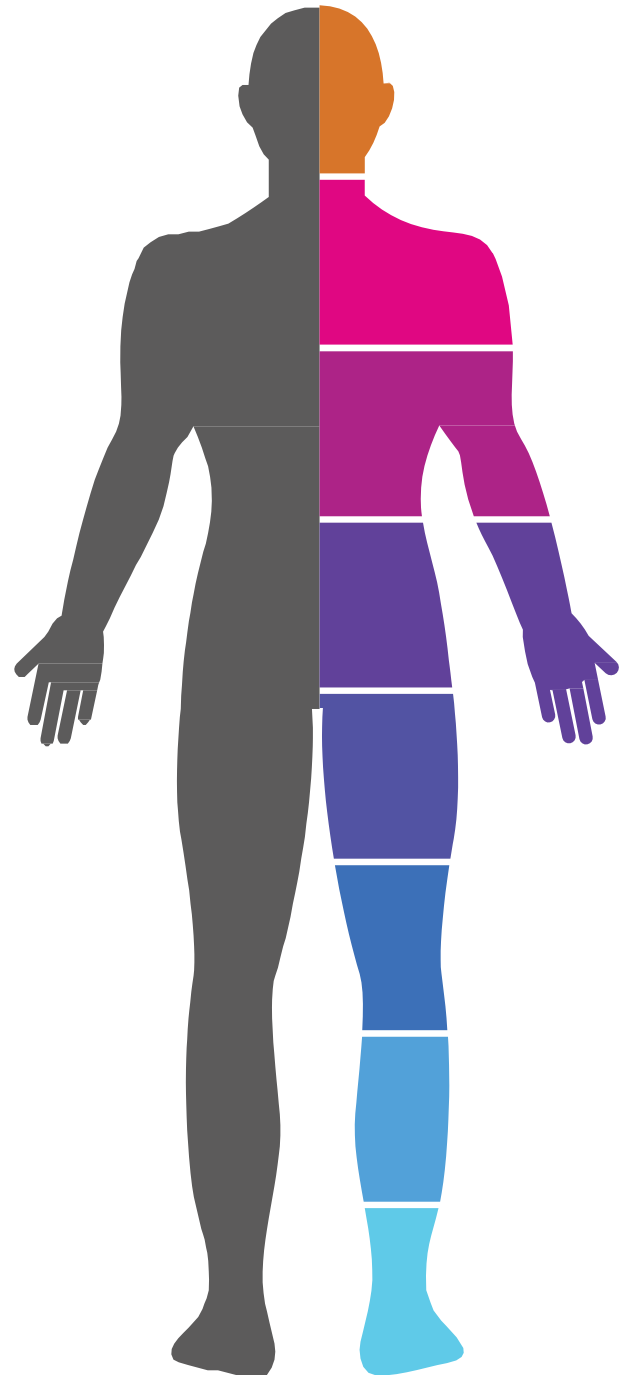
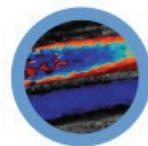
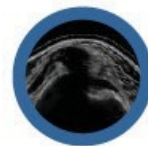
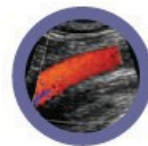


AMERICAN INSTITUTE OF ULTRASOUND IN MEDICINE

2020 Media Kit



About the AIUM

The American Institute of Ultrasound in Medicine (AIUM) is a multidisciplinary association dedicated to advancing the safe, effective, and affordable use of ultrasound in medicine through professional and public education, research, development of guidelines, and accreditation. Established in 1952, the AIUM membership spans over 80 countries and comprises more than 10,000 medical professionals and healthcare providers.

The AIUM collaborates with a broad range of stakeholders, including leading health care experts, representatives from medical societies, insurers, the US Olympic Committee, the military, patient advocacy groups, government agencies, and others, to educate and expand the use of medical ultrasound as an alternative to other diagnostic imaging modalities where scientific evidence supports its appropriateness. Endeavors include the widespread integration of ultrasound throughout the entire spectrum of medical school, allied health, and postgraduate medical education.

The AIUM provides formal position statements on relevant topics, including safety, training, and other ultrasound-related issues. See www.aium.org.

A Broad Range of Stakeholders

Membership: 10,000

- Physicians constitute 38% of all new members, followed by sonographers at 28%.
- The largest segments of new physician members come from obstetrics and gynecology and radiology, followed by those with an interest in musculoskeletal ultrasound (orthopedic surgery, sports medicine, and physical medicine and rehabilitation).

Medical Board Certifications

Anesthesiology Breast
Surgery Cardiovascular
Disease Critical Care
Medicine
Diagnostic Radiology
Emergency Medicine
Endocrinology
Family Practice
Gastroenterology

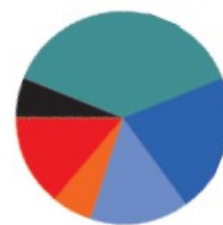
General Vascular Surgery
Internal Medicine
Maternal-Fetal Medicine
Nephrology
Neurology
Neuroradiology Nuclear
Medicine
Obstetrics and Gynecology
Ophthalmology

Orthopedic Surgery
Pain Medicine
Pathology
Pediatric Emergency Medicine
Pediatric Radiology
Pediatrics
Physical Medicine and
Rehabilitation
Podiatry

Reproductive Endocrinology
Rheumatology
Sports Medicine
Surgery
Urology
Vascular and Interventional

AIUM Members by Community/Interest Group

12%	Basic Science and Instrumentation
13%	Cardiovascular Ultrasound
5%	Contrast-Enhanced Ultrasound
2%	Elastography
15%	Emergency and Critical Care Ultrasound
19%	Fetal Echocardiography
27%	General and Abdominal Ultrasound
37%	Gynecologic Ultrasound
5%	High-Frequency Clinical and Preclinical Imaging
11%	Interventional-Intraoperative Ultrasound
17%	Musculoskeletal Ultrasound
9%	Neurosonology
56%	Obstetric Ultrasound
13%	Pediatric Ultrasound
21%	Sonography
4%	Therapeutic Ultrasound
3%	Ultrasound in Global Health
5%	Ultrasound in Medical Education



Work Setting

38%	Private Practice
21%	Academic Institutions
15%	Hospitals
6%	Combination
14%	Unreported
6%	Other

The Official Publication of the AIUM

The **Journal of Ultrasound in Medicine** (JUM) is the monthly peer reviewed medical journal of the AIUM and is the only practical clinical publication devoted to all disciplines of medical ultrasound that focuses on articles of original research in basic science and clinical aspects of ultrasound.

The journal reaches more than 55,000 offices, institutes, and hospital-based physicians, physician assistants, sonographers, nurses, nurse practitioners, scientists, researchers, and other healthcare professionals who are actively engaged in the expanding role of ultrasound and its effectiveness in enhancing patient care. The JUM also has a strong online presence via its digital edition (www.jultrasoundmed.org). Online readership grew by 4% in 2014 with more than 4 million page requests.

Print Subscribers: 9,500

Frequency: Monthly

Shipped: Poly bagged

Mailing date: First of the month See

Advertising Policies on page 6



Follow the journal on Twitter
[@jultrasoundmed](https://twitter.com/jultrasoundmed)

2020 Display Advertising Rates

Run of Book

4-Color	1x	3x	6x	9x	12x
Two-page spread	\$6,200	\$5,700	\$5,200	\$5,000	\$4,600
Full page	\$3,300	\$3,000	\$2,800	\$2,600	\$2,400
½ page	\$2,700	\$2,400	\$2,100	\$2,000	\$1,800
¼ page	\$2,100	\$1,900	\$1,700	\$1,600	\$1,400
Black-and-White	1x	3x	6x	9x	12x
Two-page spread	\$4,600	\$4,100	\$3,600	\$3,300	\$3,000
Full page	\$2,500	\$2,200	\$1,900	\$1,700	\$1,500
½ page	\$1,900	\$1,600	\$1,300	\$1,200	\$1,000
¼ page	\$1,300	\$1,100	\$900	\$800	\$600
Covers	1x	3x	6x	9x	12x
2	\$4,950	\$4,500	\$4,200	\$3,900	\$3,600
3	\$4,125	\$3,750	\$3,500	\$3,250	\$3,000
4	\$4,950	\$4,500	\$4,200	\$3,900	\$3,600

Special Positions

Add 20% for preferred positions excluding covers.

- Opposite table of contents
- Opposite first article
- Right-hand page

Contact

Mj Drewn

mdrewn@wiley.com

D: 781-388-8341

C: 781-333-1643

Outserts

Outserts are stand-alone brochures that are produced and furnished by the advertiser. They are inserted into the polymer shipping bag of the JUM and placed in front of the journal cover and behind the address card. Finished materials are due to the printer on the monthly material close date.

Terms	Accepted with a full-page 4-color ad
Finished size	7"×10" maximum; finished outsert must have a closed edge on the lead side
Weight	3.3 oz maximum

Inserts

Inserts are bound within the publication, providing double the copy area (front and back) and the opportunity for special stocks, die cuts, foldouts, and more. Inserts are produced and furnished by the advertiser. Finished materials are due to the publisher on the monthly material close date.

2 - page insert, front/back	3x earned black-and-white rate
4 - page insert or foldout	5x earned black-and-white rate

Cover Wrap

A cover wrap encircles the journal and is the initial image readers see when they open the polybag of the journal. It is the perfect opportunity to introduce or highlight key products to readers.

Terms	Accepted with a full-page 4-color ad
Insertion order deadline	10 days in advance of the issue art deadline
Weight	3.3 oz maximum

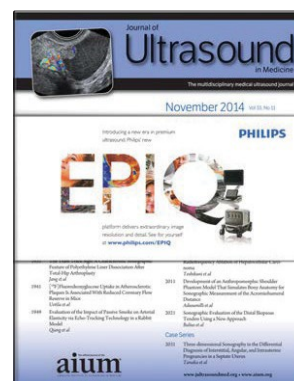
Reply Mail Cards

It may seem counterintuitive in today's over committed, attention-deprived world, but reply mail still works. The beauty of reply mail is that it does double duty as both a response mechanism gathering customer contact information and as a lead qualifier requesting a response to qualifying questions. Take the opportunity to learn more about your prospects—that's information you can use to personalize subsequent mailings.

Terms	Accepted with a full-page, 4-color ad
Materials	Produced and supplied by the advertiser in accordance with AIUM specifications and conforming to postal regulation



Sample Outsert



Sample Cover Wraps



Contact:

MJ Drown, Account Manager
Display Advertising
P: 781-388-8341
E: mdrawn@wiley.com

2020 Calendar and Print Specifications

2020 Print Schedule

Vol/Iss	Monthly Issues	Reservations	Materials
38:1	January	11/26/19	12/10/19
38:2	February	12/26/19	1/9/20
38:3	March	1/23/20	2/6/20
38:4	April	2/27/20	3/12/20
38:5	May	3/26/20	4/9/20
38:6	June	4/23/20	5/7/20
38:7	July	5/28/20	6/11/20
38:8	August	6/25/20	7/9/20
38:9	September	7/30/20	8/13/20
38:10	October	8/27/20	9/10/20
38:11	November	9/24/20	10/8/20
38:12	December	10/29/20	11/12/20



Bonus distribution at the AIUM

Index

The JUM is indexed/abstracted in Index Medicus, Current Contents/ Clinical Medicine, EMBA SSE/ Excerpta Medica, Science Citation Index, Science Citation Index Expanded, ISI Alerting Service, Engineering Information, MEDLINE, Medical Documentation Service, and RSNA Index to Imaging Literature.

Reprints

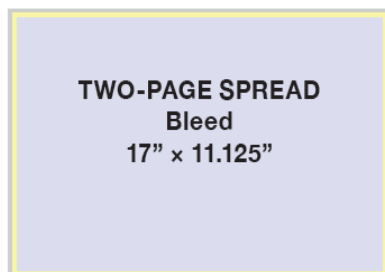
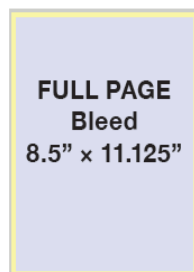
Articles containing substantial detail concerning methods, procedures, and equipment used in the research demonstrate product application and can provide clinical relevance to improve health care. To order reprints of any article for distribution, contact:

Dave Surdel,
Reprint Sales
dsurdel@wiley.com
781-388-8343

Production Contact:

Al Liburd
Advertising Production Specialist
P: 201-748-8754
E: PrintAdTraffic@wiley.com
Wiley
111 River Street, 4-01,
Hoboken, NJ 07030-5774

Print Specifications:



Advertisement Dimensions

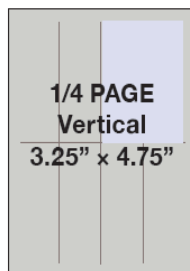
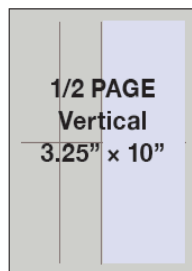
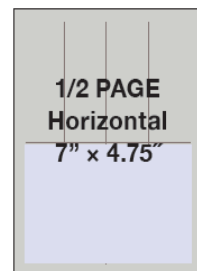
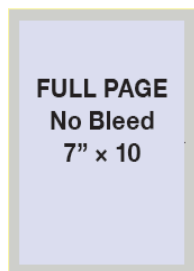
Publication Trim Size:
8.25" x 10.875"

Printing process:

Inside text, web offset;
covers, sheet fed

Type of Binding: perfect

Halftone: 133-150
line screen



www.jultrasoundmed.org

Current metrics*

Average monthly page views:.....35,480

Average monthly unique visitors 11,980

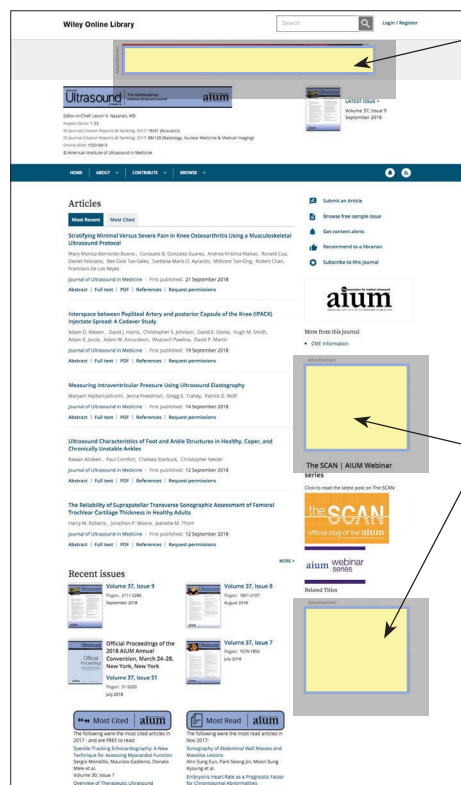
Leaderboard

- Dimensions: 728 w x 90 h pixels
- Displays on entire site
- Max File Size: 200kb
- File types: GIF, JPG, PNG, HTML5, 3rd party tags
- CPM: \$75

MPU (Square)

- Dimensions: 300 w x 250 h pixels
- 2 positions
- Displays on entire site
- Max size: 200kb
- File types: GIF, JPG, PNG, HTML5, 3rd party tags
- 6 ads in rotation
- CPM: \$75

Leaderboard



ePDF Cover Sponsor

Exclusive sponsorship of the cover page on all downloaded journal articles per month. Providing the impact of a print cover tip with the benefits of digital metric reporting. ePDF cover pages average an 8.5% CTR. Extensive reach and frequency with the full page digital ad opportunity. Please call for availability and pricing.

Journal Issue Alerts

Reach society members with the journal issue alert, which provides an overview of upcoming top articles in a mobile friendly format. Choose from one to three MPU units placed next to content. Deployed prior to each journal issue. Please call for availability and pricing.

Contact: MJ Drewn, mdrewn@wiley.com, 781-388-8341, (C: 781-333-1643)

Advertising policies

Agency Commission

An agency discount of 15% on space and color charges will be allowed for recognized agencies, providing the invoice is paid within 30 days of receipt. This discount applies to JUM print advertising only. No cash discounts will be given.

Earned Rates

Ads placed without a signed frequency contract will be billed at the single rate. Advertisers with signed frequency contracts who fail to meet the contracted volume of media space will be short rated for the frequency earned plus a \$500 processing fee.

Material Submission

All artwork must be submitted by the materials deadline. Please include advertiser name, file name, journal issue in which the ad is to run, and contact information, including name, phone number, e-mail, and address. If artwork cannot be provided by the deadlines or by an approved extension from the creative director, the publisher will run the most recent artwork submitted. If no artwork is on hand, the advertiser will still be responsible for payment on the space reserved.

Contract Proofs

Although every effort is made to ensure the highest level of print quality and to notify advertisers when inferior materials are provided to the AIUM, a high-quality, color-calibrated proof must be provided with all advertising materials. If no contract proof is provided, the AIUM is not liable for the final printed product (ie, print quality, color match, graphics, or typographical errors). No make-goods will be given.

Publisher's Liability

The publisher's liability for any error will not exceed the charge for the advertisement in question. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The publisher is not liable for delays in delivery or non delivery in the event of an act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation interruptions of any kind, work slow down, or any condition beyond the control of the publisher affecting production or delivery in any manner.

Cancellations

Changes and cancellations to JUM covers, specialty ads, and special positions must be submitted by written notice 90 days before the material closing date (30 days for all other JUM ads) and 90 days in advance for sponsor contracts to avoid a penalty. All cancellations after this time will be charged the black-and-white rate or 50% of the remaining contracted price. Any cancellations to an established contract will also have short-rate fees applied.

Terms of Sale

All advertising orders are accepted subject to the terms and provision of the current Media Kit. No conditions, printed or otherwise, that conflict with the stated policies will be binding. Two or more advertisers are not permitted to use space under the same contract. Terms of sale are net 30 days. A 1.5% finance charge will be applied to past-due invoices each month until the invoice is paid in full. The AIUM has the right to hold the advertiser and/or agency jointly and separately liable for all such monies and fees connected to the collection of its accounts. The AIUM reserves the right to require that first-time advertisers prepay for their first 3 submissions and that any advertiser prepay for future advertising if the account reaches 90 days past due.

AIUM Policies

The following applies to all forms of advertising and support, including print, digital, Web, and multimedia.

- Information presented in an advertisement must be ethical, educational, professional, and of value to medical ultrasound and patient care.
- The AIUM reserves the right to reject or remove any material it regards as unprofessional, inappropriate, or as promotion of products or services in poor interest to the AIUM or patient care.
- Advertisements designed to resemble editorial pages will be rejected.
- Advertisers may be required to submit evidence of claims made in advertisements.
- Products or services advertised, advertisers, and claims made in advertisements are not endorsed by the AIUM.
- Advertisers assume liability for all content of advertisements submitted and for any claims arising against the AIUM as a result of their advertisements.
- The publisher reserves the right to give a better position than specified in the order without notice and at no increased rate.



www.aium.org

Contact Us:

ADVERTISING:

MJ Drown
Senior Account Manager Healthcare
Corporate Sales
D: 781-388-8341 – C: 781-333-1643
mdrown@wiley.com

Stephen D. Jezzard
Director, Medical & Healthcare, Corporate
Sales
P: 781-388-8532
sjezzard@wiley.com

REPRINTS:

Dave Surdel
Director, Reprint Sales
(781) 388-8343
commercialreprints@wiley.com

EUROPE

ADVERTISING:
corporatesaleseurope@wiley.com

ASIA

ADVERTISING:
corporatesalesaustralia@wiley.com

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We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.

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