

ADVERTISING RATES & SPECIFICATIONS - 2025



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DESCRIPTION: Journal of Diagnostic Medical Sonography (JDMS) provides for the continuing medical education of diagnostic medical sonographers, serving as a forum for discussion of issues important to the development of the profession by publishing peer-reviewed articles of the highest caliber.

The Society of Diagnostic Medical Sonography (SDMS) was founded in 1970 to promote, advance, and

educate its members and the medical community in the science of diagnostic medical sonography.

AFFILIATIONS: Society of Diagnostic Medical Sonography

READERSHIP PROFILE: Clinical sonographers, educators, research sonographers, radiologic technologists, sonography students, physicians, nurses, administrators and sonography-related businesses.

IMPACT FACTOR:
• 0.3

RANKING:
• Radiology, Nuclear Medicine & Medical Imaging 196 out of 204

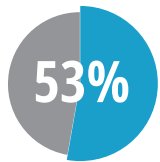
PRINT:
• Circulation: 21,790
• Frequency: 6



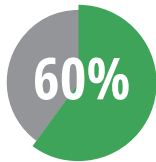
SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY (SDMS)

READERSHIP

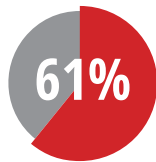
Readership consists of clinical sonographers, educators, research sonographers, radiologic technologists, sonography students, physicians, nurses, administrators, and sonography-related businesses.



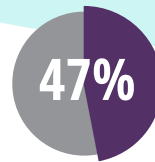
Indicated taking some action based on ads they saw in JDMS



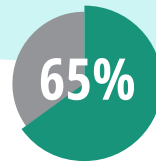
Readers are involved in equipment/instrument purchases



Find out about how products in sonography industry from JDMS



Readers plan to purchase new equipment in the next six months



JDMS readership is exclusive and not available with competing publications

CONTACTS



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PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	\$6,294	\$6,207	\$5,674	\$5,569	\$5,320
• HALF PAGE	\$5,448	\$5,384	\$4,949	\$4,810	\$4,532
• QUARTER PAGE	\$4,097	\$4,057	\$3,802	\$3,715	\$3,547

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
JANUARY	22 NOVEMBER 2024	26 NOVEMBER 2024	11 DECEMBER 2024
MARCH	10 JANUARY 2025	17 JANUARY 2025	31 JANUARY 2025
MAY	21 MARCH 2025	28 MARCH 2025	10 APRIL 2025
JULY	16 MAY 2025	23 MAY 2025	6 JUNE 2025
SEPTEMBER	11 JULY 2025	18 JULY 2025	1 AUGUST 2025
NOVEMBER	5 SEPTEMBER 2025	12 SEPTEMBER 2025	26 SEPTEMBER 2025

BANNER ADVERTISING

STANDARD

Minimum of 10,000 impressions per month

CPM

STANDARD BANNERS		\$100
GEOTARGETED BANNERS		\$105
STICKY BANNERS		\$130
EXPANDABLE		\$125
INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	\$1,250 MONTHLY SPONSORSHIP

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include: 728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

Email: advertising@sagepub.com

All prices are gross CPM unless otherwise noted. Minimums may apply.

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Radiology channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
Sponsored Emails	Custom HTML	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250 Smaller banner sizes can be accepted but will not display optimally.	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
FULL PAGE PDF	1237 X 1631 px	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING



Digital Advertising Examples

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.625" X 10.375"	8.375" X 11.125"
• HALF PAGE VERTICAL	3.5" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.5" X 5"	N/A
• QUARTER PAGE VERTICAL	3.5" X 5"	N/A

• **TRIM SIZE:** 8.125" X 10.875"

• **BINDING:** Perfect Bind

- All advertising is subject to SDMS approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim
- For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
- All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

• **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid
SHIP TO:

Rob Daniels
Sheridan Press
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 653-7253

• **ARTWORK DELIVERY**

Email: advertising@sagepub.com

• **A high-resolution press-ready PDF is required for all electronic ad submissions.**

• **All fonts must be embedded.**

• **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

RELATED TITLES

