

# Advertising Media Kit 2010

## AAGL PUBLICATIONS



If physicians and allied health professionals in the field of minimally invasive gynecology is your target market, the publications of the AAGL are the vehicles to carry your message and build brand awareness and image.

These are the members, readers, and subscribers who come to rely on the AAGL for news, updates, and to expand their wisdom in the world of minimally invasive gynecologic surgery.

NewsScope™, the official newsletter of the AAGL, presents news and feature articles on issues and events taking place both inside and outside of the AAGL. This year this quarterly publication expands to 16 pages serving as a complement to the more clinically oriented periodicals.

The AAGL Annual Meeting Programs are produced for the Global Congress of Minimally Invasive Gynecology & AAGL Annual Meeting that takes place in November. The Programs are a guidebook for the largest annual congress on minimally invasive therapies in gynecology. Exhibiting companies frequently place advertisements to complement and promote their exhibit space at the meeting.

*The Journal of Minimally Invasive Gynecology* (the official journal of the AAGL) is a classic scientific periodical. As the most important publication of its kind, it presents doctors with vital current clinical information and serves as a valuable reference tool. Publishing and advertising services for this journal are handled by Elsevier Publishing. For rates and artwork specifications, please contact Carol Clark at e-mail: [ca.clark@elsevier.com](mailto:ca.clark@elsevier.com) or call 212.633.3719.

No matter which you select, each is an effective way to build and maintain your brand and product awareness. No one else can help you hit your target as comprehensively as the AAGL. If you have any questions about these publications, please contact the AAGL for more information.

# Advertising and Contractual Regulations

## Annual Meeting Programs & NewsScope

### **INSERTIONS ORDERS**

Verbal or faxed insertion orders by closing date are accepted followed by a written order no later than five (5) working days.

### **REVIEW**

All advertisements and contracts are subject to Publisher's approval. Publisher reserves the right to cancel or reject any advertisement, insertion order, placement, space reservation, and contract.

### **ADVERTISING DISCLAIMER**

The opinions, viewpoints, conclusions, recommendations, and statements in publications produced by the AAGL are solely those of the authors or advertisers and are not attributable to the sponsor, publisher, editor or editorial board of the publication or its affiliates. Appearance of advertising in publications of the AAGL does not constitute a guarantee or endorsement of the quality or value of such product or of the claims made for by its manufacturer. Furthermore, reference to a product within a paper published by the AAGL does not constitute a guarantee or endorsement of that product or its manufacturer's claims. The fact that a product, service or company is advertised in a publication of the AAGL or, cited in an article shall not be referred to by the manufacturer in collateral advertising. Any advertisement simulating editorial content must carry the word Advertisement at the top of the page in 12-point type.

### **PLACEMENT**

Advertising is walled in the Annual Meeting Program. ROB advertisements are rotated front to back. Publisher reserves the right to change the placement of any ad as it sees fit. Publisher also reserves the right to place two or more fractional units on a page.

### **SPECIAL PLACEMENT**

Fractional ads related to full page ads may be placed opposite without preferred position charges, NewsScope excepted. For facing fractional ads, please consult publisher.

### **BILLING**

Payments are due thirty days from date of issue. If any accounts are still outstanding by the next issue, all placements by that advertiser will be suspended. Also, advertiser will lose any earned discounts. Agency is responsible for payment of all advertising ordered. Preferred positions will not be guaranteed until payment is received.

### **FREQUENCY DISCOUNTS**

Frequency discounts apply only to similar space purchased within contract year which begins on date of first insertion. Spaces in *The Journal of Minimally Invasive Gynecology* may be used to earn frequency discounts for insertions in the AAGL Annual Meeting Programs.

### **UNIFORM RATES**

Publisher guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions. When number of insertions are greater or lesser than contracted for the year, rates are adjusted accordingly.

### **RATE CHANGES**

Rates are subject to change with ninety (90) days notice. In the event of a rate increase, contracts may be terminated without penalty of short rate.

### **AGENCY COMMISSIONS**

Publisher offers standard 15% agency commissions unless otherwise noted.

### **MATERIALS**

If materials are not provided by deadline, publisher reserves the right to repeat last advertisement. If no previous ad placed, advertiser forfeits space. If advertiser will be unable to meet materials deadline, please notify Publisher five (5) working days in advance. Advertiser bears sole responsibility for the accuracy of the materials and content.

# AAGL Global Congress of Minimally Invasive Gynecology/ Annual Meeting Program

## Annual Meeting Programs

### OVERVIEW

The Programs are the comprehensive listings of the daily events for the 39th Global Congress of Minimally Invasive Gynecology/ Annual Meeting.

The Preliminary Program is mailed to 15,000 physicians on the AAGL database to promote attendance at the annual meeting. The Final Program is distributed to all attendees at the meeting and is the daily reference guide used to navigate through the myriad of activities and events of the Annual Meeting. As such, your ad exposure will be high.

### CONTACT FOR INSERTION ORDERS & MATERIALS

Lynn Bell  
AAGL Publications  
6757 Katella Avenue  
Cypress, California 90630  
Tel 800.554.2245, 714.503.6200; Fax 714.503.6202  
E-mail lbell@aagl.org

### TOTAL CIRCULATION

15,000 (estimated combined)

### CLOSING DATES

	Space	Materials
Preliminary Program	July 6, 2010	July 13, 2010
Final Program	Sept 17, 2010	Sept 24, 2010

### ADVERTISING RATES

Earned Rate

Rates are based on the total units earned during a 12-month period including advertising in the JMIG and the Global Congress programs.

#### Black & White Rates

	1x	3x	6x	12x
Full	\$2,520	\$2,315	\$2,195	\$2,130
Half page	\$1,510	\$1,390	\$1,320	\$1,295

#### Color Rates

Matched (PMS)	\$690 per full or frac page, add'l
Four color (Process)	\$1,365 per full or frac page, add'l
Premium Positions (4C only)	add'l over b/w rate
IFC (inside front cover)	50% of earned b/w rate
IBC (inside back cover)	25% of earned b/w rate
Back Cover (Final only)	50% of earned b/w rate
Other premium positions	10% of earned b/w rate

### AD PLACEMENT

ROB advertising within the program is generally grouped as one or more center signatures. Positioning within this signature (except first ad) is not guaranteed. Inside covers and back cover are available on a first come, first-served basis and are non-cancelable.

### MECHANICAL SPECIFICATIONS

Digital files are the only accepted medium.

### TRIM SIZE

Trim size is 8" x 10 3/4"

### NON-BLEED SIZES

Width Depth Full page 7 1/2" x 10 1/4"  
Half page vertical 3 5/8" x 10 1/4"  
Half page horizontal 7 1/2" x 5"

### BLEED SIZES

This includes a 1/8" trim on all edges. Keep all critical live matter 1/2" within trim.

Full page bleed 8 1/4" x 11"  
Half page vertical (bleed) 4 1/8" x 11"  
Half page horizontal (bleed) 8 1/4" x 5 1/2"

### DIGITAL MECHANICALS

Only high resolution PDF files prepped for offset press are accepted.

All ad materials should be sent to the AAGL Publications production office at address above

Rate Card No. 17  
Effective 1 Jan 2010

# NewsScope

## NewsScope Programs

### Rate Card No. 16 OVERVIEW

Effective 1 January 2010

NewsScope is the official newsletter of the AAGL. Through rough news-oriented stories, features, and profiles, its intent is to inform members about a multitude of topics in the ob/gynecology field. NewsScope is the perfect complement to the clinical focus of *The Journal of Minimally Invasive Gynecology*.

### CONTACT FOR INSERTION ORDERS & MATERIALS

Lynn Bell

AAGL Publications

6757 Katella Avenue

Cypress, California 90630

Tel 800.554.8774, 714.503.6200 | Fax 714.503.6202

E-mail [lbell@aagl.org](mailto:lbell@aagl.org)

### TOTAL PRINT CIRCULATION

3,904 January-July 2009 average

### CLOSING DATES

	Space	Materials
Jan-Mar 2010	February 12	February 19
Apr-Jun	May 14	May 21
Jul-Sep	August 13	August 20
Oct-Dec	November 18	November 25
Jan-Mar 2011	February 11, 2011	February 18, 2011

### ADVERTISING RATES - DISPLAY ADS

	Black & White Rates	Color Rates
Full	\$2,410	\$3,710
Half page	\$1,450	\$2,750
1/4 page	\$950	\$1,250

### AD PLACEMENT

All ads are placed run of book (ROB).

### NEW PRODUCT LISTINGS

This one-page section of NewsScope is intended to feature the latest instrumentation, equipment and devices pertinent to the gynecologic surgeon. Advertisers may offer a brief overview of their product's features and application and also contact information. Each listing is \$300 and must be prepaid.

### MECHANICAL SPECIFICATIONS

Display Ads Digital files are the only accepted medium.

### TRIM SIZE

8½" x 11"

### NON-BLEED SIZES

Width Depth

Full page 8" x 10½"

Half page vertical 3¾" x 10½"

Half page horizontal 8" x 5"

Quarter page 3¾" x 5"

### BLEED SIZES

This includes a ⅛" trim on all edges. Keep all critical live matter ½" within trim.

Full page 8¾" x 11¼"

Half page vertical 4½" x 11¼"

Half page horizontal 8¾" x 5¾"

Quarter page 4½" x 5¾"

### STOCK

White, coated 70# matte text.

### DIGITAL MECHANICALS

Only high-resolution PDFs prepared for press are accepted.

### New Product Listings

Product listings can be submitted with or without a picture. Maximum word count length (including headline and contact information) is 65 words for submissions with pictures, and 75 words for submissions without pictures. Please send pictures in TIFF, EPS or high-quality JPEG format. Pictures should be around 700x500 pixels, and in CMYK form. (Please note that color reproduction is not guaranteed). We reserve the right to edit listings as necessary for space, and to reject those for reasons that include, but are not limited to, inappropriateness, unsubstantiated claims, deceptive wording etc. For further information on listing in the New Products section of NewsScope, please contact [news@scope@aagl.org](mailto:news@scope@aagl.org).

All ad materials should be sent to the AAGL Publications production office.

AAGL Publications

6757 Katella Avenue

Cypress, California 90630

Tel 800.554.2245 - 714.503.6200

Fax 714.503.6202

E-mail [lbell@aagl.org](mailto:lbell@aagl.org)

Website [www.aagl.org](http://www.aagl.org)

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*Advancing Minimally Invasive Gynecology Worldwide*

# Web Site Banner Ads

## Advertising Programs

AAGL offers space on its web site for non-corporate sponsors to advertise their products in a banner ad.

Each banner ad rotates for 10 seconds and are shown on all physician pages and media pages. They do not display on patient pages. They run on the bottom of the page, see [www.aagl.org](http://www.aagl.org).

With over 5,000 visitors each month, primarily gynecologic surgeons, and an average site visit of 2½ minutes your ad will be seen by a highly targeted audience.

The banner ad size is 468x60 pixels and can be rotating. Please submit .jpg, .gif or .swf (shockwave).

The cost is \$650 a month or \$6,000 for a year.

Please complete the form below to secure your banner ad space:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

\_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Total amount: \$ \_\_\_\_\_

Payment Information (please check one):  Check (enclosed)  Visa  MasterCard Credit

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

\_\_\_\_\_ Monthly Which month \_\_\_\_\_ or \_\_\_\_\_ Yearly

Please send banner ad artwork to [lbell@aagl.org](mailto:lbell@aagl.org).