DAIC
Diagnostic and Interventional Cardiology
Your most direct route to the complete buying team.

2015 Media Kit
www.dicardiology.com  Scranton Gillette Communications
A $7.3 billion market

DAIC serves the North American diagnostic and interventional cardiology markets. This segment of cardiology specializes in intravascular catheter-based techniques with the interventional cardiology devices market valued at nearly $7.3 billion.

Source: Reportlinker.com, September 9, 2014

Single purchase. Unduplicated reach.

Only Diagnostic and Interventional Cardiology allows you to make a single magazine ad buy and reach the complete spectrum of purchase decision-makers: diagnostic and interventional cardiologists, cath lab staff, department heads and hospital business administrators — the team that works together to recommend, specify, and purchase technology and devices. One ad purchase. Total market coverage. Only with DAIC.

I use DAIC in my job to get information I don’t seem to get from any other source.

— DAIC subscriber, Signet AdStudy

The complete buying team

DAIC reaches 25,239¹ healthcare professionals within hospitals, heart centers and related facilities.* According to a third-party survey, DAIC has an extraordinary pass-along rate of 3.4 people on average, for a total of 4.4 readers per copy² — extending DAIC’s reach to more than 111,000 industry members.

TOTAL MARKET COVERAGE. DAIC’s complete buying team audience is one important element of what sets it apart from isolated-reach publications. By the numbers:

<table>
<thead>
<tr>
<th>BUSINESS AND IT ADMINISTRATION</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital Administrators, CEOs/Presidents, COOs, CFOs, CIOs, HIS/MIS Directors/Managers, PACS Administrators, Purchasing Chiefs/Directors, Materials Management, Other Titled and Non-titled Personnel</td>
<td>7,056</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CARDIOLOGY</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Cardiologists, Cardiologists, Interventional Cardiologists</td>
<td>5,037</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CATH LAB</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cath Lab Chiefs/Directors/Administrators/Supervisors/Managers/Nurses/Techs; Cardiology Administrators/Directors, Other Cardiology Titles</td>
<td>14,286</td>
</tr>
</tbody>
</table>

Purchase authority²

A third-party survey of DAIC’s subscribers reveals 84% of the respondents are involved in the purchase, recommendation, specification or approval of one or more of these products:

- Catheterization Lab Devices: 66%
- Catheterization Lab Imaging Systems: 63%
- Angiography Systems: 56%
- Contrast Media/Injectors: 55%
- Hemodynamic Monitoring Systems: 53%
- Ultrasound Systems: 48%
- Peripheral Artery Disease Devices: 43%
- PACS/CVIS: 42%
- ECG and/or Stress Test Systems: 41%
- EP Devices: 35%
- Advanced Visualization: 31%
- CT and/or MRI Scanners: 18%
- PET/SPECT Imaging Systems: 13%

Purchase activity²

Of DAIC’s surveyed subscribers with purchasing authority, 79% took one or more actions as a result of advertisements and/or articles in DAIC, including recommending, specifying or purchasing products; researching products or visiting an advertiser’s website; and referring an ad or article to a colleague.

¹ June 2014 BPA Statement (*Includes: Hospital-affiliated Satellites, Catheterization Laboratories, Medical/Health Centers, Clinics, Group Practices, Integrated Delivery Networks (IDNs), Group Purchasing Organizations (GPOs), and others allied to the field.)² Signet AdStudy, Sept./Oct. 2013, based on 158 respondents.

In six print issues each year and online offerings every day, DAIC advertisers have direct access to the decision-makers that want, and need, new product and technology information.
DAIC’s editorial staff delivers the very latest trends and technology information to our audience. In the 2015 calendar year, DAIC will bring dramatic enhancements to its existing media offerings plus education opportunities.

Comparison charts

There is no other research tool available to your customers like the DAIC comparison charts. Our readers appreciate that we have compiled the research they need by charting vendors and models for selected technologies. **Buying team members use the charts** to compare manufacturers and products and then specify, recommend and approve purchases based on that research. In their words:

“I love being able to compare products.”

“I like when they produce a comparison chart of similar products. That has been very helpful in deciding our information system for ECG and for CPACS.”

Source: Signet AdStudy, Sept./Oct. 2013

**DiCardiology.com**

A 2013 vs. 2012 comparison of website traffic at DiCardiology.com revealed a marked increase in 2013 of **61.98% in visits**, **50.73% in unique visitors** and **43.73% in page views**. This trend continued, month-over-month, in 2014, and we expect it to rise even further in 2015 with the redesign of DiCardiology.com, which will be fully responsive on any device — tablets, smartphones, laptops, desktops. DiCardiology.com’s ease and convenience factor is sure to attract more visitors and, just as importantly, keep them coming back for more.

Online education

The volume of registrations for live webinars, coupled with the number of on-demand webinar viewers, has reinforced the bolstering of education opportunities on DiCardiology.com, where participants can earn free CME credits. Archived demonstration videos and from-the-show-floor videos continue the online education opportunity for visitors in every time zone around the globe.

**e-Newsletter opportunities**

Each DAIC e-mail communication, delivered to more than 17,000* (on average) industry professionals, provides advertisers with performance metrics to assist in evaluating ROI. Redesigned in 2015 — the DAIC e-newsletters will be fully responsive and mobile friendly.

**DAIC eNews** – Weekly updates of industry and technology developments, conference information.

**Case of the Week** – Exclusive broadcast of your company’s case study with detailed lead reports provided.

**eStat** – Exclusive marketing partner promotion of your product introduction or enhancement.

**From the Floor** – On-site news delivery before, during and after trade shows.

**Video/White Paper eAlerts** – Traffic-driving e-blasts to your sponsored content on DiCardiology.com.

**DAIC Channel eNews** – Topic-specific news and headlines deployed to drive traffic to channels on DiCardiology.com. Exclusive sponsorships are available.

*Publisher’s data

**For more information on sponsorship opportunities and specifications for our digital products, contact your DAIC integrated media consultant.**

Full-service outlet for custom content

Need company collateral? Educational videos? Market research? Live or virtual events? Webinars? A rehabbed website? Our in-house creative team can deliver custom content and market data to help you up your game. Learn about all the options from your integrated media consultant.
Diagnostic and Interventional Cardiology is the best source of information.

— DAIC subscriber, Signet AdStudy

**DAICardiology.com**

With the dramatic increase of visitor traffic to DAICardiology.com in 2013 and 2014, it is clear that DAIC’s website is the trusted resource for medical professionals researching new technology, vendors and solutions. Multiple online opportunities let you target your marketing message and track lead generation.

**Banner Units** – Web ads rotate throughout DAICardiology.com, driving traffic directly to your website.

**Channels** – Exclusive, tightly targeted branding opportunities for your ads, case studies, white papers and/or videos with topic-specific news, articles and new product information.

**Pulse TV** – Video showcases of your latest technology on display at industry trade shows or “on location” — with your segment archived on a channel or parent channel on DAICardiology.com for one year.

**Sponsored Content** – Post videos, white papers, webcasts, case studies or podcasts on DAICardiology.com for a full year of exposure within single or multiple channel offerings.

**Online Comparison Charts** – Sponsorship keeps your brand top-of-mind within a product category in this research tool.

**Enhanced Buyer’s Guide** – Enhanced listing in the searchable Online Buyer’s Guide: your company profile, logo and ad assets.

**Webinars** – Lead-generating, one-hour, online educational events position your company as a thought-leader. CME (optional) credits draw an attentive audience.

**Virtual Trade Shows** – Contact the publisher for details about this unique opportunity to combine webinar presentations with a virtual, interactive exhibit hall.

**Custom Videos** – Showcase your product in action within a hospital, cath lab or other location.

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**Editorial integrity**

The DAIC editorial staff has a single focus — delivering industry trends and technology information to the professionals who make purchase decisions. If you haven’t met our dedicated editors at industry events, meet them here and now.

**Melinda Taschetta-Millane**

Editorial Director

Melinda Taschetta-Millane is the editorial director for both Diagnostic and Interventional Cardiology and Imaging Technology News. An award-winning writer and editor, she has specialized in various segments of the healthcare industry for more than two decades.

847.954.7961
mmtaschetta-millane@sgcmail.com

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**Dave Fornell**

Editor

DAIC Editor Dave Fornell has covered cardiology and medical imaging technology since 2007. He attends seven scientific meetings each year to keep up to date on the latest technology and trends, and keeps tabs on the industry with daily website news postings.

847.954.7962
dfornell@sgcmail.com

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**Marketing specialists**

The DAIC team of integrated media consultants has been in b2b publishing for multiple decades and is savvy in meeting the challenge of delivering marketing materials in a take-notice presentation. Need a solution? Talk to these solution providers:

**Sean Reilly**

Publisher

847.954.7960
sreilly@sgcmail.com

**Stephanie A. Ellis**

Sales Manager

847.954.7959
sellis@sgcmail.com

**Andreja R. Slapsys**

Integrated Media Consultant

Western Territory

847.954.7992
arslapsys@sgcmail.com

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Signet AdStudy

Sean Reilly
Publisher

847.954.7960
sreilly@sgcmail.com
## 2015 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Trade Shows</th>
<th>Comparison Charts</th>
<th>Features</th>
<th>Cardiac Imaging</th>
<th>Interventional</th>
<th>Business Focus</th>
<th>Supplements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>SIR (Feb 28-March 5)</td>
<td>Advanced Visualization, Contrast Media Injectors</td>
<td>Bifurcation Stents</td>
<td>Trends, Advances in Cardiac Imaging Technology</td>
<td>Hemodynamic Support</td>
<td>Managing Noncardiac Specialties Using the Cardiac Cath Lab</td>
<td>Creating a Transradial Access Program</td>
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<td>ACC (March 14-16)</td>
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<tr>
<td>March/April</td>
<td>HIMSS (April 12-16)</td>
<td>Radiation Dose Monitoring, Implantable Cardioverter Defibrillators (ICDs)</td>
<td>Peripheral Artery Interventions</td>
<td>Enterprise and Remote Image Viewing Systems</td>
<td>Interventional Heart Failure Therapies</td>
<td>The Trans-Aortic Valve Replacement (TAVR) Payback</td>
<td>How to Create a Complete CVIS</td>
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<td>SCAI (May 6-9)</td>
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<td>SNMMI (June 6-10)</td>
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<td>ASE (June 13-16)</td>
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<td>AHRA (July 19-22)</td>
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<tr>
<td>Sept/Oct</td>
<td>TCT (Oct 12-16)</td>
<td>Intravascular Imaging, Fractional Flow Reserve (FFR)</td>
<td>Robots in the Cath Lab</td>
<td>Cardiac CT Advances</td>
<td>Left Atrial Appendage (LAA) Occluders</td>
<td>The Economics of Vascular Closure Devices</td>
<td>Creating a TAVR Program</td>
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<tr>
<td>Nov/Dec</td>
<td>RSNA (Nov 29 - Dec 4)</td>
<td>Cardiovascular Information Systems (CVIS), ECG Systems</td>
<td>Radiation Dose Protection in the Cath Lab</td>
<td>MRI as a Replacement for Angiography in the Cath Lab</td>
<td>Transcatheter Heart Valve Repair</td>
<td>Economic Considerations of Telecardiology Programs</td>
<td>Hybrid OR</td>
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### Regular Sections:
- New Products
- Show Previews
- Industry News
- Radial Access

Features and comparison charts are subject to change. If you have an article topic that you’d like to suggest, please contact Dave Fornell at dfornell@sgcmail.com; 847.954.7962
### BLACK & WHITE RATES

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Rate (x)</th>
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<tbody>
<tr>
<td>1x</td>
<td>$6,290</td>
</tr>
<tr>
<td>3x</td>
<td>$6,230</td>
</tr>
<tr>
<td>6x</td>
<td>$6,130</td>
</tr>
<tr>
<td>9x</td>
<td>$6,030</td>
</tr>
<tr>
<td>12x</td>
<td>$5,920</td>
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<td>1½ Page</td>
<td>$5,230</td>
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<td>2½ Page</td>
<td>$4,850</td>
</tr>
<tr>
<td>1½-Page Island</td>
<td>$4,370</td>
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<tr>
<td>3½ Page</td>
<td>$3,840</td>
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<tr>
<td>5½ Page</td>
<td>$3,150</td>
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<tr>
<td>7½ Page</td>
<td>$2,460</td>
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<td>9½ Page</td>
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<td>$7,870</td>
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<tr>
<td>Contra Ad</td>
<td>$3,150</td>
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**Color Rates**

- Process Color, per color — $550 per page, $800 per spread
- Matched Color, per color — $650 per page, $900 per spread
- 4-Color Process — $1,400 per page, $2,200 per spread

### COVER RATES (4-Color Pages Only)

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<td>3rd Cover</td>
<td>$8,630</td>
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<tr>
<td>Back Cover</td>
<td>$9,260</td>
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<tr>
<td>2nd Cover &amp; Page 3 Spread</td>
<td>$17,280</td>
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<tr>
<td>Show Cover Tip (500)</td>
<td>$3,890</td>
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### COMPARISON CHART RATES (4-Color Pages Only)

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<tr>
<td>Chart Spread</td>
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<tr>
<td>Chart Back</td>
<td>$9,260</td>
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</tbody>
</table>

### AD SIZES

**Publication Trim Size: 9” x 10¼” (width x height)**

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Specification</th>
<th>Non-bleed</th>
<th>Bleed</th>
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</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
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<td>18½” × 11”</td>
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<tr>
<td>Full Page</td>
<td>8” × 11”</td>
<td>9½” × 11”</td>
<td></td>
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<tr>
<td>1½-Page Vertical</td>
<td>5½” × 10”</td>
<td>5½” × 11”</td>
<td></td>
</tr>
<tr>
<td>1½-Page Spread</td>
<td>16½” × 4½”</td>
<td>18½” × 5½”</td>
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<tr>
<td>1½-Page Vertical</td>
<td>3½” × 10”</td>
<td>4½” × 11”</td>
<td></td>
</tr>
<tr>
<td>1½-Page Horizontal</td>
<td>8” × 4½”</td>
<td>9½” × 5½”</td>
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</tr>
<tr>
<td>1½-Page Island</td>
<td>5½” × 7½”</td>
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</tr>
<tr>
<td>1½-Page Vertical</td>
<td>2½” × 10”</td>
<td>3¼” × 11”</td>
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<tr>
<td>1½-Page Square</td>
<td>5½” × 4½”</td>
<td>—</td>
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<tr>
<td>1½ Page</td>
<td>3½” × 4½”</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>1½ Page</td>
<td>2½” × 4½”</td>
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</tbody>
</table>

### AD Art Upload Instructions

For ad art uploads and additional ad information, go to [www.scrantongillette.com/adart](http://www.scrantongillette.com/adart).

### Accepted Digital Formats

Press-optimized PDF using Acrobat Distiller’s PDF/X-1a. Job options are the required format (300 dpi, CMYK color). PDFs prepared for use on the Web are unacceptable. Any other type of file may require the use of an outside vendor and will result in additional charges. Unless SWOP ad proof is submitted, publisher will not accept responsibility for the integrity of the ad.

### Mechanical Data

- **Printing:** Web offset. Printing is wet, all colors going down simultaneously with one impression.
- **Binding:** Saddle-stitched
- **Bleed:** See above for bleed specifications. Keep all live matter within ¾” of the trim on all four sides.
- **Mechanical Requirements:** SWOP specifications apply.
- **Standard Unit Size in Inches:** Spaces to be charged at standard unit rate can be used only in the forms and dimensions shown above.

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**2015 rates & specifications**

**Rates effective January 1, 2015 – December 31, 2015**

**General Instructions**

**Terms and Agency Commission:** 15% of gross billing for display advertising space, color, special position premium, provided account is paid within 30 days of invoice date. 1¼% charge per month on accounts 30 days or more in arrears. No cash discount. Commission is not allowed on mechanical or special charges, including those for artwork, photos, printing, reprints, backup of inserts, tip-ins, and all other special handling requirements. In the event of non-payment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severely liable for such monies as are due and payable to the publisher. Agency commission will not be paid if the submitted ad material requires additional work by the publisher.

**Short Rates and Rebates:** Advertisers will be short-rated if within the 12-month period from date of first insertion, they do not use the number of insertions contracted for upon which their billings have been based. Advertisers will be rebated if within the 12-month period they have used sufficient additional insertions to earn a lower rate than that at which they have been billed.

**Rate Protective Clause:** Rates are subject to change on notice and become effective for all advertisers with the stated specific issue and all issues thereafter. However, advertisers may cancel or amend their contracts without incurring short rate adjustment if they have fulfilled their contract terms through the issue preceding that with which the new rates are effective.

**Publisher’s Copy Protective Clause:** In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in this rate card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend and save harmless the publisher, its agents, assigns and successors against any claim, demand, costs, expenses and damages, including reasonable attorneys’ fees incurred by the publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing.

**FREQUENCY DETERMINATION:** To select the proper frequency for calculating your basic advertising rate for DAIC, add together total number of insertions (within a 12-month period) of one-sixth page or more in size that you plan to schedule in DAIC and ITN magazines.

**Premium Charges:** Cover and preferred position rates listed above. Upcharge for other preferred positions is $400 per page.

**Advertising That Simulates Editorial Content:** Advertisements that in the opinion of the publisher resemble editorial material or the publication’s editorial format will carry the word “advertisement” in at least 10-pt. type at the top or bottom.

**Cancellation of Orders:** Cancellation of space orders must be in writing and will not be accepted after closing dates.

**Mailing Instructions**

Advertising material, insertion orders, correspondence and copy should be addressed to: Traffic Department, DAIC, 3030 W. Salt Creek Lane, Suite 201, Arlington Heights, IL 60005-5025
Solutions Applied case studies

DAIC will showcase your case study in a standard four-color format. Reprints serve as an excellent marketing tool.

Case studies outline:
- **Successful situations** where your company’s products or services solved a customer’s need
- **How those products impacted** the way your customer practiced medicine
- **How the products improved** patient care, increased efficiency and/or reduced cost

eStat transmissions

*DAIC’s eStat is an exclusive sponsored e-mail broadcast delivered to 15,000 recipients.* Following transmission, sponsors receive reader-service and click-through reports for inquiry follow-up.

eStat campaigns can be used for:
- Launching technology or service
- Breaking company announcements
- Inviting trade show attendees to your booth
- Promoting webinars
- Increasing brand recognition
- Generating leads
- Driving Web traffic

DAIC rewards advertisers with value-added, brand-enhancing, integrated media opportunities.
GOLD LEVEL (6x PROGRAM)

Solutions Applied case studies
- THREE four-color case studies in three issues in which your paid ads run
- PDF reprint of TWO case studies*
- Case studies archived on DIcardiology.com for one year
- Placement of case studies in appropriate DIcardiology.com channel(s)

Internet exposure (DIcardiology.com)
- Rotating small boom box ad on home page and select run-of-site pages for ONE YEAR
- SIX Sponsored Content items (white papers and/or short videos) posted within appropriate Web channel(s)
- Enhanced Buyer’s Guide listing (includes: logo and corporate profile)

eStat transmissions
- TWO eStat transmissions sent to DAIC e-mail recipients**

BRONZE LEVEL (2x PROGRAM)

Solutions Applied case studies
- ONE four-color case study in one issue in which your paid ad runs
- Case study archived on DIcardiology.com for one year
- Placement of case study in appropriate DIcardiology.com channel(s)

Internet exposure (DIcardiology.com)
- Rotating small boom box ad on home page and select run-of-site pages for THREE MONTHS
- TWO Sponsored Content items (white papers and/or short videos) posted within appropriate Web channel(s)
- Enhanced Buyer’s Guide listing (includes: logo and corporate profile)

SILVER LEVEL (4x PROGRAM)

Solutions Applied case studies
- TWO four-color case studies in two issues in which your paid ads run
- PDF reprint of ONE case study*
- Case study archived on DIcardiology.com for one year
- Placement of case study in appropriate DIcardiology.com channel(s)

Internet exposure (DIcardiology.com)
- Rotating small boom box ad on home page and select run-of-site pages for SIX MONTHS
- FOUR Sponsored Content items (white papers and/or short videos) posted within appropriate Web channel(s)
- Enhanced Buyer’s Guide listing (includes: logo and corporate profile)

eStat transmissions
- ONE eStat transmission sent to DAIC e-mail recipients**

* Reformatted reprints also available. Contact publisher for pricing.
** eStats transmitted on available dates with no fewer than 60 days between transmissions.
solutions applied
a value-added benefit for DAIC advertisers

The Concept

Solutions Applied case studies are written from the perspective of medical professionals or institutions that have realized true “solutions” from vendor technologies/services. They are an effective way to showcase benefits and address the concerns of clinicians, department heads, information technology staff and executive-level decision makers.

Solutions Applied profiles should be professionally written, peer-viewpoint case histories that illustrate specific problems healthcare providers face and how vendor technologies/services provide solutions (i.e. improved patient care, reduced costs, increased efficiencies, etc.).

Guidelines

- Must be written from the customer’s perspective — not the vendor’s
- Should be educational — not commercial
- May highlight product features that differentiate your technology from others on the market
- Should stress “benefits” realized by the customer and include customer quotes
- DAIC staff reserves the right to edit content for style

Possible Perspectives

- **Clinicians** — how patients benefit from better care or outcomes
- **Department Supervisors** — how the department gained efficiencies from your product or service
- **Business Managers** — how your technology was cost-justified and where enterprise efficiencies were realized
- **Information Technology Managers** — how your technology integrates with the HIS, RIS, etc., within the facility or across an enterprise

Do Not

- Repeat the vendor’s name
- Include vendor quotes
- Provide vendor logos

Profile Specifications

Please see reverse side for material requirements and samples.

Extending the Value With Reprints

A Solutions Applied article reprint provides your company with highly effective collateral that can be used for trade show distribution, direct mail and proposals.

Transmit your Solutions Applied profiles as Case of the Week e-newsletters to 15,000+ healthcare professionals.

Contact your Integrated Media Consultant today for details.
What to Submit

Article
- A minimum of one photo is required
- Submit one to two images of department personnel, interior/exterior shots, cost analysis graphs/tables.
- Captions for the images are required
- 1,100 word count (two photos).

Photo Content
- Please note that we are specifically interested in technology-focused images.
- Unless otherwise requested, please do not send vendor logos or corporate headshots.

Image Specifications
- Images must be high-resolution files (at least 300 dpi) AND at least three inches wide.
- Preferred image formats are GIF, TIFF, EPS and JPEG.
- Do not nest or embed images in the same document as the article copy or captions.

Materials Submission
- Submit all copy and image files and text documents to: www.scrantongillette.com/PR.
- Select Diagnostic and Interventional Cardiology from the file category menu.
- Indicate Solutions Applied and issue month in the notes box.
Each DAIC Comparison Chart details all vendors for a selected technology, the models sold by each vendor and the technical specifications for each.

Overview

DAIC is the only publication in its market to offer comparative data in this useful, poster-sized chart format (26” x 21”). These fold-out charts, which are tipped into DAIC, are easy to remove and save for year-round reference.

Secure a Comparison Chart sponsorship and leverage the resource that healthcare professionals have relied on for over 50 years.

Advertising Opportunities

Advertising positions are available on the chart spread, inside fold and back cover of each Comparison Chart. Advertisers may exclusively sponsor a chart by securing all positions.

Full Chart Sponsor Benefits
- Exclusive sponsorship of the same chart on Dicardiology.com (includes banner ads on both product selection and specification page plus leaderboard/white paper or case study link on results page)
- 1,000 reprints to use as sales and marketing collateral
- Silver level value-added benefits of Precious Metals Program
- Bonus distribution of Comparison Charts at relevant trade shows during the year

Chart Spread Ad Benefits
- 500 reprints to use as sales and marketing collateral
- Bonus distribution of Comparison Charts at relevant trade shows during the year

Back Cover or Inside Fold Ad Benefits
- 250 reprints to use as sales and marketing collateral
- Bonus distribution of Comparison Charts at relevant trade shows during the year

* Comparison Charts are subject to change. To suggest a chart topic that is not listed, contact your Integrated Media Consultant.

2014 Sponsorship Opportunities

**JAN/FEB**
- Advanced Visualization
- Contrast Media Injectors

**MARCH/APRIL**
- Radiation Dose Monitoring
- Implantable Cardioverter Defibrillators (ICDs)

**MAY/JUNE**
- Clinical Decision Support
- Cardiovascular Ultrasound

**JULY/AUGUST**
- Angiography Systems
- Hemostasis

**SEPT/OCT**
- Intravascular Imaging
- Fractional Flow Reserve (FFR)

**NOV/DEC**
- Cardiovascular Information Systems (CVIS)
- ECG Systems
Diagnostic and Interventional Cardiology

Rates (4-color pages only)

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<th>Rate (x)</th>
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<th>3x</th>
<th>6x</th>
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Comparison Chart Ad Sizes

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<tr>
<td>Chart Back (bleed dimensions)</td>
<td></td>
<td>9¼”</td>
<td>11”</td>
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Mailing Instructions
Advertising material, insertion orders, correspondence and copy should be addressed to:
Traffic Department, DAIC
3030 W. Salt Creek Lane, Suite 201
Arlington Heights, IL 60005-5025

Accepted Digital Formats
Press-optimized PDF using Acrobat Distiller’s PDF/X-1a job options is the required format. PDFs prepared for use on the Web are unacceptable. Any other type of file may require the use of an outside vendor and will result in additional charges.

A proof of the ad must be submitted. Publisher will not accept responsibility for integrity of ad if no proofs are provided.

Ad Art Upload Instructions
For ad art uploads and additional ad information, go to www.scrantongillette.com/adart.

Chart Reprints
Comparison chart sponsors receive a fixed quantity of reprints. Additional charts may be ordered prior to going to press OR custom reprints are available. Contact Adrienne Miller at 847.391.1036 or by e-mail at amiller@sgcmail.com for additional details.

Note: all “live” matter (i.e., relevant text and graphics) should be kept 3/8” inside on all four sides.

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Front Cover

Selected by the editor and publisher, front cover positions are reserved for new or work-in-progress products/devices representing major technology advancements applicable to Diagnostic and Interventional Cardiology (DAIC) article content.

Guidelines
Send images and a product description of 100-200 words to dfornell@sgcmail.com. Indicate “Front Cover consideration” in the subject line. Include two high-resolution photos that are 300 dpi and measure 15x20 inches or larger.

Product Release

DAIC consistently features comprehensive healthcare technology coverage through product releases. Product releases that cannot be featured in print will be considered for DAIC’s weekly eNews and website (www.DIcardiology.com).

Guidelines
Submit an FDA-cleared product description of 50-150 words and a high-resolution photo (300 dpi and 4 inches wide) to dfornell@sgcmail.com.

Comparison Charts

Our charts detail all vendors and models for a specific technology in one comprehensive “buying tool.” If you have suggestions for additional comparison charts beyond those scheduled, please contact the DAIC Editor.

Show Preview

Highlights — in product release format — of technology that will be featured at specific, upcoming medical trade shows.

Guidelines
- Submit a product description of 50-150 words, including your company’s booth number and a high-resolution photo to dfornell@sgcmail.com. Please indicate Show Preview in the notes.
- New products or enhancements to current products are preferred.
- Show issue advertisers who are exhibiting are guaranteed at least one product inclusion when submissions are received by the editorial close date.

Corporate News

Submit 50- to 150-word announcements such as mergers/acquisitions, new partnerships/alliances or personnel changes for inclusion on DIcardiology.com and our print News Briefs to dfornell@sgcmail.com. This information may also be covered in DAIC eNews.