

**Vein Therapy News** is a joint Publications & Communications LP (PCI) print and web venture, with a bimonthly print publication written primarily by doctors and other experts in the vein medical specialty and supplemented with the latest industry news and product information.



*Vein Therapy News* just completed its tenth year of providing a compelling educational and informational forum for doctors and educators on all aspects of venous disease and treatment. An independent publication, *Vein Therapy News* provides valuable articles written by surgeons, educators and other experts for our physician-reader base in phlebology, wound care, cosmetic and plastic surgery, all aspects of vascular care and family practice.

The editorial advisory board members are experts in various forms of venous treatment who regularly write for VTN and speak at conferences throughout the year because they have a passion for their medical specialties and a mentoring concern for new physicians joining the ranks. Editorial Advisory Board Drs. Manu Aggarwal, Ron Bush, Laura Ellis, Lowell Kabnick, Edward Mackay, Deborah Manjoney, Jeffrey Miller, Melanie Petro, James White, and J. Gordon Wright deserve much of the credit for the most professionally stimulating content and viewpoints, professional techniques, and medical procedures regularly available in articles in this fast growing vein publication. We are grateful for their help.

[Veintherapynews.com](http://Veintherapynews.com) is a resource for patients and the medical community, providing directories for physicians, clinics and vendors. Visitors can read digital copies of *Vein Therapy News*. In addition to the print and digital versions of *Vein Therapy News*, the VTN website is another advertising vehicle for vendors who are interested in reaching vascular surgeons, vein clinics and cosmetic surgery centers across the United States. Contact your account representative for details.

Our loyal advertisers have enjoyed their message being disseminated to the best list in the industry every bimonthly issue. Our ongoing effort to update our doctor and vein clinic list has been a joint effort between our advertisers and VTN's aggressive outreach for new practices entering than 35 years of technical publishing experience, and publishes a variety of respected national trade publications.

For more information, visit us online at [www.veintherapynews.com](http://www.veintherapynews.com) or [www.pcinews.com](http://www.pcinews.com).

## Media Contacts

### ADVERTISING

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## Circulation: 10,000 print bimonthly

Aesthetic Centers	Interventional Radiologists
Cardiovascular Surgeons	Laser Clinics
Cosmetic Surgeons	Med Spas
Cosmetic Surgery Centers	Phlebologists
Dermatologists	Vascular Surgeons
General Surgeons	Vein Centers

### Other Advertising Opportunities

#### Marketplace Section BUY/SELL/TRADE

3.5" x 2" Business Card Ads \$475 (includes color)

#### Product Spotlight

250 words + color photo \$525

500 words + color photo \$950

Classifieds \$115 per column inch

## File Formats

We accept the following formats:

- InDesign
- Adobe Photoshop EPS/TIFF
- Adobe Illustrator EPS
- High-res (300dpi) PDF

Please note we cannot accept ads formatted in Microsoft Word.

Please include the following:

- All Macintosh screen and printer fonts. Use actual fonts, do not apply "local" style attributes (bold, italic)
- All resource files that are placed in the layout

### Photoshop requirements

- CMYK or grayscale (not RGB) mode
- 300dpi resolution
- Save as TIFF or EPS (DCS off). Outline all fonts, flatten layers, and save as an EPS.

### Illustrator requirements

- Colors CMYK (no spot colors)
- Convert all fonts to outlines

### Proofs

Please send a proof. We do not guarantee exact color matching unless you send a MatchPrint™ proof.

### PDF requirements

Specify PDF/X-1a. This downsamples color and grayscale images to 300 ppi and monochrome images to 1200 ppi, embeds subsets of all fonts, creates untagged PDFs, and flattens transparency using the High Resolution setting.

## Closing Schedule

### Space:

6th of Month—1 month prior to cover date.  
(e.g.—June issue closes space May 6th)

### Materials:

15th of Month—1 month prior to cover date.  
(e.g.—June issue closes space May 15th)

# Advertising Rates

Size	1X	3X	6X
Tab Spread	\$5,421	\$4,883	\$4,610
Full Tab Page	3,015	2,865	2,715
Junior Page	2,474	2,361	2,229
1/2 Page (H)	2,361	2,232	2,120
1/2 Page (V)	2,361	2,232	2,120
1/4 Page	1,456	1,382	1,306
1/4 Page (V)	1,456	1,382	1,306
Spot (H)	1,092	1,039	985
Spot (V)	1,092	1,039	985
Open Display	\$161 (minimum of 4 column inches)		

H=Horizontal V=Vertical

## Classified Ads:

\$102 per column inch. (Minimum 2 inches).

## Premium Positions:

Ad positions can be reserved for pages 3, 5, 7, center spread, back page, inside front and inside back for an additional 20 percent gross.

## Color:

Per page or partial page. **4 color** \$481

Gutter bleeds available. Full bleeds available at no charge.

Color is non-commissionable.

# Digital Issue

## Expand Your Print Ad's Impact in Our Digital Issue

Your digital ad will pop up to the left of the cover of the digital issue. Or when the reader scrolls a few pages in, your digital ad will pop up. The reader will have to click through your ad to continue reading. There is no limit to the size the ad can be, so this can be a full-page size ad. \$500 per issue. \$800 per issue for your ad to appear exclusively. \$1000 per issue for your exclusive ad.



# Sizes

Width x Height in inches:



2-page spread

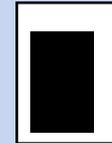
Trim size: 21" x 11.75"  
Bleed: 21.5" x 12.2"  
Safe Zone: .25"

"Safe Zone" is the area inside the trim line where your text and graphics are not at risk of being cut off or lost into the binding in the final print, regardless of any variation in the trim.

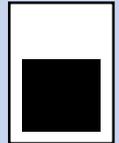


Full Page

Trim size:  
10.5" x 11.75"  
Bleed: 11" x 12.25"  
Safe Zone: .25"



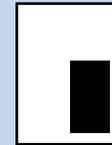
Junior Page  
7.25" x 10.1875"



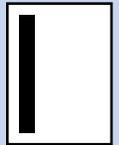
1/2 Horizontal  
9.75" x 7"



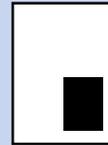
1/2 Vertical  
4.75" x 10.625"



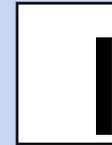
1/4  
4.75" x 7"



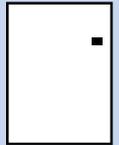
1/4 Vertical  
2.25" x 10.1875"



Spot Horizontal  
4.75" x 4"



Spot Vertical  
2.25" x 8"



Classified Ad  
2.1875" x 2"  
(minimum)

## Specifications

Printing Process: high quality 40# glossy, web offset

Binding Method: saddle stitch • Screen Ruling: 300 dpi

## VEINTHERAPYNEWS.COM

### Banner Advertising

#### Premium Banner (728 x 90)

Your message will be displayed on the top of the home page and throughout the Web site, delivering maximum advertising exposure. (\$1,300 per month)

#### Exclusive Position #1 Banner (362 x 362)

Your message will be displayed on the top of the right sidebar on the home page and throughout the Web site, delivering maximum advertising exposure. Side banners offer high visibility at a super value and appear throughout the site. (\$650 per month)

#### Square Banner (250 x 250)

Your message will be displayed on the right sidebar of the Web page, below the Exclusive Position Banner. Side banners offer high visibility at a super value and appear throughout the site. (\$475 per month)