

ASAIO Journal

592

Total Subscribers

214,811

Transplantation Specialty Average Monthly Visits

Website

<http://www.asaiojournal.com/>

Specialty

Transplantation; Surgery (Specialty)

Audience

Clinicians, scientists, engineers, industry, academia, and the financial community, as well as representatives from the Food & Drug Administration, National Science Foundation and the National Institutes of Health.

Content Focus

ASAIO Journal is in the forefront of artificial organ research and development. On the cutting edge of innovative technology, it features peer-reviewed articles of the highest quality that describe research, development, the most recent advances in the design of artificial organ devices and findings from initial testing. The *ASAIO Journal* features state-of-the-art investigations, laboratory and clinical trials, and discussions and opinions from experts around the world.

Organizational Affiliation

Official Publication of the American Society for Artificial Internal Organs, Inc.

Editor-in-Chief

Mark S. Slaughter, MD

Frequency

Monthly

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution

	US	ROW	TOTAL
Total Subscribers	502	90	592
Print Circulation	72	20	92
Online-Only Circulation	430	70	500



	US	ROW	TOTAL
Transplantation Specialty Average Monthly Visits	84,780	130,031	214,811
Transplantation Specialty Average Monthly Page Views	128,046	222,101	350,147

Run of Book Rates

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$1,250	\$1,250	\$860	\$860

Cover and Preferred Position Rates

- Cover 2:** 35% of earned B/W (PI) page rate
- Cover 3:** 25% of earned B/W (PI) page rate
- Cover 4:** 50% of earned B/W (PI) page rate
- Other Preferred Positions:** 25% of earned B/W (PI) page rate

Insert Rates

- 2-page:** 2.5 times earned B/W (PI) page rate
- 4-page:** 4.5 times earned B/W (PI) page rate
- 8-page:** 8.5 times earned B/W (PI) page rate

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues. All rates include free color. Contact your [Sales Representative](#) for volume discounts.

Full Page	1/2 Page	1/4 Page	1/8 Page
\$1,985	\$1,360	\$915	\$595

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Digital Rates

Please contact your [Sales Representative](#) for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints

Print and digital reprints are available. Contact your [Sales Representative](#) for pricing.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	12/5/2022	12/8/2022	12/15/2022	12/15/2022	1/4/2023
February	1/5/2023	1/10/2023	1/18/2023	1/18/2023	2/3/2023
March	2/3/2023	2/8/2023	2/15/2023	2/15/2023	3/3/2023
April	3/8/2023	3/13/2023	3/20/2023	3/20/2023	4/5/2023
May	4/7/2023	4/12/2023	4/19/2023	4/19/2023	5/5/2023
June	5/9/2023	5/12/2023	5/19/2023	5/19/2023	6/7/2023
July	6/7/2023	6/12/2023	6/19/2023	6/19/2023	7/6/2023
August	7/7/2023	7/12/2023	7/19/2023	7/19/2023	8/4/2023
September	8/9/2023	8/14/2023	8/21/2023	8/21/2023	9/7/2023
October	9/7/2023	9/12/2023	9/19/2023	9/19/2023	10/5/2023
November	10/6/2023	10/11/2023	10/18/2023	10/18/2023	11/3/2023
December	11/6/2023	11/9/2023	11/16/2023	11/16/2023	12/6/2023

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Perfect

Journal Trim Size

8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page spread:	15"	x	10"	16 3/4"	x	11 1/8"
Full page:	7"	x	10"	8 3/8"	x	11 1/8"
1/2 page H spread:	15"	x	4 7/8"	16 3/4"	x	5 5/8"
1/2 page horizontal:	7"	x	5"	8 3/8"	x	5 1/2"
1/2 page vertical:	3 1/2"	x	10"	4 1/4"	x	11 1/8"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
Full page:	7 1/4"	x	9 7/8"
1/2 page horizontal:	7 1/4"	x	4 3/4"
1/2 page vertical:	3 1/2"	x	9 7/8"
1/4 page:	3 1/2"	x	4 3/4"

Non-Bleed Size

	Width		Height
1/8 page:	3 1/2"	x	2 1/8"

[Download Career & Events Section guidelines](#)

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Open Type fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: Sample of insert must be submitted to your Sales Representative for approval.

Sizes: 8 3/8" x 11 1/4", includes 1/8" trim from top, bottom, outside edges and gutter; live matter to be 1/2" from trim. Jogs to top. Supply multiple leaf inserts folded. Multiple leaf inserts over 4 pages must be delivered to the printer folded and sealed at the head (unless spot glued) for proper binding.

Paper Stock: 100 lb. textweight maximum for single leaf; 80 lb. textweight maximum for multiple leaf.

Quantity: Contact Production Associate.

BRMs: 4" x 6" minimum, allow 1/8" head and gutter trim and 3/8" from perforation to binding edge. Jogs to top. Reply part must meet USPS regulations. Minimum card stock .007.

Packing Instructions: Carton packing preferred with quantity, publication, and issue clearly indicated.

Shipping Address: Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

Contact Us