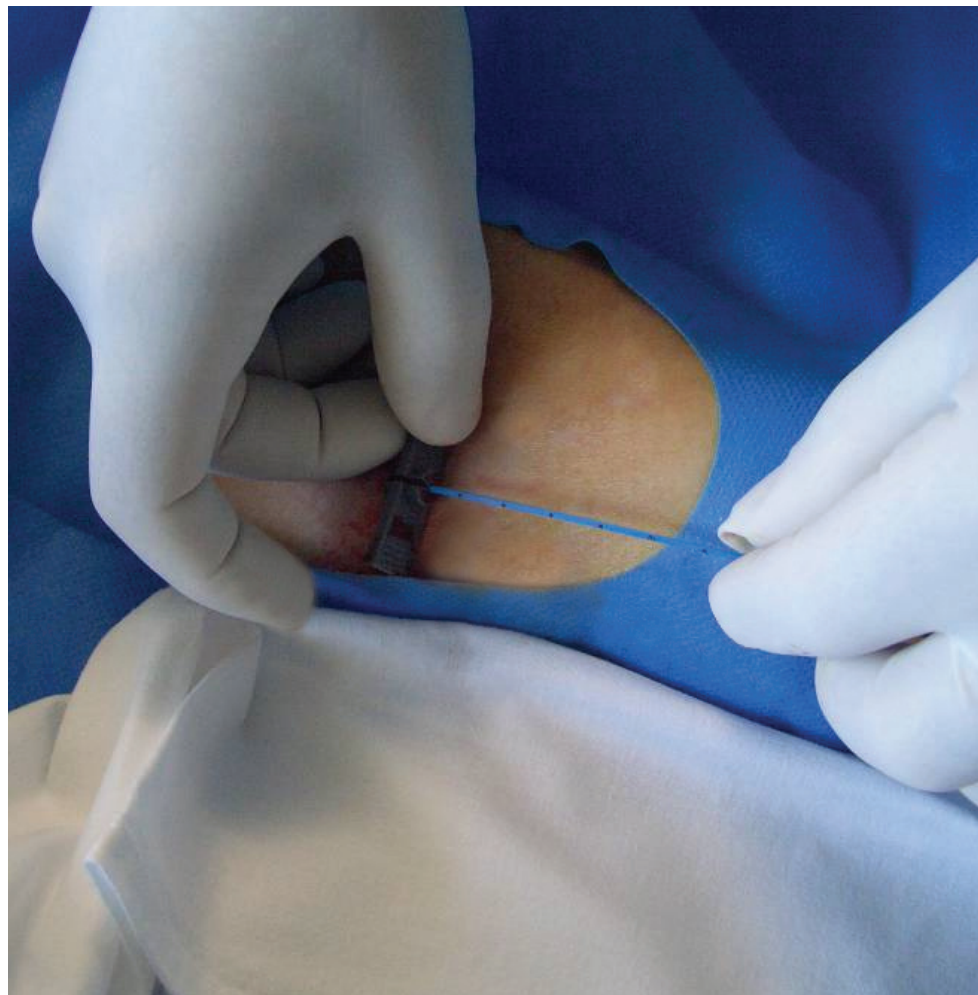


# The Journal of the Association for Vascular Access

## Advertising Rates and Information

Effective January 2010

The Association for Vascular Access (AVA) is the premier multidisciplinary vascular access organization comprised of clinicians, educators, regulators, and manufacturers who are working in a variety of disciplines including interventional radiology and cardiology, oncology, infectious disease, pharmacy, nephrology, vascular access, as well as research, development, and marketing.



An Official Publication  
of the Association  
for Vascular Access



**J**AVA publishes original peer-reviewed feature articles related to the care and management of patients with vascular access devices.

A multidisciplinary audience of over 2,000 physicians, nurses, pharmacists, and manufacturers receive *JAVA*. *JAVA* was established in 1991 and is received quarterly by the members of the Association for Vascular Access (AVA), with additional distribution at various conferences throughout the year. AVA members are the 'trend-setters' in the vascular access arena and are keeping up with the most current advancements in the industry. Approximately 60% are employed in alternate sites, 40% in the hospital setting, and 75% are in managerial roles.

2 0 1 0 I S S U E D A T E S			
	Issue Closes	Materials Due	Issue Mails
<b>Spring 2010</b>	Feb. 23	Feb. 26	Mar. 29
<b>Summer 2010</b>	May 21	May 28	June 28
<b>Fall 2010</b> <small>SCIENTIFIC MEETING ISSUE</small>	Aug. 5	Aug. 13	Sep. 29
<b>Winter 2010</b>	Nov. 12	Nov. 19	Dec. 28
<b>Scientific Meeting Program</b>	July 28	Aug. 3	Meeting

### JAVA features the following types of peer-reviewed articles

 Vascular Access Devices

 Manufacturing / Industry

 Abstracts

 International

 Scholarly / Research

 Concept / Issue

### 2009-2010 BOARD OF DIRECTORS

**Leigh Ann Bowe-Geddes, RN, BS, CRNI**  
*President*

**Nadine Nakazawa, RN, BS, OCN**  
*Presidential Advisor*

**Timothy Royer, RN, BSN, CRNI**  
*Secretary*

**Paul Blackburn, RN, BSN, MNA**  
*Treasurer*

**Douglas Burns, RN, MS, HSA**  
*Director at Large*

**Margy Galloway, RN, BSN, OCN, CRNI**  
*Director at Large*

**Jack LeDonne, MD**  
*Director at Large*

**Linda Lembo, BSN, CRNI**  
*Director at Large*

**Mark Rowe, RNP, MNSC**  
*Director at Large*

### ADMINISTRATIVE STAFF

**Pamela J. Haylock, PhD, RN**  
*Chief Executive Officer*

**Lois Davis, MSN, RN**  
*JAVA & EVAN Managing Editor,  
Coordinator of Professional Development & Communications*

**Suzanne Herbst, MA, RN**  
*Coordinator of Operations, Outreach & Membership*

**Tonya Miller**  
*Office Administrator*

#### Please send insertion orders to:

Murphy Media Group  
P O Box 905 / Lawrence, KS 66044  
(785) 856-5111 / Fax: (785) 856-5112  
e-mail: melmurphy@sunflower.com

#### Please send ad materials to:

Ron Symes  
8516 High Drive / Leawood, KS 66206  
(785) 856-5111 symbolic@kc.rr.com  
Mark deliveries for "No signature required"

JAVA is published by the Association for Vascular Access  
(877) 924-2821 / (801) 792-9079 / Fax (801) 601-8012  
AVA / 5526 West 13400 South / Suite 229 / Herriman, UT 84096 www.avainfo.org

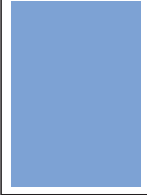
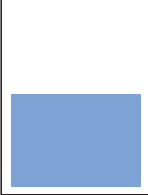
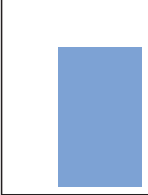
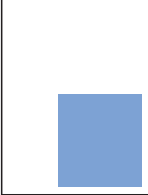
## 2 0 1 0   A D V E R T I S I N G   R A T E S

		1 to 2 Issues	3 to 4 Issues	5 Issues
<b>Full Page</b>	Four Color	\$2,310	\$2,085	\$1,970
<b>Full Page</b>	B & W	1,315	1,085	1,115
<b>Half Page</b>	Four Color	1,390	1,255	1,185
<b>Half Page</b>	B & W	865	780	730
<b>Quarter Page</b>	Four Color	1,055	890	860
<b>Quarter Page</b>	B & W	655	595	560

**Cover positions add 20%**

For information on classified advertising please contact the AVA office at (877) 924-2821, [info@avainfo.org](mailto:info@avainfo.org), or visit the AVA website at [www.avainfo.org](http://www.avainfo.org).

## M E C H A N I C A L   R E Q U I R E M E N T S

Space	Width	Depth				
Full Page	7.25"	10"	Full Page	Half Page Horizontal	Half Page Island	Quarter Page
Full Page <b>Bleed</b>	<b>8.375"</b>	<b>11.25"</b>				
Half Page (Horizontal)	7.25"	5"				
Half Page Island	4.5"	7.5"				
Quarter Page	4.5"	5"				

Saddle-Stitched. Trim Size: 8.125" x 10.875" Allow 1/2" safety margin inside trimmed edges for all live matter.

## S C I E N T I F I C   M E E T I N G   P R O G R A M

Trim Size: 8.5" x 11" Full pages only. Allow 1/8" for bleed all around.



E-VAN is a digital newsletter, published quarterly, to keep AVA members informed and up to date on important changes within the industry, including AVA positions and reactions to important regulatory issues. New Product submissions and announcements are also published in E-VAN. Sponsorship of E-VAN issues includes a digital horizontal header banner (7.5" x 1.5") with a link to the sponsors web site. E-VAN is limited to one sponsor per issue, and the cost is \$900 per issue. E-VAN will be published in February, May, August and November. Please contact Lois Davis at [ldavis@avainfo.org](mailto:ldavis@avainfo.org)

### DIGITAL MEDIA PREFERRED

**To avoid production charges on your submitted digital ads, please use the following guidelines**

**PRESS-OPTIMIZED PDF** files that have been distilled from EPS files are preferred over all formats.

Materials acceptable for ads provided digitally are; Macintosh or PC-based InDesign CS1; must include all fonts and images; images **MUST** be Photoshop compatible; images set to 300 dpi (minimum 266); images as EPS files, (TIFF also acceptable - no JPEG); images must be set up to CMYK, (not RGB or indexed). Advertisers sending DCS files should merge channels of 5-file DCS files into a composite high-res file, then place the high-res file into the ad document.

All advertisements for JAVA are accepted and published on the representation that the advertiser and/or advertising agency are authorized to publish the entire content and subject matter thereof. The advertiser and/or agency will defend, indemnify and hold the Association for Vascular Access (AVA) harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisements. AVA will review all advertising content and its graphic portrayal with regard to race, creed, color, national origin, and sex. AVA reserves the right to reject or exclude advertising copy which, in its opinion, is unethical, misleading, unfair, in bad taste, detrimental to the public interest or otherwise inappropriate or incompatible with the character of AVA. The Publisher will insert the work "advertisement" prominently into any advertisement, which simulates editorial content. All agreements are subject to strike, accidents, fires, acts of God, or other contingencies beyond the Publisher's control. When change or copy is not received by the closing date, covered by an uncancelled insertion order, copy run in previous issue will be inserted. The Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The Publisher liability for any error will not exceed the charge for the advertisement in question.

Reprints are available after publication. For prices contact Murphy Media Group at (785) 856-5111.



# C O R P O R A T E M E M B E R S H I P

A corporate membership offers a unique way to contribute to the field of vascular access and receive valuable benefits

## PLATINUM LEVEL

- ◆ Membership for one year
- ◆ Journal - 15 complimentary copies of *JAVA*
- ◆ Reduced membership rates for company employees
- ◆ Corporate listing in quarterly *JAVA*
- ◆ One four-color advertisement in the AVA Annual Scientific Meeting Program (or *JAVA*, at the Publisher's discretion)
- ◆ Access to on-line membership directory
- ◆ AVA website listing with logo and link to your site
- ◆ Annual Scientific Meeting recognition
- ◆ Award Presentation at the Annual Scientific Meeting
- ◆ Free doublewide booth space at the Annual Scientific Meeting
- ◆ Exhibitor Theater opportunity at the Annual Scientific Meeting
- ◆ Two free sets of mailing labels, 25% discount on additional orders

## GOLD LEVEL

- ◆ Membership for one year
- ◆ Journal - 10 complimentary copies of *JAVA*
- ◆ Corporate listing in quarterly *JAVA*
- ◆ One four-color advertisement in the Annual Scientific Meeting Program (or *JAVA*, at the Publisher's discretion)
- ◆ Access to on-line membership directory
- ◆ AVA website listing with logo and link to your site
- ◆ Annual Scientific Meeting recognition
- ◆ Free single booth space at the Annual Scientific Meeting or second space free
- ◆ Free set of mailing labels, 25% discount on additional orders

## SILVER LEVEL

- ◆ Membership for one year
- ◆ Journal - 5 complimentary copies of *JAVA*
- ◆ 25% discount on mailing labels
- ◆ Corporate listing in quarterly *JAVA*
- ◆ Access to on-line membership directory
- ◆ AVA website listing with logo and link to your site
- ◆ Annual Scientific Meeting recognition
- ◆ 25% discount on the Annual Scientific Meeting booth space or free second booth

## BRONZE LEVEL

- ◆ Membership for one year
- ◆ Journal - 3 complimentary copies of *JAVA*
- ◆ 25% discount on mailing labels
- ◆ Corporate listing in quarterly *JAVA*
- ◆ Access to on-line membership directory
- ◆ AVA website listing with logo and link to your site
- ◆ Annual Scientific Meeting recognition

AVA Corporate Membership Program  
Call 1-877-924-2821 for more information



## We make a difference

AVA Corporate Membership Benefits are subject to change without notice. For the most current information on corporate membership benefits, visit our website - <http://www.avainfo.org> - or call the AVA office at 877-924-2821.

