

2024 Rate Card & Specification Guide

Cath Lab Digest (CLD) was launched in 1993. For more than 30 years, *CLD* has provided a path through which companies can reach cath lab administrators, managers, directors, supervisors, nurses, and technologists while offering cath lab professionals information of practical and clinical use in their working lives. Today, *CLD* has not only maintained a steady increase in popularity, but remains the sole publication focused on cardiac cath lab professionals. We strive to educate and inform; connect our readers across the U.S. and worldwide; and highlight the knowledge, experience, and hard work of cath lab professionals. Readers of *Cath Lab Digest* are passionate about our publication as well as their work. *CLD* offers both continuing education and a forum through which professionals can share information on best practices, the latest procedures, and ongoing concerns. A double-blind, peer-review process by members of the advisory editorial board is available. Clinical Editor Morton J. Kern, MD, MSCAI, FAHA, FACC, also writes an article featured in each issue. Comprehensive departments, cutting-edge features, and an emphasis on practical, informative education ensure that *Cath Lab Digest* captures reader interest with every issue.



HMP Global

Healthcare made practical

70 E. Swedesford Road, Suite 100
Malvern, PA 19355



Publication Information

Issuance

Frequency: 12 times per year

Issue date: The first week of each month

Delivery: By mail and online

Digital: Digital edition of the print journal available at CathLabDigest.com

Established

1993

Subscription Rates

Annual rate for U.S. subscriptions outside controlled universe: \$109

Advertisers Index

Yes

Advertising Acceptance & Copy

All advertising is subject to publisher's approval.

Services to Advertisers

Reprints, enduring materials, outserts, cover tips, sponsored subscriptions, internet advertising, ad testing, meeting planning, classified, and recruitment advertising.

Reprints and License Agreements:

For commercial use, please contact your sales representative for more information.

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B/W Display Advertising Rates

Circulation

17,255 (controlled)

Coverage and Market

Interventional cardiologists, cath lab and office-based lab administrators, directors, managers, supervisors, nurses, and technologists.

Color Rates

Four-color rate per page: \$1,425

For pricing on special color combinations, please call the publisher or sales representative.

Cover Tip

Available upon request

Bleed

No charge

Earned Rates

Rates are based on number of insertions placed during each 12-month period. Insertions used by a parent company and its subsidiaries are combined to determine the earned rate.

Cover and Premium Positions

Cover 2: Earned rate plus 40% and four-color charge

Cover 3: Earned rate plus 25% and four-color charge

Cover 4 (back cover): Earned rate plus 50% and four-color charge

Center spread: 40% and four-color charge

Inserts

Consult publisher.

Agency Commission

15% to recognized agencies provided invoices are paid within 30 days.

Classified/Recruitment

Please visit Health Job Connect at healthjobconnect.com for more information and to place an ad.

	Tabloid	Standard	1/2 Horizontal	1/3 Vertical
1x	\$11,520	\$10,301	\$6,606	\$3,326
6x	\$11,181	\$10,083	\$6,424	\$3,230
12x	\$10,771	\$9,962	\$6,551	\$3,194
24x	\$9,853	\$9,074	\$5,820	\$2,935
36x	\$9,769	\$8,990	\$5,772	\$2,904
48x	\$9,636	\$8,887	\$5,675	\$2,838

Mechanical Requirements

Publication Trim Size

10" x 13"

Mechanical Requirements

- Allow 0.125" trim on all four sides for full bleed ads.
- Allow 0.25" safety margin on all four sides to clear trim.

Paper Stock

Text: 60 lb.

Type of Binding

Saddle stitch, jogs to the foot

Insert Requirements

Please furnish multiple-page inserts folded. Any unusual gatefolds or devices must be submitted in advance for approval. All inserts are subject to acceptance by the publisher. Insert closing date is 1 month before publication date.

Insert Sizes

Standard inserts: 8.125" x 11"
Minimum stock weight is 70 lb. text
Maximum weight is 100 lb. text
Quantity: 18,000 (includes spoilage)

Shipping

Ship all inserts to:
LSC Communications, Attn: Cath Lab Digest
13487 S. Preston Highway,
Lebanon Junction, KY 40150-8218
877.468.1970

Each carton must be identified with the publication's name, issue date, and quantity.

Contact sales representative to confirm insert specifications before printing.

Submitting Ad Materials

Digital ad files must be submitted at hmpglobal.com/ads.

To submit your ad, please complete the required fields and select the desired magazine and issue date from the drop-down menu. Next, upload the PDF/x-1a file and click "submit."

PDF/x-1a is HMP's accepted ad file format. A PDF/x-1a is an industry-standard term referring to a refined, press-ready, universally accepted PDF file created from a desktop publishing application.

HMP's PDF/x-1a file specifications at a glance:

- Fonts must be embedded.
- Images and colors should be color mode CMYK or grayscale, never RGB or LAB color modes.
- All files must be CMYK. Spot colors or RGB will be automatically converted by HMP. We cannot be responsible for color shifts that take place in ads that are not supplied as CMYK.
- Please specify if a PMS color is required. For pricing on special color combinations, please contact the publisher or sales representative.
- Maximum total ink density is 300%.
- Resolution must be 300 dpi for four-color or grayscale images.
- Resolution must be 1200 dpi or higher for bitmap images.
- The only acceptable ICC profile is U.S. Web Coated (SWOP) v2, or none should be applied.
- .125" bleed must be provided on all sides for bleed ads.
- Crop and/or registration marks should offset a minimum of .125".
- Transparency attributes need to be flattened when exporting the PDF.
- Ad should be supplied at the correct trim size.

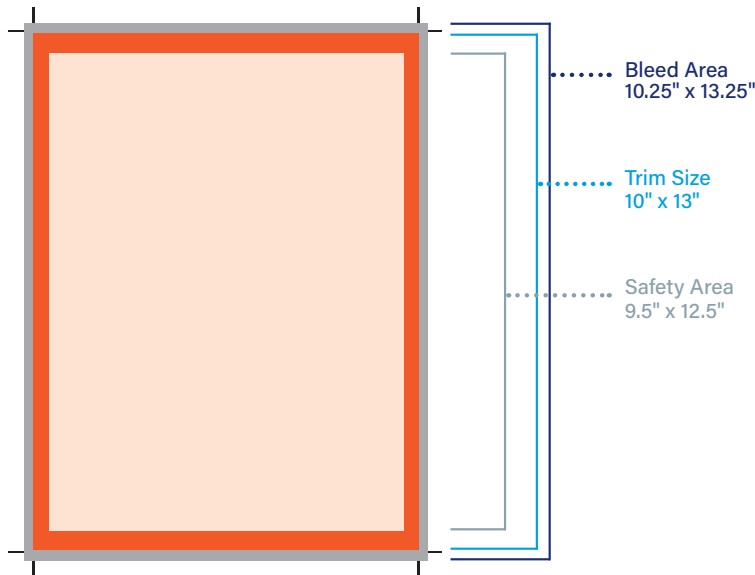
If you have questions regarding material submission, contact

Elizabeth Vasil, Design Operations Manager
evasil@hmpglobal.com | 610.560.0500 or 800.237.7285 x4239

Advertising Specifications

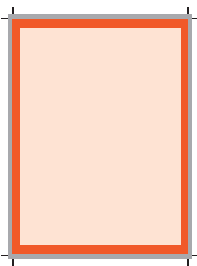
Publication Trim Size

(10" x 13")



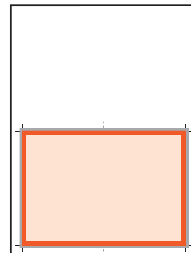
TABLOID PAGE / SPREAD

Trim Size
10" x 13"
Safety Area
9.5" x 12.5"
Bleed Size
10.25" x 13.25"



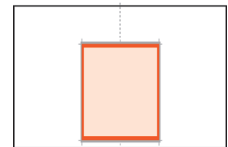
1/2 PAGE HORIZONTAL

Size
9" x 5.5"

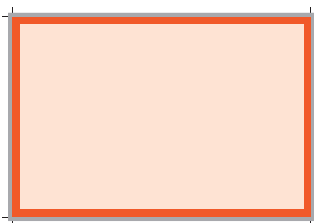


STANDARD SIZE PAGE / SPREAD

Size
6.675" x 8.5"
Gutter
Safety Area
1"

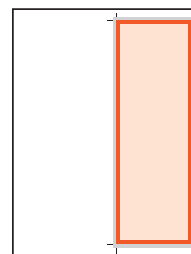


Trim Size
20" x 13"
Safety Area
19.5" x 12.5"
Bleed Size
20.25" x 13.25"

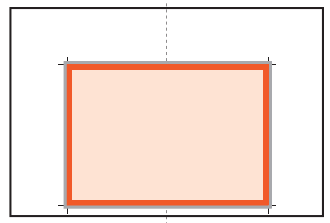


1/3 PAGE VERTICAL

Size
2.85" x 11.25"

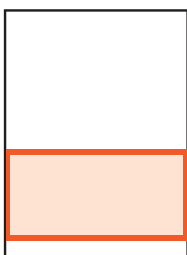


Size
12.75" x 8.5"
Gutter
Safety Area
1"



BELLY TIP

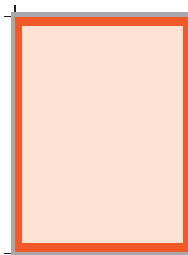
(Front Panel)
Trim Size
9.75" x 4" (min)
Safety Area
9.25" x 3.5"
Bleed Size
10" x 4.25"



(Back Panel)
Trim Size
9.75" x 4" (min)
Safety Area
9.125" x 3.5"
(3/8" glue strip)
Bleed Size
10" x 4.25"

COVER TIP

(Front Panel)
Trim Size
10" x 10.5"
(must leave space
for journal logo)
Safety Area
9.25" x 10"
Bleed Size
10.25" x 10.75"



(Back Panel)
Trim Size
10" x 13"
Safety Area
9.125" x 12.5"
(3/8" glue strip)
Bleed Size
10.25" x 13.25"

Editorial Calendar*

January

Bonus distribution: International Symposium on Endovascular Therapy (ISET)

Ads close: December 8

Materials due: December 15

February

Bonus distribution: Society of Interventional Radiology (SIR)

Ads close: January 11

Materials due: January 18

March

Bonus Distribution: American College of Cardiology (ACC) Scientific Sessions

Ads close: February 8

Materials due: February 15

April

Bonus Distribution: Society for Cardiovascular Angiography and Interventions (SCAI) Scientific Sessions

Ads close: March 8

Materials due: March 15

May

Bonus Distribution: New Cardiovascular Horizons (NCVH)

Ads close: April 10

Materials due: April 17

June

Bonus distribution: Society of Vascular Surgery (SVS)

Ads close: May 9

Materials due: May 16

July

Ads close: June 7

Materials due: June 14

August

Bonus distribution: Amputation Prevention Symposium (AMP)

Ads close: July 6

Materials due: July 13

September

Ads close: August 8

Materials due: August 15

October

Bonus distribution: Transcatheter Cardiovascular Therapeutics (TCT), Vascular Interventional Advances (VIVA)

Ads close: September 8

Materials due: September 15

November

Bonus distribution: VEITHsymposium

Ads close: October 10

Materials due: October 17

December

Ads close: November 7

Materials due: November 14

**Please contact us for the latest bonus distribution information regarding 2024 cardiovascular, structural heart disease, and/or peripheral vascular meetings.*

Office-based laboratories (OBLs)/Ambulatory surgery centers (ASCs)

Intravascular imaging, including:

- Optical coherence tomography (OCT)
- Intravascular ultrasound (IVUS)

Chronic total occlusions (CTOs)

Chronic limb-threatening ischemia (CLTI)

Peripheral arterial disease (PAD)

Peripheral interventions: above and below the knee

Structural heart disease and treatment, including:

- Transcatheter aortic valve replacement (TAVR)
- Percutaneous mitral valve repair

Atherectomy

Thrombectomy

Intravascular lithotripsy

COVID-related vascular disease

Coronary artery disease in women

Drug-coated devices

Pulmonary hypertension

Venous disease and treatment

Acute kidney injury/contrast-induced nephropathy

Antiplatelet/antithrombotic therapies

Complex, higher-risk (and indicated) patients (CHIP)

Cardiogenic shock

Large-bore access and closure

Transradial access/distal radial access

Femoral arterial access

Alternative access

Same-day discharge

Robotic angioplasty

Bleeding complications

Cath lab certification

New specialty devices

Left ventricular assist devices (LVADs)

Stents: bare metal, drug-eluting, and bioresorbable

Instantaneous wave-free ratio (iFR)

Fractional flow reserve (FFR)

Fractional flow reserve computed tomography (FFRCT)

Acute coronary syndromes (ACS)

ST-elevation myocardial infarction (STEMI)

Left main interventions

Structured reporting

Call team issues and scheduling

Inventory management

Staffing the cath lab

Coding issues and management

Cath lab turnaround times

Registry data and reporting

*Articles may be subject to peer review and require final editorial approval.

Clinical Editor's Corner

A monthly column from *CLD*'s clinical editor, Morton J. Kern, MD, MSCAI, FAHA, FACC

Topic Center

A series of articles, podcasts, and/or videos on a topic of your choice

Ask the Expert

Cath Lab Digest interviews thought leaders

Clinical Trial Update

Interviews with key opinion leaders that explain the latest clinical trial and how it applies to daily practice

New Technologies

Clinical articles or interviews describing the latest devices and procedures

Case Reports (+ Interview)

A case report presentation with an accompanying author interview providing greater background

Cath Lab Management

Cath lab professionals write on topics ranging from inventory management to maintaining morale to accreditation

Clinical Update

The latest on clinical procedures in the cath lab

Cath Lab Spotlight

Highlighting the work and experience of an individual lab

CME/CE Supplements

Contact Colleen Waters, cwaters@hmpglobal.com, for details and availability

Reviews

Industry News and Products

Press releases and photos welcome
Email is preferred (rkapur@hmpglobal.com)

Clinical Meetings Calendar

Email your meeting information to
rkapur@hmpglobal.com
No charge for listings