

Guidelines for Advertisements for the Airway Gazette (Society for Airway Management)

The specifications for the Airway Gazette advertisements are:

Requested format: JPEG (preferred) at least 900 pixels, or PDF

Dimensions:

Full Page	W 10.20" x H 7.50"	or	W 25.91 cm x H 19.05 cm
Half page	W 4.83" x H 7.10"	or	W 12.27 cm x H 18.03 cm
Quarter page	W 4.83" x H 3.50"	or	W 12.27 cm x H 8.89 cm

Please note there will be a key line around the ad that will remain visible in a preliminary example of the advertiser's submitted graphic design ad. This example will be sent to the advertiser to provide an opportunity for the advertiser to give final approval. However, if the advertiser does not want the key line to be published in the final Gazette issue, this will be complied with upon receipt of the advertiser's instructions.

*** Advertisements will be published for one year from the starting issue date and will have a link to the advertiser's website.

*** If at any point an advertiser wishes to change the initial ad design during this period, it is quite acceptable to send a copy of a different design by the middle of the month just preceding appropriate publication months (i.e. by Feb 15, June 15, Sep 15 or Dec 15).

We prefer publication of Gazette issues titled as "Spring, Summer, Autumn, and Winter + year of each" in this order because commonly many readers think of the end of year as winter.

However quarterly issues are usually distributed by the final day of each month as noted in the following mockup:

Spring 2017 — published end of April 2017,
Summer 2017— published end of July 2017,
Autumn 2017—published end of October 2017,
Winter 2017—published end of January 2018.

Our reasoning is that publication involves many medical personnel from teaching institutions and certain times of the year are more problematic due to the following concerns:

- Late June/early July—too busy with new residents with intense 1:1 teaching and lectures.
- Late September/early October—too busy with the SAM meeting and impending ASA meeting.
- Late December/early January—too busy with Christmas and New Year.

Please contact Anne-Marie Prince for pricing: amprince@peds.bsd.uchicago.edu

Please contact Dr. Katherine Gil if you have any other questions: k-gil@northwestern.edu