

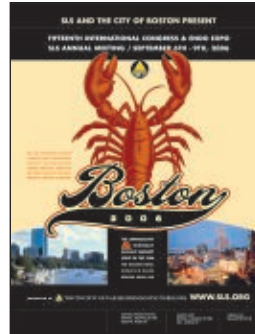
**Media Kit Society of Laparoendoscopic Surgeons (SLS)**

**Surgical Endoscopy  
Gyn Laparoscopy  
Endourology**



THE SOCIETY OF LAPAROENDOSCOPIC SURGEONS

# Maximally effective ways to reach minimally invasive practitioners...



Since its founding nearly two decades ago, The Society of Laparoendoscopic Surgeons (SLS) has established a global forum to advance the standards of laparoscopic, endoscopic and minimally invasive therapies. Now the largest laparoscopy society in North America, with a worldwide membership of more than 6,500 medical professionals, SLS is unparalleled in representing all areas of medicine that use minimally invasive surgical procedures and therapies.

Our combination of publications, website, CME courses and massively-informative conferences serve as the instruments that let your message reach deep into the offices, hospitals, universities and minds of those in the field.

In addition to your marketing agenda, your credibility is just as well served. SLS is well known for its unwavering commitment to the exchange and advancement of knowledge that empowers physicians to elevate patient care to the highest standards. And that's good for everyone.

**JSLS**, Journal of the Society of Laparoendoscopic Surgeons

**Laparoscopy Today**

**SLS Annual Meeting and Endo Expo**

**SLS Websites and Virtual Exhibit Hall**

# table of contents

## ***JSL*, JOURNAL OF THE SOCIETY OF LAPAROENDOSCOPIC SURGEONS**

*JSL* is the multispecialty, peer-reviewed journal of the Society of Laparoendoscopic Surgeons. *JSL* seeks to advance minimally invasive, image-guided surgery by promoting the cross-specialty exchange of information. A leading publication for minimally invasive therapies, *JSL* is distributed in more than 63 countries. Its quarterly circulation averages 7,600 with a readership exceeding twenty thousand including SLS members, libraries, and residency training programs.

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## **LAPAROSCOPY TODAY**

*Laparoscopy Today* is a semi-annual magazine and journal of The Society of Laparoendoscopic Surgeons. It is distributed to more than 60,000 general surgeons, gynecologists, urologists, and residency programs. *Laparoscopy Today* features articles from leading experts in addition to products and services in minimally invasive surgery.

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## **SLS WEBSITES AND VIRTUAL EXHIBIT HALL**

As the gateway for free access to SLS' publications, the SLS websites are invaluable resources to the Society's members as well as the minimally invasive surgery community at large. The Virtual Exhibit Hall is an area of the SLS website where physicians and professionals can connect with manufacturers as they search for the most advanced surgical instruments. Placement of a banner or tombstone ad in the Virtual Exhibit Hall links visitors directly to your company website.

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## **CONFERENCES**

SLS hosts two key conferences each year to help advance the standards of minimally invasive surgery. The largest gathering, SLS Annual Meeting and Endo Expo, combines more than 600 attendees with an internationally-renowned faculty. SLS also hosts an annual summit of thought leaders alternating between AsianAmerican and EuroAmerican regions. Both events focus on relevant topics and provide an opportunity to exchange valuable educational and practical information within the medical community.

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## **ADVERTISING POLICIES & GUIDELINES**

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# JSLS, Journal of the Society of Laparoendoscopic Surgeons



## SUMMARY

*JSLS, Journal of the Society of Laparoendoscopic Surgeons* is the quarterly, peer-reviewed publication of the Society of Laparoendoscopic Surgeons. *JSLS* was first issued in January 1997 and is published directly by the Society of Laparoendoscopic Surgeons. *JSLS* is indexed in Index Medicus and MEDLINE, and included in the MEDLARS System. The circulation of *JSLS* has more than doubled since its first issue and is still experiencing tremendous growth. Recognized around the world as the leading publication for minimally invasive therapies, *JSLS* continues to expand, with an increase in manuscript submissions of 65 percent in its first 4 years of publication.

## CIRCULATION

Frequency: Quarterly  
Average Circulation: 7,600

## CLOSING AND MATERIAL DATES

	Closing	Materials
Issue #1 (January–March)	November 14	November 28
Issue #2 (April–June)	February 6	February 23
Issue #3 (July–September)	May 6	May 24
Issue #4 (October–December)	August 6	August 24

## EDITORIAL POLICY

*JSLS, Journal of the Society of Laparoendoscopic Surgeons* publishes original articles on basic science and technical topics in all the fields involved with laparoendoscopic surgery. The journal seeks to advance our understanding and practice of minimally invasive, image-guided surgery by providing a forum for all relevant disciplines and by promoting the exchange of information and ideas across specialties. *JSLS* is a peer reviewed journal that employs a rapid review process for all submitted manuscripts so that significant scientific findings appear with minimal delay.

## SPECIAL CONGRESS ISSUE

Issue 3 (July–September) of each year is a special pre-Congress issue for the SLS Annual Meeting held in September. Exhibitors and non-exhibitors alike can utilize this special issue for their marketing plans. This issue also benefits from an additional press-run of an average of 800 additional copies distributed at the International Congress.

## COMMERCIAL REPRINTS

Reprints from *JSLS, Journal of the Society of Laparoendoscopic Surgeons* are an economical and effective way to assist you in marketing your product to your target audience at trade shows and conferences and through direct-mail campaigns. Use our reprints as educational material for your detail reps to learn from or provide physicians with. *JSLS* reprints are manufactured to a high-quality and professional finish. We offer quick turn-around time and customization to meet your needs.

E-prints are also available through a secure pdf format. For a quote and additional information for orders of e-prints and 100 or more reprints, please contact our reprint sales professional: Heather Edwards, Cadmus Professional Communications: Tel: (410) 691-6214 Fax: (410) 684-2788 E-mail: EdwardsH@Cadmus.com

## ADVERTISING RATES

Placement available on a first come, first serve basis.

	1X	4X	8X
<b>BLACK AND WHITE</b>			
Full Page, Inside Front Cover	\$2,272	\$2,079	\$1,843
Full Page, Inside Back Cover	2,272	2,079	1,843
Full Page, Back Cover	2,778	2,565	N/A
Full Page, First Right-Hand Page	2,216	2,058	N/A
Full Page, Opposite Table of Contents	2,120	1,973	1,748
Full Page, non-preferred position	1,835	1,702	1,599
1/2 Page, non-preferred position	1,125	1,031	975
1/4 Page, classified display	735	715	685
<b>PROCESS COLOR</b>			
Full Page, Inside Front Cover	\$3,783	\$3,490	\$3,324
Full Page, Inside Back Cover	3,783	3,490	3,324
Full Page, Back Cover	4,610	4,256	N/A
Full Page, First Right-Hand Page	3,681	3,407	N/A
Full Page, Opposite Table of Contents	3,547	3,254	3,102
Full Page, non-preferred position	2,960	2,854	2,736
1/2 Page, non-preferred position	2,355	2,186	2,088

## EVENTS CALENDAR

Calendar Listing, a maximum of 150 words, please include name of event, date and contact information. Closing/Material dates apply. \$165

## CLASSIFIED ADVERTISEMENTS

Accepted at the publisher's discretion for positions sought or positions available.

## INSERTS (per 1000)

Prices may vary and reflect current market value. Inquiries should be directed to the journal office. Card and insert printing is additional. Please contact SLS for quotes.

	Half/Full Page insert/card	Customer Supplied
Bind in*	\$108.00	\$231.50
Tip to FC*	1,937.00	1,667.50
Outsert**	284.75	2,595.00
Blow-in***	696.75	671.50
Perforate*	822.75	-
Hand Feed*	-	1841.50

\* Minimum size 5" x 3", Maximum 8.25" x 10.875"

\*\* Minimum size is half the length and width of JSLs

\*\*\*Maximum size 6" x 6"

## DIGITAL SPECIFICATIONS

Original application files for Quark Xpress, Adobe Illustrator and Photoshop are accepted. Please include all fonts and artwork. Do not embed images into application file. Color images should be set up as CMYK. Specify and include any spot color. Black and white ads should be in grayscale. Artwork will be accepted on CD or DVD.

## MECHANICAL SPECIFICATIONS

Trim Size:	8.25" x 10.875"
Live Area:	Keep live material 1/4" from trim
Process:	Web
Cover Stock:	80# Sterling Ultra Cover
Text Stock:	70# Sterling Ultra Web
Binding:	Perfect Bound

Non Bleed Artwork	Width	Depth
Full page	7.25"	10.25"
Half page vertical	3.5"	10.25"
Half page horizontal	7.25"	5"
Quarter page	3.5"	5"
Bleed Artwork	Full page advertising only	

## SUBMISSIONS

JSLs

The Society of Laparoendoscopic Surgeons  
7330 SW 62nd Place, Suite 410 Miami, FL 33143-4825  
Tel: (305) 665-9959 Toll Free: (800) 446-2659  
Fax: (305) 667-4123 E-mail: Publications@SLS.org  
Web: www.SLS.org or www.Laparoscopy.org

# Laparoscopy Today



## SUMMARY

*LAPAROSCOPY Today*, a Publication of The Society of Laparoendoscopic Surgeons (SLS), is a magazine and journal dedicated to the science and art of minimally invasive surgery and to the news of SLS. This semi-annual publication is distributed to over 60,000 general surgeons, gynecologists, urologists, and residency programs. Features include articles from leading experts on the most recent developments in minimally invasive therapies, the SLS President's Corner, Products for the Laparoscopic Surgeon, Conference Reports, and The Laparoscopy Web which includes updates on websites that provide medical professionals with invaluable information.

## CIRCULATION

Over 60,000

## CLOSING DATES

Issue 1 (Spring): February 28

Issue 2 (Summer): June 15

## ADVERTISING RATES

Placement available on a first come, first serve basis. SLS Platinum, Gold and Silver Benefactors, and those who within the current year have taken out a full-page, four-color advertisement in *JSL*, *Journal of the Society of Laparoendoscopic Surgeons* are eligible for a 50% ad rate discount. No agency discounts apply.

## PROCESS COLOR/BLACK AND WHITE

Full Page, Inside Front Cover	\$7,566
Full Page, Inside Back Cover	7,566
Full Page, Back Cover	9,220
Full Page, First Right-Hand Page	7,362
Full Page, Opposite Table of Contents	7,094
Full Page, non-preferred position	5,920
1/2 Page, non-preferred position	4,710
1/8 Page, non-preferred position	1,973

## MECHANICAL SPECIFICATIONS

Trim Size:	8.375" x 10.75"
Process:	Web
Cover Stock:	100# Sterling Ultra Gloss Text
Text Stock:	60# Somerset Web Gloss
Binding:	Saddle Stitch

## DIGITAL SPECIFICATIONS

Original application files for Quark Xpress, Adobe Illustrator and Photoshop are accepted. Please include all fonts and artwork. Do not embed images into application file. Color images should be set up as CMYK. Specify and include any spot color. Black and white ads should be in grayscale. Artwork will be accepted on CD and DVD.

## COMMERCIAL REPRINTS

Reprints from *LAPAROSCOPY Today* are an economical and effective way to assist you in marketing your product to your target audience at trade shows and conferences and through direct-mail campaigns. Use our reprints as educational material for your detail reps to learn from or provide physicians with. *LAPAROSCOPY Today* reprints are manufactured to a high-quality and professional finish. We offer quick turn-around time and customization to meet your needs.

E-prints are also available through a secure pdf format. For a quote and additional information for orders of e-prints and 100 or more reprints, please contact our reprint sales professional: Heather Edwards, Cadmus Professional Communications: Tel: (410) 691-6214 Fax: (410) 684-2788 E-mail: [EdwardsH@Cadmus.com](mailto:EdwardsH@Cadmus.com)

## SUBMISSIONS

### LAPAROSCOPY TODAY

The Society of Laparoendoscopic Surgeons

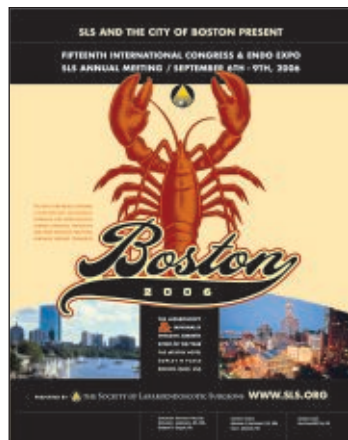
7330 SW 62nd Place, Suite 410, Miami, FL 33143-4825

Tel: (305) 665-9959 Toll Free: (800) 446-2659

Fax: (305) 667-4123 E-mail: [Publications@SLS.org](mailto:Publications@SLS.org)

Web: [www.SLS.org](http://www.SLS.org) or [www.Laparoscopy.org](http://www.Laparoscopy.org)

# SLS Annual Meeting Publications



## SUMMARY

The first SLS Annual Meeting was held in Orlando, Florida in 1992. Since that first gathering, the Annual Meeting has garnered over 600 regular attendees, with more than 100 moderators and 300 presenters traveling from over 63 different countries. The Endoscopic Exposition (Endo Expo) trade show includes vendors representing all aspects of minimally invasive therapies, including instrument manufacturers, software developers, publishers, operating room suppliers, and corporations servicing the industry. As a result of attending the conference and advertising in conference publications, exhibitors gain high-quality contacts whose interests are specific to minimally invasive surgery and who represent all specialties that use these less invasive therapies.

The Preliminary Program to promote the Annual Meeting is mailed to over 10,000 medical professionals including members of SLS and directors of over 650 residency programs. It contains the congress agenda, faculty, course descriptions, scientific presentations listing, and hotel, destination, special events, and registration details.

The Final Program is distributed to conference attendees. By advertising in the Final Program, exhibitors can gain additional exposure, drawing clients to their booths. Because the Final Program contains the scientific program, faculty presentations and abstracts as well as faculty contact information, exhibitors also benefit from its use as a reference material.

## CIRCULATION

Preliminary Program: 10,000  
Final Program: 600

## CLOSING AND MATERIALS

Preliminary Program: February 15  
Final Program: June 15

## ADVERTISING RATES

Placement available on a first come, first serve basis.

### BLACK AND WHITE

Full Page, Inside Front Cover	\$2,272
Full Page, Inside Back Cover	2,272
Full Page, Back Cover	2,778
Full Page, First Right-Hand Page	2,216
Full Page, Opposite Table of Contents	2,120
Full Page, non-preferred position	1,835
1/2 Page, non-preferred position	1,125
1/4 Page, classified display	735

### PROCESS COLOR

Full Page, Inside Front Cover	\$3,783
Full Page, Inside Back Cover	3,783
Full Page, Back Cover	4,610
Full Page, First Right-Hand Page	3,681
Full Page, Opposite Table of Contents	3,547
Full Page, non-preferred position	2,960
1/2 Page, non-preferred position	2,355

## MECHANICAL SPECIFICATIONS

Trim Size:	8.5" x 11"
Live Area:	Keep live material 1/4" from trim
Process:	Sheet fed offset
Binding:	Preliminary Program: Saddle Stitch Congress Syllabus: Spiral Bound

Non Bleed Artwork	Width	Depth
Full page	8"	10.5"
Half page vertical	3.625"	10.25"
Half page horizontal	8"	5.25"
Quarter page	3.625"	5.25"
Bleed Artwork	Full page advertising only	

## DIGITAL SPECIFICATIONS

Original application files for Quark Xpress, Adobe Illustrator and Photoshop are accepted. Please include all fonts and artwork. Do not embed images into application file. Color images should be set up as CMYK. Specify and include any spot color. Black and white ads should be in grayscale. Artwork will be accepted on CD or DVD.

## SUBMISSIONS

### CONFERENCE PUBLICATIONS

The Society of Laparoendoscopic Surgeons  
7330 SW 62nd Place, Suite 410, Miami, FL 33143-4825  
Tel: (305) 665-9959 Toll Free: (800) 446-2659  
Fax: (305) 667-4123 E-mail: Publications@SLS.org  
Web: www.SLS.org or www.Laparoscopy.org



**SUMMARY**

The Virtual Exhibit Hall is an area of the SLS website where physicians and allied professionals can connect with companies while searching for the most advanced surgical instruments, technical equipment, operating room supplies, and other products and services used in the care of their patients. Placement of a Banner or Tombstone advertisement in the Virtual Exhibit Hall links visitors directly to your company's website.

Free-access features such as online textbooks, journals, writing guides, and conference proceedings continually draw new visitors. The Patient Referral and Member Directory serve as a resource for consultations, and surgeons utilize the Patient Information Pages to help patients understand treatment plans. Conference listings from over 100 organizations offering courses on minimally invasive therapies are frequently updated to keep minimally invasive surgeons abreast of upcoming CME opportunities.

**CLOSING AND MATERIAL DATES**

Advertising is accepted throughout the year. A single advertising placement is for a period of one (1) year from the time it is uploaded to the SLS website.

**ADVERTISING RATES**

Banner Advertisement 468 x 60 pixels

One year on website	\$2,500
6 months on website:	1,500
3 months on website:	800

Tombstone Advertisement 120 x 90 pixels

One year on website:	\$2,500
6 months on website:	1,500
3 months on website:	800

**MECHANICAL INFORMATION**

All submissions to be in GIF, JPEG or Flash formats and should be less than 15K per ad.

**SUBMISSIONS**

**SLS WEBSITE**

The Society of Laparoendoscopic Surgeons  
 7330 SW 62nd Place, Suite 410, Miami, FL 33143-4825  
 Tel: (305) 665-9959 Toll Free: (800) 446-2659  
 Fax: (305) 667-4123 E-mail: Publications@SLS.org  
 Web: www.SLS.org or www.Laparoscopy.org



# Advertising Policies & Guidelines

## Insertion Orders

All insertion orders must be received in writing on or before the closing date.

## Review

All advertisements and contracts are subject to publisher's approval. Publisher reserves the right to cancel or reject any advertisement, insertion order, placement, space reservation, or contract.

## Advertising Disclaimer

The publisher is to be held harmless regarding the statements made in any advertising space. Readers and subscribers should use their own judgment in assessing the value of the products advertised. Statements, views and opinions expressed in publications of the Society of Laparoendoscopic Surgeons are solely those of the authors or advertisers, and not necessarily those of the publisher. Any advertising that simulates editorial content must contain the word "Advertisement" at the top of the page in a minimum of a 12-point type.

## Billing

Full payment is due for advertising on or before the closing date of publication.

## Frequency Discounts

Frequency discounts apply only to similar space purchased within the calendar year which begins on the closing date of the first insert.

## Rate Changes

Rates are subject to change with 30 days notice. Confirm current rates with publisher.

## Production Charges

Any extra production charges are the responsibility of the advertiser and will be billed at cost-plus.

## Special Positions

No positions are guaranteed without written contract and position premium payment.

## Materials

If materials are not provided by the closing date, the publisher reserves the right to repeat the last advertisement. If no previous ad was placed, advertiser forfeits space. If advertiser is unable to meet the materials deadline, the publisher should be notified at least five (5) working days in advance. If no notification is given, the publisher's cancellation policy applies.

## Cancellations

Verbal or faxed cancellations must be received by space closing date. Written confirmation to be received no later than five (5) working days afterward. No refunds after this date.

**Our venues are**

**great vehicles...**

**But knowledge**

**is the real fuel.**



SLS' primary mission is to facilitate perspective – by bringing together the best people, products and ideas from all corners of the field.

We are a non-profit, multidisciplinary and multispecialty educational organization established to provide an open forum for surgeons and other health professionals interested in laparoscopic, endoscopic and minimally invasive surgery.

Uniquely, SLS members are exposed to a wider range of ideas and richer cross-reference of experiential knowledge than could be obtained through participation in specialty-based organizations alone.





Telephone: 305.665.9959  
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THE SOCIETY OF LAPAROENDOSCOPIC SURGEONS

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