

# SAGE PUBLICATIONS

## ADVERTISING RATES & SPECIFICATIONS

- Print Advertising
- Online Advertising
- Mobile Advertising
- E-mail Marketing
- Article Reprints
- Supplements
- Sponsored Subscriptions

## MEDIA KIT

*Effective January 2012*

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# INTEGRATED MARKETING OPPORTUNITIES



## MARKETING TIPS AND STATISTICS

### DYNAMIC LOGIC, ASSESSING AD IMPACT 2009

<http://www.magazine.org/advertising/accountability/assessing-ad-impact.aspx>

- Print publications provide the highest ROI of any individual medium
- The most effective combination of media always includes print
- If choosing only one medium, print provides the best return
- Adding online increases overall media buy impact by as much as 33%
- An integrated buy increases purchase intent by 56%
- An integrated buy increases brand favorability by 60%

### PERQ HCI, INSIGHTS INTO PHYSICIAN MEDIA USAGE, 2009

- Physicians ranked print medical journals as their #1 source of information and Journals accessed online as their #6 source of information
- Physicians ranked online journals as their #2 reason to access the Internet (behind searching for info on drugs)

### READEX RESEARCH®, SUMMARY OF AD EFFECTIVENESS STUDIES, 2010

- Ads in print publications seen and read more strongly than ever
- Print ads still prompting reader action as high or higher than in previous years
  - In 2010, 69% of readers reported that they saw a 1 pg/4C ad, up from 65% in 2006
  - In 2010, 25% of readers actually read the ad, up from 23% in 2006
  - In 2010, 34% of readers responded to ads or plan to respond, up from 27% in 2006
- Ad location in publications has no discernable effect on readership of ad
- Larger and color ads increase readership
  - 30% more respondents read 1 page ads than ½ page ads
  - 28% more respondents read 4/C ads vs. B/W ads
- Content of ad more important than position

## INCENTIVE DISCOUNT

Advertisers reserving print and online together may take a 5% discount across the entire campaign.

# JOURNAL LIST (U.S. OFFICE ONLY)

JOURNAL	MONTHS OF PUBLICATION	SIZE	JOURNAL	MONTHS OF PUBLICATION	SIZE
<i>(for sizes, see chart under "Mechanical Specifications")</i>					
Administration and Society	(1,3,4,5,7,9,10,11)	C	Crime & Delinquency	(1,4,7,10)	C
Administrative Science Quarterly	(3,6,9,12)	B	Criminal Justice Abstracts	(3,6,9,12)	C
Adult Education Quarterly	(2,5,8,11)	C	<b>*Criminal Justice and Behavior</b>		
Advances in Developing Human Resources	(2,5,8,11)	C	Criminal Justice Policy Review	(3,6,9,12)	C
<b>*Aesthetic Surgery Journal</b>			Criminal Justice Review	(3,6,9,12)	B
Affilia	(2,5,8,11)	C	Cross-Cultural Research	(2,5,8,11)	C
Alternatives	(2,5,8,11)	B	Cultural Studies/Critical Methodologies	(2,5,8,11)	A
American Behavioral Scientist	(Monthly)	C	<b>*Current Directions in Psychological Science</b>		
<b>*American Educational Research Journal</b>			<b>*Diabetes Educator, The</b>		
<b>*American Journal of Alzheimer's Disease &amp; Other Dementias</b>			<b>*Drug Information Journal</b>		
American Journal of Evaluation	(3,6,9,12)	B	East European Politics and Societies	(2,5,8,11)	B
<b>*American Journal of Hospice &amp; Palliative Medicine</b>			Economic Development Quarterly	(2,5,8,11)	A
<b>*American Journal of Lifestyle Medicine</b>			Education and Urban Society	(1,3,5,7,9,11)	C
<b>*American Journal of Medical Quality</b>			Educational Administration Quarterly	(2,4,8,10,12)	C
American Journal of Men's Health	(1,3,5,7,9,11)	A	Educational and Psychological Measurement	(2,4,6,8,10,12)	C
<b>*American Journal of Sports Medicine, The</b>			<b>*Educational Evaluation and Policy Analysis</b>		
American Politics Research	(1,3,5,7,9,11)	C	Educational Policy	(1/2,3,5,7,9,11)	C
American Review of Public Administration	(1,3,5,7,9,11)	B	<b>*Educational Researcher</b>		
<b>*American Sociological Review</b>			Electronic News	Online only**	
Angiology	(1,2,4,5,7,8,10,11)	A	Emerging Adulthood	(1,4,7,10)	A
ANNALS of the American Academy of Political and Social Science, The	(1,3,5,7,9,11)	C	Environment and Behavior	(1,3,5,7,9,11)	C
Applied Psychological Measurement	(1,3,5,6,7,9,10,11)	B	Ergonomics in Design	(1,4,7,10)	A
Armed Forces & Society	(1,4,7,10)	C	Evaluation & the Health Professions	(3,6,9,12)	C
Asia-Pacific Journal of Public Health	(1,3,5,7,9,11)	B	Evaluation Review	(2,4,6,8,10,12)	C
Assessment	(3,6,9,12)	A	Family Business Review	(3,6,9,12)	A
Assessment for Effective Intervention	(3,6,9,12)	A	Family Journal, The	(1,4,7,10)	A
Behavior Modification	(1,3,5,7,9,11)	C	Feminist Criminology	(1,4,7,10)	C
Biological Research for Nursing	(1,4,7,10)	A	Field Methods	Online only**	C
Bulletin of Science, Technology, & Society	Online only**		Focus on Autism and Other Developmental Disabilities	(3,6,9,12)	A
Business & Society	(3,6,9,12)	C	<b>*Foot &amp; Ankle Specialist</b>		
Business Communication Quarterly	(3,6,9,12)	C	Games and Culture	(1,4,7,10)	C
Canadian Journal of School Psychology	(6,12)	C	Gender & Society	(2,4,6,8,10,12)	C
<b>*Cardiac Cath Lab Director</b>			General Music Today	(Contact SAGE)	
Career Development for Exceptional Individuals	(4,7,11)	A	Genes & Cancer	(Monthly)	A
<b>*Cartilage</b>			<b>*Geriatric Orthopaedic Surgery &amp; Rehabilitation</b>	Online only**	
Child Maltreatment	(2,5,8,11)	A	<b>*Gifted Child Quarterly</b>		
Clinical and Applied Thrombosis/Hemostasis	(2,4,6,8,10,12)	A	<b>*Gifted Child Today</b>		
Clinical Case Studies	Online only**		Group & Organization Management	(2,4,6,8,10,12)	C
Clinical EEG and Neuroscience	(1,4,7,10)	A	Health Education & Behavior	(2,4,6,8,10,12)	A
Clinical Nursing Research	(2,5,8,11)	C	Health Promotion Practice	(1,3,5,7,9,11)	A
Clinical Pediatrics	(Monthly)	A	Hispanic Journal of Behavioral Sciences	(2,5,8,11)	C
<b>*Clinical Pharmacology in Drug Development</b>			Home Health Care Management & Practice	(2,4,6,8,10,12)	A
Clothing and Textiles Research Journal	(1,4,7,10)	B	Homicide Studies	(2,5,8,11)	C
Communication Disorders Quarterly	(2,4,8,11)	A	Human Factors	(2,4,6,8,10,12)	A
Communication Research	(2,4,6,8,10,12)	C	Human Resource Development Review	(3,6,9,12)	C
Community College Review	(1,4,7,10)	C	Humanity & Society	(2,5,8,11)	C
Comparative Political Studies	(Monthly)	C	<b>*ICAN: Infant, Child, &amp; Adolescent Nutrition</b>		
Compensation & Benefits Review	(2,4,6,8,10,12)	A	<b>*ICU Director</b>		
<b>*Contemporary Sociology</b>			Integrative Cancer Therapies	(3,6,9,12)	A
<b>*Contexts</b>			Int'l Criminal Justice Review	(3,6,9,12)	B
<b>*Cornell Hospitality Quarterly</b>			Int'l Journal of Lower Extremity Wounds	(3,6,9,12)	A
Counseling Outcome Research and Evaluation	(6,12)	B	Int'l Journal of Offender Therapy and Comparative Criminology	(2,4,6,8,10,12)	C
Counseling Psychologist, The	(1,2,4,5,7,8,10,11)	C	Int'l Journal of Press & Politics, The	(1,4,7,10)	C
			Int'l Journal of Surgical Pathology	(2,4,6,8,10,12)	A

# JOURNAL LIST

JOURNAL	MONTHS OF PUBLICATION	SIZE	JOURNAL	MONTHS OF PUBLICATION	SIZE
<b>*Int'l Journal of Toxicology</b>			Journal of Humanistic Psychology	(1,4,7,10)	C
Int'l Regional Science Review	(1,4,7,10)	C	Journal of Intensive Care Medicine	(2,4,6,8,10,12)	A
Intervention in School and Clinic	(1,3,5,9,11)	A	Journal of Interpersonal Violence	(Monthly)	C
<b>*Journal for the Education of the Gifted</b>			<b>*Journal of Laboratory Automation</b>		
Journal of Accounting, Auditing & Finance	(1,4,7,10)	B	Journal of Language & Social Psychology	(3,6,9,12)	C
Journal of Adolescent Research	Online only**		Journal of Leadership and Organizational Studies	(2,5,8,11)	A
<b>*Journal of Advanced Academics</b>			Journal of Learning Disabilities	(1,3,5,7,9,11)	A
Journal of Aging and Health	(2,3,4,6,8,9,10,12)	C	Journal of Literary Research	(3,6,9,12)	C
Journal of Applied Behavioral Science, The	(3,6,9,12)	C	Journal of Macromarketing	(3,6,9,12)	A
Journal of Applied Gerontology	(2,4,6,8,10,12)	C	Journal of Management	(1,3,5,7,9,11)	C
Journal of Applied Social Sciences	(3,9)	B	Journal of Management Education	(2,4,6,8,10,12)	C
<b>*Journal of Asthma &amp; Allergy Educators</b>			Journal of Management Inquiry	(3,6,9,12)	A
<b>*Journal of Attention Disorders</b>			Journal of Marketing Education	(4,8,12)	A
Journal of Biological Rhythms	(2,4,6,8,10,12)	A	Journal of Mixed Methods Research	(1,4,7,10)	B
<b>*Journal of Biomolecular Screening</b>			Journal of Music Teacher Education	(Contact SAGE)	
Journal of Black Psychology	(2,5,8,11)	C	<b>*Journal of Parenteral and Enteral Nutrition</b>		
Journal of Black Studies	(1,3,5,7,9,11)	C	<b>*Journal of Pediatric Oncology Nursing</b>		
Journal of Business Communication	(1,4,7,10)	C	Journal of Pharmacy Practice	(2,4,6,8,10,12)	A
Journal of Business and Technical Communication	Online only**		Journal of Planning Education & Research	(3,6,9,12)	A
Journal of Cardiovascular Pharmacology and Therapeutics	(3,6,9,12)	A	Journal of Planning History	(2,5,8,11)	B
Journal of Career Assessment	(2,5,8,11)	B	Journal of Planning Literature	(2,5,8,11)	A
Journal of Career Development	(2,4,6,8,10,12)	C	Journal of Positive Behavior Interventions	(1,4,7,10)	A
Journal of Cases in Educational Leadership	Online only**		Journal of Primary Care & Community Health	Online only**	
<b>*Journal of Child Neurology</b>			Journal of Psychoeducational Assessment	(3,6,9,12)	B
<b>*Journal of Clinical Pharmacology, The</b>			Journal of Research in Crime and Delinquency	(2,5,8,11)	C
Journal of Cognitive Engineering and Decision Making	(3,6,9,12)	C	Journal of Research in Music Education	(Contact SAGE)	
Journal of Communication Inquiry	(1,4,7,10)	C	<b>*Journal of School Nursing, The</b>		
Journal of Conflict Resolution	(2,4,6,8,10,12)	C	Journal of Service Research	(2,5,8,11)	A
Journal of Contemporary Criminal Justice	(2,5,8,11)	C	Journal of Special Education, The	(2,5,8,11)	A
Journal of Contemporary Ethnography	(2,4,6,8,10,12)	C	Journal of Sport & Social Issues	(2,5,8,11)	C
<b>*Journal of Correctional Health Care</b>			Journal of Sports Economics	(2,4,6,8,10,12)	C
Journal of Cross-Cultural Psychology	(1,2,4,5,7,8,10,11)	B	Journal of Studies in International Education	(2,5,7,9,11)	C
<b>*Journal of Dental Research</b>			<b>*Journal of Teacher Education</b>		
<b>*Journal of Diagnostic Medical Sonography</b>			<b>*Journal of the American Psychiatric Nurses Association</b>		
Journal of Disability Policy Studies	(3,6,9,12)	A	Journal of the American Psychoanalytic Association	(2,4,6,8,10,12)	C
Journal of Drug Issues	(1,4,7,10)	B	<b>*Journal of the International Association of Physicians in AIDS Care</b>		
Journal of Early Adolescence, The	(2,4,6,8,10,12)	C	Journal of Transcultural Nursing	(1,4,7,10)	A
Journal of Early Intervention	(3,6,9,12)	B	Journal of Transformative Education	(1,4,7,10)	C
<b>*Journal of Educational and Behavioral Statistics</b>			Journal of Travel Research	(1,3,5,7,9,11)	A
Journal of Emotional and Behavioral Disorders	(2,5,8,11)	A	Journal of Urban History	(1,3,5,7,9,11)	B
Journal of English Linguistics	(3,6,9,12)	C	<b>*Journal of Veterinary Diagnostic Investigation</b>		
Journal of Environment & Development, The	Online only**		<b>*Journalism &amp; Communication Monographs</b>		
Journal of Evidence-Based Complementary & Alternative Medicine	(1,4,10)	B	<b>*Journalism &amp; Mass Communication Educator</b>		
Journal of Family History	(1,4,7,10)	B	<b>*Journalism &amp; Mass Communication Quarterly</b>		
Journal of Family Issues	(Monthly)	C	Labor Studies Journal	(3,6,9,12)	C
Journal of Family Nursing	(2,5,8,11)	C	Latin American Perspectives	(1,3,5,7,9,11)	C
Journal of Geriatric Psychiatry and Neurology	(3,6,9,12)	A	Learning Disability Quarterly	(2,5,8,11)	A
<b>*Journal of Health and Social Behavior</b>			Management Communication Quarterly	Online only**	
Journal of Hispanic Higher Education	(1,4,7,10)	C	Measurement and Evaluation in Counseling and Development	(1,4,7,10)	B
Journal of Histochemistry & Cytochemistry	(Monthly)	A	Medical Care Research & Review	(2,4,6,8,10,12)	C
<b>*Journal of Holistic Nursing</b>			<b>*Medical Decision Making</b>		
Journal of Hospitality & Tourism Research	(2,5,8,11)	C	Men & Masculinities	Online only**	
<b>*Journal of Human Lactation</b>					

# JOURNAL LIST

JOURNAL	MONTHS OF PUBLICATION	SIZE	JOURNAL	MONTHS OF PUBLICATION	SIZE
Modern China	(1,4,7,10)	B	<b>*Society and Mental Health</b>		
Music and Medicine	(1,4,7,10)	A	<b>*Sociological Methodology</b>		
Music Educators Journal	(Contact SAGE)		Sociological Methods & Research	(2,5,8,11)	C
<b>*NASN School Nurse</b>			<b>*Sociological Theory</b>		
NASPP Bulletin	(3,6,9,12)	C	<b>*Sociology of Education</b>		
Neurohospitalist, The	(1,4,7,10)	A	Space and Culture	(2,5,8,11)	B
<b>*Neurorehabilitation and Neural Repair</b>			<b>*Sports Health</b>		
Neuroscientist, The	(2,4,6,8,10,12)	A	State and Local Government Review	(4,8,12)	B
Nonprofit & Voluntary Sector Quarterly	(2,4,6,8,10,12)	C	State Politics & Policy Quarterly	(3,6,9,12)	C
Nursing Science Quarterly	(1,4,7,10)	A	Surgical Innovation	(3,6,9,12)	A
<b>*Nutrition in Clinical Practice</b>			Teacher Education & Special Education	(2,5,8,11)	A
Organization & Environment	Online only**		<b>*Teaching Sociology</b>		
Organizational Research Methods	(1,4,7,10)	B	Television & New Media	(1,3,5,7,9,11)	C
<b>*Otolaryngology</b>			Topics in Early Childhood Special Education	(2,5,8,11)	A
Personality & Social Psychology Bulletin	(Monthly)	A	Teaching of Psychology	(1,4,7,10)	A
Personality & Social Psychology Review	(2,5,8,11)	A	<b>*Toxicologic Pathology</b>		
<b>*Perspectives on Psychological Science</b>			Trauma, Violence & Abuse	Online only**	
Perspectives in Vascular Surgery and Endovascular Therapy	(3,6,9,12)	A	Traumatology	(3,6,9,12)	A
Philosophy of the Social Sciences	(3,6,9,12)	C	Trends in Amplification	(3,6,9,12)	A
Police Quarterly	(3,6,9,12)	C	Update:Applications of Research in Music Education	(Contact SAGE)	
Policy, Politics, & Nursing Practice	(2,5,8,11)	A	Urban Affairs Review	(1,3,5,7,9,11)	C
Political Research Quarterly	(3,6,9,12)	A	Urban Education	(1,3,5,7,9,11)	C
<b>*Political Theory</b>			<b>*Vascular and Endovascular Surgery</b>		
Politics & Society	(3,6,9,12)	C	<b>*Veterinary Pathology</b>		
Prison Journal, The	(3,6,9,12)	C	Violence Against Women	(Monthly)	A
<b>*Psychological Science</b>			Western Journal of Nursing Research	(2,3,4,6,8,10,11,12)	C
<b>*Psychological Science in the Public Interest</b>			Word of Mouth	(1,3,5,9,11)	A
Psychology of Women Quarterly	(3,6,9,12)	A	Work and Occupations	(2,5,8,11)	C
Public Finance Review	(1,3,5,7,9,11)	C	<b>*World Journal of Pediatric &amp; Congenital Heart Surgery</b>		
Public Works Management & Policy	(1,4,7,10)	A	<b>*World Policy Journal</b>		
Qualitative Health Research	(Monthly)	A	Written Communication	(1,4,7,10)	C
Qualitative Inquiry	(1,2,3,4,6,7,9,10,11,12)	A	Young Exceptional Children	(3,6,9,12)	A
Race and Justice	(1,4,7,10)	B	Youth & Society	(3,6,9,12)	C
Rehabilitation Counseling Bulletin	(1,4,7,10)	A	Youth Violence & Juvenile Justice	Online only**	
Remedial and Special Education	(2,4,6,8,10,12)	A			
<b>*Reproductive Sciences</b>					
Research on Aging	(1,3,5,7,9,11)	C			
Research on Social Work Practice	(1,3,5,7,9,11)	A			
<b>*Review of Educational Research</b>					
Review of Public Personnel Administration	(3,6,9,12)	A			
Review of Radical Political Economics	(3,6,9,12)	B			
<b>*Review of Research in Education</b>					
Reviews of Human Factors and Ergonomics	(10)	C			
SAGE Open	Online Only**				
Science Communication	(3,6,9,12)	C			
Science, Technology, & Human Values	(1,3,5,7,9,11)	C			
Seminars in Cardiothoracic and Vascular Anesthesia	(3,6,9,12)	A			
Sexual Abuse	(3,6,9,12)	C			
Simulation & Gaming	Online only**				
Small Group Research	(2,4,6,8,10,12)	C			
Social Marketing Quarterly	(3,6,9,12)	B			
Social Psychological and Personality Science	Online only**				
<b>*Social Psychology Quarterly</b>					
Social Science Computer Review	(2,5,8,11)	B			

\* Special advertising rates and specifications apply to journals listed in bold. Please see individual rate card for each of these journals.

\*\*Special advertising rates and specifications apply to online only journals. See Online Advertising section of rate card.

# ONLINE / DIGITAL ADVERTISING

<http://online.sagepub.com>

## HOME PAGE

## INTERNAL PAGES

## ONLINE ADVERTISING RATES

### Social Science Journals

- **Banner 1:** Leaderboard (728 x 90) ..... \$50 CPM
- **Banner 2:** Skyscraper (160 x 600) ..... \$50 CPM

### Science, Technical and Medical Journals

- **Banner 1:** Leaderboard (728 x 90) ..... \$75 CPM
- **Banner 2:** Skyscraper (160 x 600) ..... \$75 CPM

Minimum buy: 10,000 impressions per month per banner

\*Please contact us to determine which category each journal belongs.

- Exclusive Visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

## BANNER AD SPECIFICATIONS

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted

## HIGH-IMPACT ONLINE ADS

Expandable ads, roadblocks and other rich media ads may be available. Please contact us for availability.

## ONLINE / DIGITAL ADVERTISING (continued)

### MOBILE WEBSITE

Each SAGE journal's website has a complementary mobile website, optimized for smaller mobile screens.

*Please contact your sales representative for more information about advertising opportunities.*

### MOBILE APPLICATION

Only available for certain journals.

*Please contact your sales representative for more information about advertising opportunities.*

### MICROSITES

SAGE offers our industry partners the opportunity to collaborate with us in the development of microsites on specific topics pertinent to their businesses and product lines.

These sites will become destination sites for any practitioners seeking information on the specific topic.

Information included on the microsites:

- The most relevant journal content from all of SAGE's journals
- Feature article highlighted
- Links and related content provided by the sponsor
- "About the Sponsor" section
- Leaderboard banner for the sponsor

SAGE will host and update the site, which will be fully linkable to the sponsor's site and the related SAGE journal sites.

This is an excellent opportunity to drive traffic to your own corporate or product sites while branding your company as the leader in that specific topic.

*Please contact your sales representative for more information.*

## OTHER MARKETING OPPORTUNITIES

### ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference hand-outs, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

### SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be pre-approved by the editor, and all articles must undergo peer review.

### TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

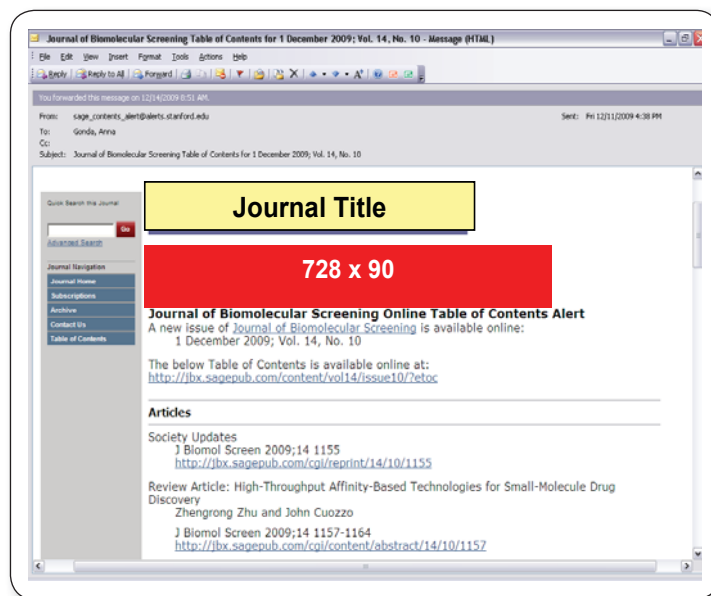
### SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

# E-MAIL MARKETING

## E-TOC ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.



Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

## BANNER AD SPECIFICATIONS FOR E-TOC ALERTS

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.

# DEADLINES

**SPACE RESERVATIONS** — 1<sup>st</sup> of the month, two months prior to the publication month.

**AD MATERIALS** — 5<sup>th</sup> of the month, two months prior to the publication month (i.e., the deadline for a September issue would be July 1<sup>st</sup> for reservations and July 5<sup>th</sup> for ad materials). Since journals close at different times throughout the month, please call to verify actual closing dates. If the above dates fall on weekends, then the deadlines will be on the preceding Friday.

The above deadlines apply to all journals unless otherwise specified on the individual journals' rate cards. Insertions made after printed space reservation deadline are non-cancelable.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

# ADVERTISING RATES

The following advertising rates apply to all SAGE journals EXCEPT those designated with asterisks, which have special rates.

Ad Insertions/Year	1x	3x	4x/6x	8x/12x	24x
1 page	\$605	\$565	\$505	\$470	\$435
½ page	\$450	\$435	\$415	\$395	\$375
¼ page	\$360	\$345	\$330	n/a	n/a

**FREQUENCY DISCOUNTS:**

Rates based on total ads run in a specific journal during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES (available on certain journals):**

4-Color charge (in addition to B&W rate above)..... \$1,080

**AGENCY COMMISSION:** 15%

**COVER AND PREFERRED POSITION RATES (non-cancelable and may not be available on some journals. Please inquire.):**

Inside Front Cover .....	Earned B&W rate + 35%
Inside Back Cover .....	Earned B&W rate + 25%
Back Cover .....	Earned B&W rate + 50%
Facing Table of Contents .....	Earned B&W rate + 25%
Facing Inside Front Cover .....	Earned B&W rate + 25%
Other specified positions.....	Earned B&W rate + 10%

Outserts, loose inserts, gatefolds, tip-ins, die cuts and business reply cards are available. Please call for rates.

**PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

# ARTWORK SPECIFICATIONS

## "A" SIZE JOURNALS (Trim Sizes of 8" x 10 7/8" to 8 1/2" x 11"):

	Inches	Millimeters
Ad sizes:		
Full Page:	7" w x 10" h	177 mm w x 254 mm h
1/2 Page horizontal:	7" w x 4 7/8" h	177 mm w x 124 mm h
1/2 Page vertical:	3 3/8" w x 10" h	85 mm w x 254 mm h
1/4 Page vertical:	3 3/8" w x 4 7/8" h	85 mm w x 124 mm h

## "B" SIZE JOURNALS (Trim Sizes of 7" x 10"):

Ad sizes:		
Full Page:	6" w x 9" h	140 mm w x 222 mm h
1/2 Page:	6" w x 4 1/4" h	140 mm w x 107 mm h

## "C" SIZE JOURNALS (Trim Sizes of 5 1/2" x 8 1/2" to 6" x 9"):

Ad sizes:		
Full Page:	4 1/2" w x 7 1/2" h	115 mm w x 190 mm h
1/2 Page:	4 1/2" w x 3 1/2" h	115 mm w x 90 mm h

## REQUIREMENTS FOR ELECTRONIC DELIVERY:

### General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

### Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

## Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

## File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

## BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

## POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" h x 6" w.

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

**Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.**

# CONTACT INFORMATION

## FOR ADVERTISING INQUIRIES:

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## FOR ARTWORK DELIVERY:

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## DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)  
Please contact SAGE to verify this address.

## FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
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