

## GENERAL INFORMATION

**Multiple Sclerosis** focuses on providing outstanding information in a topical based format for the fields of research relevant to **Multiple Sclerosis: Myelin chemistry, Neuroimaging, Pathobiology of the blood/brainbarrier, Glial pathobiology/myelin repair, Pathology, Epidemiology Therapeutics Genetics Immunology, Virology, Psychology and Rehabilitation.**

### READERSHIP PROFILE

- Researchers studying the aetiology and pathogenesis of demyelinating and inflammatory diseases of the central nervous system.
- Scientifically based study groups
- Clinical practitioners treating multiple sclerosis sufferers

### FREQUENCY

The journal is published 9 times a year.

**PRINT RUN**  
700



### GEOGRAPHICAL BREAKDOWN

UK 11% North America 34%  
Europe 41% Rest of the World 14%



## CLOSING DATES – 2008

### JANUARY ISSUE

Space Reservations 16/11/2007  
Copy Deadline 23/11/2007  
Mail Date 31/12/2007

### MARCH ISSUE

Space Reservations 21/01/2008  
Copy Deadline 28/01/2008  
Mail Date 29/02/2008

### APRIL ISSUE

Space Reservations 18/02/2008  
Copy Deadline 25/02/2008  
Mail Date 01/03/2008

### MAY ISSUE

Space Reservations 19/03/2008  
Copy Deadline 28/03/2008  
Mail Date 01/05/2008

### JUNE ISSUE

Space Reservations 17/04/2008  
Copy Deadline 24/04/2008  
Mail Date 30/05/2008

### JULY ISSUE

Space Reservations 20/05/2008  
Copy Deadline 28/05/2008  
Mail Date 01/07/2008

### AUGUST ISSUE

Space Reservations 23/06/2008  
Copy Deadline 30/06/2008  
Mail Date 01/08/2008

### SEPTEMBER ISSUE

Space Reservations 21/07/2008  
Copy Deadline 28/07/2008  
Mail Date 01/09/2008

### NOVEMBER ISSUE

Space Reservations 22/09/2008  
Copy Deadline 29/09/2008  
Mail Date 31/10/2008

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.

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.

## SPECIAL MARKETING OPPORTUNITIES

### ARTICLE REPRINTS

Reprints of articles pertinent to your company's mission act as excellent marketing support materials. They add credibility to the story you are telling your customers and give detailed information in an objective format.

As a promotional piece, reprints represent a versatile sales tool for the distribution of up-to-date information to your target audience - via the sales force, direct mail campaigns and as handouts at major conferences and exhibitions.

We can offer:

**Printed Reprints:** usually printed in their original format in black & white and/or colour, but can be laminated or have a special cover.

**Electronic Reprints:** are electronic copies of an article, in PDF form, for posting on a website or dissemination by e-mail.

**Translation Reprints:** a translated version of an article in another language.

**Reprints Plus:** a flexible package that lets you coordinate your advertising and reprint activities to add impact to your marketing campaign. We can also print reprints as a monograph. This is a selection of articles printed together as a booklet. They can be from different journals, with varying publication dates.

### JOURNAL SUPPLEMENTS

Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

### INSERTS

Bound inserts, outserts, loose inserts, gatefolds, tip-ins, and die cuts are available. Sample must be submitted to the Publisher for approval.

### BELLY BAND

Advertisement that wraps around middle of each issue.

Please contact **Tamara Haq** for rates and more information about any of these opportunities.

## ADVERTISING RATES – 2008

### ADVERTISING RATES

#### B/W RATES

Frequency	1x	3x	6x
1 PAGE	£900	£865	£805
½ PAGE	£665	£640	£595
¼ PAGE	£425	£410	£380

#### COLOUR RATES

Frequency	1x	3x	6x
1 PAGE	£2,100	£2,000	£1,900
½ PAGE	£1,500	£1,400	£1,300
¼ PAGE	£900	£800	£700

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

**AGENCY COMMISSION** 15%

### INSERTS

Loose leaf inserts (A5 or A4) can be inserted into the journal at a cost of £650.

### GENERAL POLICY ON ACCEPTANCE OF ADVERTISING

All advertising is subject to the publisher's and society's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

### PAYMENT TERMS

Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers. Contact **Tamara Haq** for full Terms and Conditions.

## MECHANICAL REQUIREMENTS

Trim Size	280 x 420mm
Full Page	280 x 210mm
Outside Back	280 x 210mm
Inside Front	280 x 210mm
Facing Lead	280 x 210mm
½ page vertical	280 x 105mm
Live matter:	6mm
Linescreen:	133 - 150

## REQUIREMENTS FOR ELECTRONIC DELIVERY

### General Instructions:

We are happy to accept files on CD, PDF or by email

### Image Size/Crop:

Crop marks should be placed on all adverts that bleed and offset

### Proof Instructions:

All colour and greyscale graphics should be at 300 dpi (minimum) at the finished size.

All bitmap/line-art graphics should be 600 dpi (minimum) at the finished size.

Colour graphics must be in CMYK and/or pantones NOT RGB.

No ICC profiles should be attached to colours or images.

### File Submission Instructions:

Please supply files on one of the following media: Iomega Zip (100 or 250), CD-ROM, or e-mail. Please include a SWOP-certified proof and the pre-flight report with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

## REQUIREMENTS FOR FILM

All film must be right-reading emulsion side down. All reproduction materials must have registered marks, centre marks, and trim marks clearly indicated. Whenever possible, advertisements should be supplied by digital format. Each negative must be clearly marked for colour. All colour pages must be accompanied by an identifiable SWOP-compliant proof.

## BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 3mm trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 9mm from gutter.

All live copy should be no closer than 6mm from the trim.

For inserts, 70gsm coated stock for minimum weight and 110gsm coated stock is the maximum

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

## MULTIPLE SCLEROSIS ADVERTISING RATES & SPECIFICATIONS

Effective November 1<sup>st</sup> 2007



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# Multiple Sclerosis

CLINICAL AND LABORATORY RESEARCH

## ADDRESSES & NUMBERS

### PUBLISHER:

SAGE Publications Ltd  
1 Oliver's Yard, 55 City Road, London, EC1Y 1SP

### FOR ALL ADVERTISING, REPRINT AND SUPPLEMENT SALES:

Tamara Haq, Commercial Sales Executive  
Phone +44(0)207 324 2220  
Fax +44 (0)207 324 8600  
tamara.haq@sagepub.co.uk  
www.sagepublications.com

### FOR ARTWORK SUBMISSION:

tamara.haq@sagepub.co.uk

### DELIVER PRE-PRINTED INSERTS:

Ship to:  
Christine Wooden  
Customer Service Manager  
Pagebros  
Mile Cross Lane  
Norwich  
NR6 6SA  
Tel: 01603 778823  
Fax: 01603 778801



SAGE Publications