Advertising rates and specifications
Effective from 1 January 2010

http://ifl.sagepub.com
About IFLA Journal

IFLA Journal promotes and supports the aims and core values of IFLA as the global voice of the library and information profession by providing authoritative coverage and analysis of

a) the activities of IFLA and its various constituent bodies and members, and those of other bodies with similar aims and interests

b) completed, ongoing and proposed policies, plans and programmes related to the development of library and information services around the world.

Contributions to the journal include:

- original articles and features
- news and information about current and forthcoming activities and events in the field of library and information services
- reviews or announcements of new publications, products or services
- information about education and training opportunities, fellowships, honours and awards
- personal news
- obituaries
- letters to the Editor.

Articles and features are normally published only in English, but abstracts will be translated into the other working languages of IFLA - French, German, Russian or Spanish – for publication.

Readership profile

IFLA Journal is read by practising librarians in both the public and private sectors, members of IFLA who receive the journal with their membership, students and scholars of information science, employees from the information industry and documentalists.

Circulation
2,080

Frequency
Quarterly

Current volume
36

Geographical breakdown

Asia 19.9%
Middle East 1.6%
UK 3.6%
Europe 54.6%
North America 15.5%
Rest of the World 4.8%
Advertising rates & information - 2010

Print advertising rates – 2010

<table>
<thead>
<tr>
<th>Colour rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page - outside back cover or inside front/back cover</td>
<td>£890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black and white rates</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£416</td>
</tr>
</tbody>
</table>

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.

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar issue</td>
<td>4 Jan 2010</td>
<td>15 Jan 2010</td>
<td>1 Mar 2010</td>
</tr>
<tr>
<td>Jun issue</td>
<td>1 Apr 2010</td>
<td>16 Apr 2010</td>
<td>1 Jun 2010</td>
</tr>
<tr>
<td>Dec issue</td>
<td>4 Oct 2010</td>
<td>18 Oct 2010</td>
<td>1 Dec 2010</td>
</tr>
</tbody>
</table>

Online advertising

<table>
<thead>
<tr>
<th>Banner advertising</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser rate*</td>
<td>£300</td>
<td>£510</td>
<td>£720</td>
</tr>
<tr>
<td>Non-advertiser rate</td>
<td>£1,200</td>
<td>£2,040</td>
<td>£4,896</td>
</tr>
</tbody>
</table>

A maximum of three banners will rotate at any given time. The pricing above applies to all banner sizes and locations.

The advertiser rate applies to those companies advertising three or more times in the print journal during the current calendar year.

Available locations/sizes

- Home page square banner (1) – 140 x 140 pixels
- Home page base banner (2) – 220 x 40 pixels
- Content pages banner (2) – 170 x 60 pixels

Special marketing opportunities

Article reprints
Reprints of articles 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.
**Agency commission**  
15%

**Payment terms**
Terms for invoices are Net 30 days. The publisher reserves the right to withhold advertising from delinquent advertisers. Contact Tamara Haq for the full Terms and Conditions.

**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.

**Mechanical requirements for print advertisements**
- **Trim size**  
  255mm x 360mm  
  Full page, non bleed  
  255mm x 180mm  
- **Outside Back**  
  294 x 205mm  
- **Inside Front/Back**  
  294 x 205mm

**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. Perforation must be 9mm from gutter. All live copy should be no closer than 6mm from the trim.

**DELIVER PRE-PRINTED INSERTS**
Christine Wooden  
Customer Service Manager  
PageBros, Mile Cross Lane,  
Norwich NR6 6SA, UK  
Tel: +44 (0)1603 778823

**Requirements for electronic delivery**
Please submit advertisements as print-ready PDFs. Files may be forwarded by email, or uploaded to an FTP site. Contact Tamara Haq for FTP instructions.

- Crop marks should be placed on all advertisements that bleed and offset.  
- All colour and greyscale graphics should be a minimum of 300 dpi at the finished size. All bitmap/line-art graphics should be a minimum of 600 dpi at the finished size.  
- Colour graphics must be in CMYK and/or pantones, not RGB.  
- The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

**Contact details**
**Publisher:**  
SAGE Publications Ltd, 1 Oliver’s Yard,  
55 City Road, London EC1Y 1SP, UK

**For all advertising, reprint and supplement sales:**  
Tamara Haq  
Commercial Sales Executive  
SAGE Publications Ltd.  
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Email: tamara.haq@sagepub.co.uk

**For artwork submission:**  
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