

# SAGE PUBLICATIONS

## ADVERTISING RATES & SPECIFICATIONS

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

## SCIENCE, TECHNOLOGY, MEDICINE MEDIA KIT

*Effective January 2014*

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# 2014 Product Offerings

## PRINT

Extend your brand's awareness through display advertising in the print journal. Additional high-impact opportunities include *cover tips*, *bellyband wraps* around the journal, and *inserts/outserts* polybagged with a journal issue.

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## DIGITAL

**Online Banner Ads** Interact with your audience online with a *leaderboard* or *skyscraper* banner ad placed on a Journal homepage hosted on the SAGE Journals platform. Custom expandable and roadblock banners may also be available.

**Mobile** Deliver your ad to the palm of your customer's hand via a SAGE Journals mobile website, allowing users to access your product online directly from a mobile device.

**E-Newsletters** Endorse highly respected research and organizations in your market with a single sponsorship to a Society endorsed newsletter.

**eTOC Alerts** Bring your product to the forefront by placing a banner ad on a Table of Contents Alert email, the first touch a subscriber receives when a new issue is made available online and prior to the print issue mailing.

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## INDUSTRY EDUCATION OPPORTUNITIES

**Sponsored Collections** As an industry partner, you have the opportunity to provide open access to leading peer-reviewed content from SAGE journals. This Journal sponsored collection allows you to highlight specific articles and research pertinent to your business and product lines. You will receive Sponsor recognition on the journal home page with links to the Collections page, where your company will be recognized through a leaderboard or skyscraper banner ad.

**Article Reprints** Provide your target audience with article reprints discussing specific products, therapies, or topics related to your company as additional marketing collateral. Reprints can be provided in print, online, and even translated into a local language for a key market.

**Pocket Article** Add customer value with a Pocket Article Card at your next conference or customer event. This handy business card is a convenient way to brand your company and website while providing industry knowledge to your customers with access to a free article.

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

**Sponsored Subscriptions** Partner with a SAGE society journal and identify yourself as an educational partner in your field by sponsoring a full-year print subscription for your target audience. Your sponsorship will be recognized with a company-specific communication polybagged with the first issue as well as recognition on each cover issue throughout the year.

**Microsites** Brand your company as the leader in the field by developing a destination website that focuses on a specific topic in your industry. Relevant journal content from all SAGE journals and links to Sponsor-specific information such as webinars, product information, and corporate sites, will populate this microsite.

## JOURNAL LIST (U.S. OFFICE ONLY)

JOURNAL	MONTHS OF PUBLICATION	TRIM SIZE	JOURNAL	MONTHS OF PUBLICATION	TRIM SIZE
<i>(for ad sizes, see chart under "Artwork Specifications")</i>					
<b>*AADE in Practice</b>					
Advances in Dental Research	<i>(Monthly)</i>		Journal of Geriatric Psychiatry and Neurology	<i>(3,6,9,12)</i>	(A) 8.125 x 10.875
<b>*Aesthetic Surgery Journal</b>					
<b>*American Journal of Alzheimer's Disease &amp; Other Dementias</b>					
American Journal of Hospice & Palliative Medicine	<i>(2,3,5,6,8,9,11,12)</i>	(A) 8.25 x 10.875	Journal of Histochemistry & Cytochemistry	<i>(Monthly)</i>	(A) 8 3/8" x 10 7/8"
American Journal of Lifestyle Medicine	<i>(2,4,6,8,10,12)</i>	(A) 8.125 x 10.875	Journal of Holistic Nursing	<i>(3,6,9,12)</i>	(A) 8.125 x 10.875
American Journal of Medical Quality	<i>(2,4,6,8,10,12)</i>	(A) 8.125 x 10.875	<b>*Journal of Human Lactation</b>		
American Journal of Men's Health	<i>(1,3,5,7,9,11)</i>	(A) 8.125 x 10.875	Journal of Intensive Care Medicine	<i>(2,4,6,8,10,12)</i>	(A) 8.375 x 10.875
<b>*American Journal of Sports Medicine, The</b>					
Angiology	<i>(1,2,4,5,7,8,10,11)</i>	(A) 8.375 x 10.875	Journal of Investigative Medicine High Impact Case Reports	<i>(Monthly)</i>	<i>Online only**</i>
Annals of Otolaryngology, Rhinology & Laryngology	<i>(Monthly)</i>	(A) 8 x 11	<b>*Journal of Laboratory Automation</b>		
Annals of Pharmacotherapy	<i>(1,2,3,4,5,6,7,8,9,10,11,12)</i>	(A) 8.5 x 11	<b>*Journal of Parenteral and Enteral Nutrition</b>		
Asia-Pacific Journal of Public Health	<i>(1,3,5,7,9,11)</i>	(B) 6.875 x 10	<b>*Journal of Pediatric Oncology Nursing</b>		
Biological Research for Nursing	<i>(1,4,7,10)</i>	(A) 8.5 x 11	Journal of Pharmacy Practice	<i>(2,4,6,8,10,12)</i>	(A) 8.375 x 10.875
Canadian Journal of Occupational Therapists	<i>(2,4,6,10,12)</i>	(A) 8.375 x 10.875	Journal of Pharmacy Technology	<i>(2,4,6,8,10,12)</i>	(A) 8.375 x 10.875
<b>*Canadian Pharmacists Journal</b>					
<b>*Cartilage</b>					
Clinical and Applied Thrombosis/Hemostasis	<i>(2,4,6,8,10,12)</i>	(A) 8.125 x 10.875	Journal of Primary Care & Community Health	<i>(1,4,7,10)</i>	
Clinical EEG and Neuroscience	<i>(1,4,7,10)</i>	(A) 8.375 x 10.875	<b>*Journal of School Nursing, The</b>		
Clinical Nursing Research	<i>(2,5,8,11)</i>	(C) 5.5 x 8.5	<b>*Journal of the American Psychiatric Nurses Association</b>		
Clinical Pediatrics	<i>(Monthly)</i>	(A) 8 x 10.75	<b>*Journal of the International Association of Physicians in AIDS Care</b>		
<b>*Diabetes Educator, The</b>					
Evaluation & the Health Professions	<i>(3,6,9,12)</i>	(C) 5.5 x 8.5	<b>*Journal of Veterinary Diagnostic Investigation</b>		
<b>*Foot &amp; Ankle International</b>					
<b>*Foot &amp; Ankle Specialist</b>					
Geriatric Orthopaedic Surgery & Rehabilitation	<i>(1,3,5,7,9,11)</i>		Medical Care Research & Review	<i>(2,4,6,8,10,12)</i>	(C) 6 x 9
Health Education & Behavior	<i>(2,4,6,8,10,12)</i>	(A) 8.5" x 11"	Medical Decision Making	<i>(1,2,4,5,7,8,10,11)</i>	(A) 8.25 x 10.875
Health Promotion Practice	<i>(1,3,5,7,9,11)</i>	(A) 8.5" x 11"	Music and Medicine	<i>(1,4,7,10)</i>	(A) 8 3/8 x 10 7/8
Home Health Care Management & Practice	<i>(2,4,6,8,10,12)</i>	(A) 8.5" x 11"	<b>*NASN School Nurse</b>		
Integrative Cancer Therapies	<i>(3,6,9,12)</i>	(A) 8.375 x 10.875	Neurohospitalist, The	<i>(1,4,7,10)</i>	(A) 8.375 X 10.875
Int'l Journal of Lower Extremity Wounds	<i>(3,6,9,12)</i>	(A) 8.375 x 10.875	Neurorehabilitation and Neural Repair	<i>(1,2,3,5,6,7,9,10,11)</i>	(A) 8.375 X 10.876
Int'l Journal of Surgical Pathology	<i>(2,4,6,8,10,12)</i>	(A) 8.25 x 10.875	Neuroscientist, The	<i>(2,4,6,8,10,12)</i>	(A) 8.125 x 10.875
<b>*Int'l Journal of Toxicology</b>					
Journal of Aging and Health	<i>(2,3,4,6,8,9,10,12)</i>	(C) 5.5 x 8.5	Nursing Science Quarterly	<i>(1,4,7,10)</i>	(A) 8.5 x 11
Journal of Applied Gerontology	<i>(2,4,6,8,10,12)</i>	(C) 5.5 x 8.5	<b>*Nutrition in Clinical Practice</b>		
Journal of Biological Rhythms	<i>(2,4,6,8,10,12)</i>	(A) 8.5 x 11	<b>*Otolaryngology</b>		
<b>*Journal of Biomolecular Screening</b>					
Journal of Cardiovascular Pharmacology and Therapeutics	<i>(3,6,9,12)</i>	(A) 8.125 x 10.875	Policy, Politics, & Nursing Practice	<i>(2,5,8,11)</i>	(A) 8.5 x 11
<b>*Journal of Child Neurology</b>					
<b>*Journal of Dental Research</b>					
<b>*Journal of Diagnostic Medical Sonography</b>					
Journal of Evidence-Based Complementary & Alternative Medicine	<i>(1,4,10)</i>	(B) 8.5 x 11	Qualitative Health Research	<i>(Monthly)</i>	(A) 8.125 x 10.875
Journal of Family Nursing	<i>(2,5,8,11)</i>	(C) 5.5 x 8.5	Reproductive Sciences	<i>(Monthly)</i>	(A) 8.375 x 10.875
			Research on Aging	<i>(1,3,5,7,9,11)</i>	(C) 5.5 x 8.5
			SAGE Open		<i>Online Only**</i>
			Seminars in Cardiothoracic and Vascular Anesthesia	<i>(3,6,9,12)</i>	(A) 8.25 x 10.875
			<b>*Sports Health</b>		
			Surgical Innovation	<i>(3,6,9,12)</i>	(A) 8.125 x 10.875
			<b>*Therapeutic Innovation &amp; Regulatory Science</b>		
			<b>*Toxicologic Pathology</b>		
			Ultrasonic Imaging	<i>(1,4,7,10)</i>	(B) 7 x 10
			Vascular and Endovascular Surgery	<i>(1,2,4,5,7,8,10,11)</i>	(A) 8.375 x 10.875
			<b>*Veterinary Pathology</b>		
			Western Journal of Nursing Research	<i>(2,3,4,6,8,10,11,12)</i>	(C) 5.5 x 8.5
			<b>*World Journal of Pediatric &amp; Congenital Heart Surgery</b>		

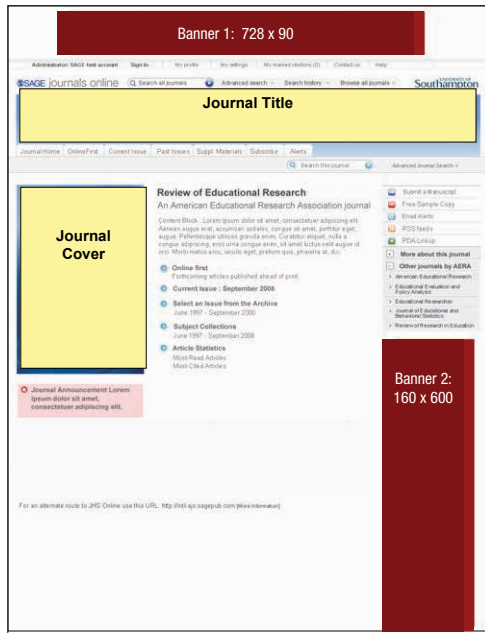
\* Special advertising rates and specifications apply to journals listed in bold. Please see individual rate card for each of these journals.

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

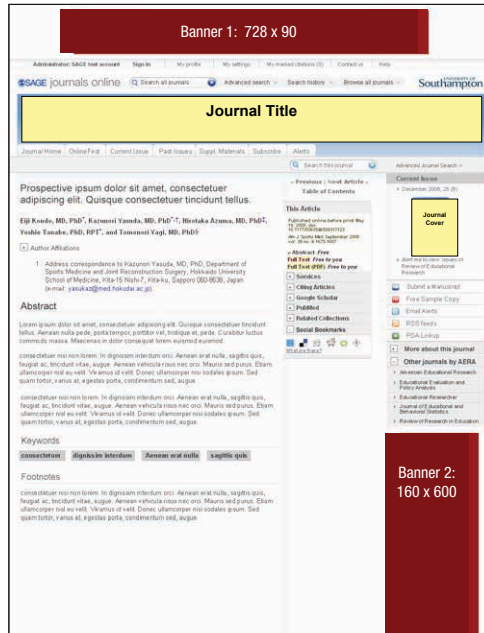
## DIGITAL OFFERINGS

**JOURNAL WEBSITES:**  
<http://online.sagepub.com>

### HOME PAGE



### INTERNAL PAGES



### ONLINE ADVERTISING RATES

- Leaderboard (728 x 90) \$75 CPM
- Skyscraper (160 x 600) \$75 CPM

Minimum buy: 10,000 impressions per month per banner

- 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: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

## E-MAIL MARKETING

### ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

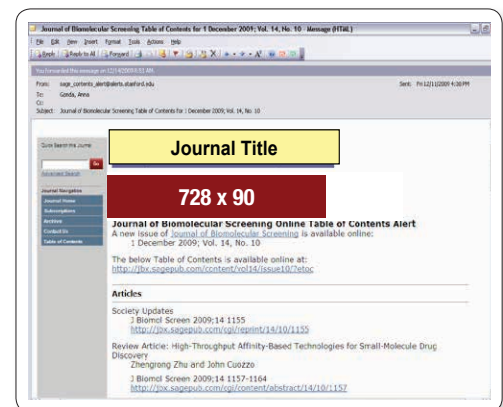
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society and Publisher approval.

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

- Acceptable File Formats: 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	\$840	\$800	\$720	\$685	\$615
½ page	\$675	\$660	\$625	\$595	\$535
¼ page	\$405	\$395	\$375	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:** 4-Color charge (in addition to B&W rate above).....\$1,100

**AGENCY COMMISSION:** 15%

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

## COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

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 First Text Page..... Earned B&W rate + 25% Other specified positions ..... Earned B&W rate + 10%
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## ARTWORK SPECIFICATIONS

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

Ad sizes:	Inches	Millimeters
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.

#### 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:

Lindsay Bowden  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7356  
Fax: (805) 375-5282  
Email: lindsay.bowden@sagepub.com

#### FOR ARTWORK DELIVERY:

Lindsay Bowden  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: 805-410-7356  
Fax: 805-410-7009  
Email: advertising@sagepub.com

#### 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  
Thousand Oaks, CA 91320 USA  
Phone: 805-410-7763  
Fax: 805-410-7009  
E-mail: reprint@sagepub.com