

SAGE PUBLICATIONS

ADVERTISING RATES & SPECIFICATIONS

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

SCIENCE, TECHNOLOGY, MEDICINE MEDIA KIT

Effective January 2013

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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%

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>					
*AADE in Practice					
Advances in Dental Research	(Monthly)	Online only**	Journal of Histochemistry & Cytochemistry	(Monthly)	A
*Aesthetic Surgery Journal					
*American Journal of Alzheimer's Disease & Other Dementias					
American Journal of Hospice & Palliative Medicine	(2,3,5,6,8,9,11,12)	A	Journal of Holistic Nursing	(3,6,9,12)	A
American Journal of Lifestyle Medicine	(2,4,6,8,10,12)	A	*Journal of Human Lactation		
American Journal of Medical Quality	(2,4,6,8,10,12)	A	Journal of Intensive Care Medicine	(2,4,6,8,10,12)	A
American Journal of Men's Health	(1,3,5,7,9,11)	A	Journal of Investigative Medicine High Impact Case Reports	(Monthly)	Online only**
*American Journal of Sports Medicine, The					
Angiology	(1,2,4,5,7,8,10,11)	A	*Journal of Laboratory Automation		
Asia-Pacific Journal of Public Health	(1,3,5,7,9,11)	B	*Journal of Parenteral and Enteral Nutrition		
Biological Research for Nursing	(1,4,7,10)	A	*Journal of Pediatric Oncology Nursing		
Canadian Journal of Occupational Therapists	(2,4,6,10,12)	A	Journal of Pharmacy Practice	(2,4,6,8,10,12)	A
*Canadian Pharmacists Journal					
*Cartilage					
Clinical and Applied Thrombosis/Hemostasis	(2,4,6,8,10,12)	A	Journal of Primary Care & Community Health	(1,4,7,10)	Online only**
Clinical EEG and Neuroscience	(1,4,7,10)	A	*Journal of School Nursing, The		
Clinical Nursing Research	(2,5,8,11)	C	*Journal of the American Psychiatric Nurses Association		
Clinical Pediatrics	(Monthly)	A	*Journal of the International Association of Physicians in AIDS Care		
*Diabetes Educator, The					
Evaluation & the Health Professions	(3,6,9,12)	C	*Journal of Veterinary Diagnostic Investigation		
*Foot & Ankle International					
*Foot & Ankle Specialist					
Genes & Cancer	(Monthly)	A	Medical Care Research & Review	(2,4,6,8,10,12)	C
Geriatric Orthopaedic Surgery & Rehabilitation	(1,3,5,7,9,11)	Online only**	Medical Decision Making	(1,2,4,5,7,8,10,11)	A
Health Education & Behavior	(2,4,6,8,10,12)	A	Music and Medicine	(1,4,7,10)	A
Health Promotion Practice	(1,3,5,7,9,11)	A	*NASN School Nurse		
Home Health Care Management & Practice	(2,4,6,8,10,12)	A	Neurohospitalist, The	(1,4,7,10)	A
*ICAN: Infant, Child, & Adolescent Nutrition					
*ICU Director					
Integrative Cancer Therapies	(3,6,9,12)	A	Neurorehabilitation and Neural Repair	(1,2,3,5,6,7,9,10,11)	A
Int'l Journal of Lower Extremity Wounds	(3,6,9,12)	A	Neuroscientist, The	(2,4,6,8,10,12)	A
Int'l Journal of Surgical Pathology	(2,4,6,8,10,12)	A	Nursing Science Quarterly	(1,4,7,10)	A
*Int'l Journal of Toxicology					
Journal of Aging and Health	(2,3,4,6,8,9,10,12)	C	*Nutrition in Clinical Practice		
Journal of Applied Gerontology	(2,4,6,8,10,12)	C	*Otolaryngology		
*Journal of Asthma & Allergy Educators					
Journal of Biological Rhythms	(2,4,6,8,10,12)	A	Perspectives in Vascular Surgery and Endovascular Therapy	(3,6,9,12)	A
*Journal of Biomolecular Screening					
Journal of Cardiovascular			Policy, Politics, & Nursing Practice	(2,5,8,11)	A
Pharmacology and Therapeutics	(3,6,9,12)	A	Qualitative Health Research	(Monthly)	A
*Journal of Child Neurology					
*Journal of Dental Research					
*Journal of Diagnostic Medical Sonography					
Journal of Evidence-Based Complementary & Alternative Medicine	(1,4,10)	B	Reproductive Sciences	(Monthly)	A
Journal of Family Nursing	(2,5,8,11)	C	Research on Aging	(1,3,5,7,9,11)	C
Journal of Geriatric Psychiatry and Neurology	(3,6,9,12)	A	SAGE Open	Online Only**	
			Seminars in Cardiothoracic and Vascular Anesthesia	(3,6,9,12)	A
			*Sports Health		
			Surgical Innovation	(3,6,9,12)	A
			*Therapeutic Innovation & Regulatory Science		
			*Toxicologic Pathology		
			Trends in Amplification	(3,6,9,12)	A
			Ultrasonic Imaging	(1,4,7,10)	B
			Vascular and Endovascular Surgery	(1,2,4,5,7,8,10,11)	A
			*Veterinary Pathology		
			Western Journal of Nursing Research	(2,3,4,6,8,10,11,12)	C
			*World Journal of Pediatric & Congenital Heart Surgery		

* 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

- **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

- 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

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

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.

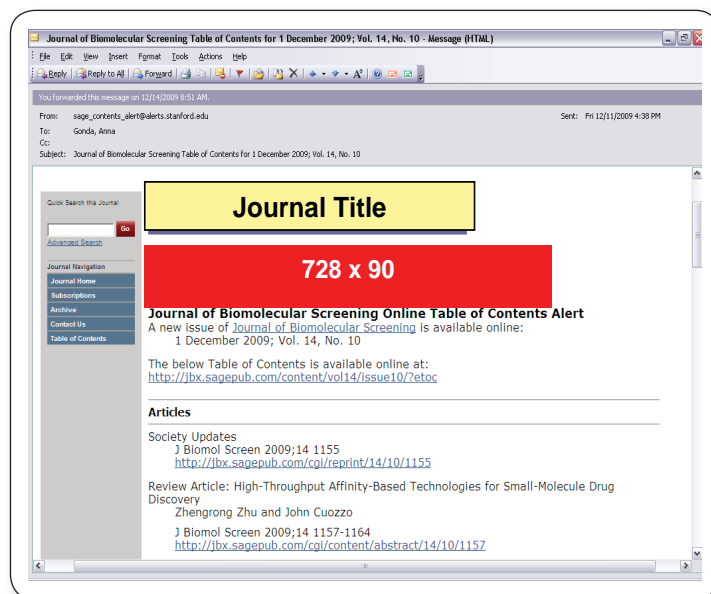
SPONSORED SUBSCRIPTIONS

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

E-MAIL MARKETING

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.



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 — 1st of the month, two months prior to the publication month.

AD MATERIALS — 5th of the month, two months prior to the publication month (i.e., the deadline for a September issue would be July 1st for reservations and July 5th 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	\$780	\$730	\$655	\$615	\$575
½ page	\$585	\$565	\$545	\$520	\$495
¼ page (for A-sized journals only)	\$465	\$450	\$430	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)..... \$1,100

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.

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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Thousand Oaks, CA 91320 USA
Phone: 805-410-7132
Fax: 805-375-5282
E-mail: jovi.candelaria@sagepub.com

FOR ARTWORK DELIVERY:

Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7772
Fax: 805-410-7009
E-mail: 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