

# Advertising Rates And Specifications - 2018



Editor: **Ian Pearce**, Central Manchester University Hospitals NHS Foundation Trust, UK

The **Journal of Clinical Urology**, an official publication of the British Association of Urological Surgeons (BAUS) is a clinically orientated journal of urology with an emphasis on papers originating from UK-based practice. To reflect recent major changes in the field of urology, in particular the increasing importance of non-surgical management, considerable input is expected from medical urology as well as from the more surgically focused aspects of the specialty.

The journal covers the whole scope of urology in five sections to align it with the BAUS specialist sections: oncology, endourology, female neurological and urodynamic urology, andrology and genito-urethral surgery and academic/basic science. It published high-quality original research, commissioned reviews, comment articles and relevant case reports, with the overall aim of being readable, educational and relevant.

**Readership profile:** consultant and trainee urologists, specialists in fields allied to urology, including uro-radiology, uro-oncology, genito-urinary medicine and nursing

## Journal Statistics

### Print

Volume: 11

Circulation: 1,606

Frequency: The journal is published 6 times per year.

### Online - [journals.sagepub.com/home/uro](http://journals.sagepub.com/home/uro)

Average Monthly Page views: 3,549\*

Average Monthly Unique Visitors: 1,689

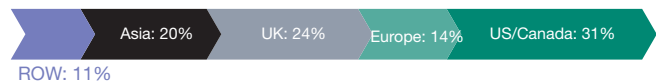
e-TOC registrants: 76

\*Online Statistics refer to the number of advert impressions served by one banner position

### Print Geographical Distribution



### Online Geographical Distribution



## Advertising Rates & Information - 2018

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	09 November 2017	16 November 2017	01 January 2018
March	11 January 2018	18 January 2018	01 March 2018
May*	08 March 2018	15 March 2018	01 May 2018
July	10 May 2018	17 May 2018	01 July 2018
September	12 July 2018	19 July 2018	01 September 2018
November	13 September 2018	20 September 2018	01 November 2018

### \*Bonus Distribution

- May: BAUS Annual Scientific Meeting 2018, 25 Jun - 28 Jun Glasgow 2018, Liverpool, United Kingdom

### Print advertising rates – 2018:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,913	£1,770	£1,626
Outside Back Cover	£2,201	£2,035	£1,980
Inside Front Cover	£2,105	£1,947	£1,790
Inside Back Cover	£2,010	£1,859	£1,708
Half Page	£1,070	£989	£909
Quarter Page	£641	£593	£492
Double Spread	£3,827	£3,540	£3,252

#### Black and White Rates

Frequency	1x	3x	6x
Full Page	£1,295	£1,198	£1,100

## Other Promotional Opportunities

**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

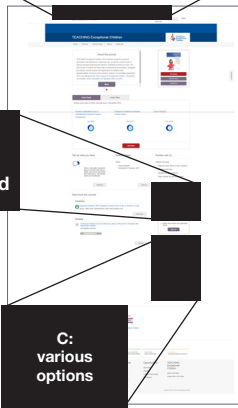
**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

available. A sample must be submitted to the publisher for approval.

**Outserts (product samples, brochures):** Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity— only one advertising outsert is permitted per issue.

## Online Advertising

A: 728x90 Leaderboard



Digital advertising solutions:

- **A: 728x90 Leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 Banner Ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper** Lower middle, right of page

Digital ad upgrades:

- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

Other digital solutions:

- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

## Policy and Guidelines

General policy on acceptance of advertising

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.

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.

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.

Mechanical requirements for print advertisements

Full Page

Full page, bleed  
286mm (h) x 216mm (w)

Full page, trim size  
280mm (h) x 210mm (w)

Full page, type area  
250mm (h) x 180mm (w)

Half Page

Horizontal, Type Area  
120mm (h) x 180mm (w)

Horizontal, Trim Area  
140mm (h) x 210mm (w)

Vertical, Type Area  
250mm (h) x 85mm (w)

Vertical, Trim Area  
280mm (h) x 105mm (w)

Requirements for electronic delivery

Please submit advertisements as print-ready PDFS.

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.

Colour graphics must be in CMYK.

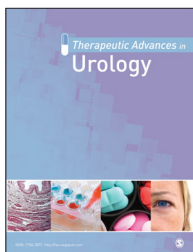
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Double Spread

Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.

Agency commission 10%

## Related Journals



Therapeutic Advances in Urology

[journals.sagepub.com/home/tau](http://journals.sagepub.com/home/tau)



Clinical Medicine Insights Urology

[insights.sagepub.com/journal-clinical-medicine-insights-urology-j75](http://insights.sagepub.com/journal-clinical-medicine-insights-urology-j75)

## Contact Details

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