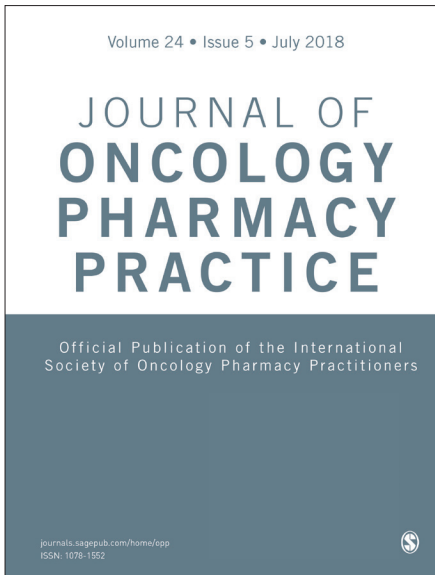


Advertising Rates And Specifications - 2019



Editor: **Barry R Goldspiel**, Bethesda, MD, USA

Journal of Oncology Pharmacy Practice is a peer-reviewed journal dedicated to educating pharmacists about providing pharmaceutical care to cancer patients. Publishing pertinent case reports and consensus guidelines that drive clinical practice, this practical journal also includes information on new products, new therapies and patient management, as well as reviews of the latest research.

The official publication of the International Society for Oncology Pharmacy Practitioners (ISOPP), the **Journal of Oncology Pharmacy Practice** contains regular updates on ISOPP activities, as well as practical issues relating to oncology pharmacy and worker safety.

Readership profile: health professionals providing pharmaceutical care to patients with cancer

Journal Statistics

Volume: 25

ISI 2017 Impact Factor: 1.908

Ranking: 183/261 in Pharmacology & Pharmacy, 180/222 in Oncology

Source: Journal Citation Reports®, 2018 release, a Clarivate Analytics product; Indexed in PubMed: MEDLINE

Print

Circulation: 237

Frequency: The journal is published 8 times per year.

Online - journals.sagepub.com/home/opp

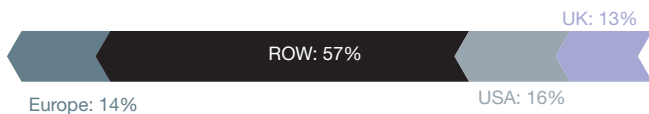
Average Monthly Page views: 17,724*

Average Monthly Unique Visitors: 8,961

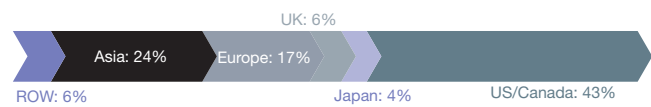
e-Toc registrants: 880

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

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2019

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	29 October 2018	05 November 2018	01 January 2019
March	26 November 2018	03 December 2018	01 March 2019
April	21 January 2019	28 January 2019	01 April 2019
June	25 March 2019	01 April 2019	01 June 2019
July	22 April 2019	29 April 2019	01 July 2019
September	24 June 2019	01 July 2019	01 September 2019
October	24 July 2019	31 July 2019	01 October 2019
December	20 September 2019	27 September 2019	01 December 2019

Print advertising rates – 2019:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,206	£1,116	£1,025
Outside Back Cover	£1,386	£1,282	£1,178
Inside Front Cover	£1,326	£1,227	£1,128
Inside Back Cover	£1,266	£1,170	£1,076
Half Page	£713	£659	£607
Double Spread	£2,110	£1,953	£1,793

Black and White Rates

Frequency	1x	3x	6x
Full Page	£713	£659	£607

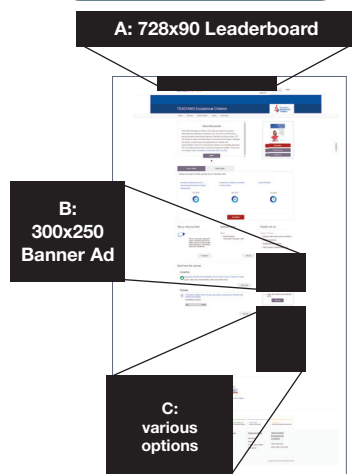
Other Promotional Opportunities

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



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. Cancellations made after the booking deadline 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)

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.

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.

Agency commission 10%

Contact Details

Publisher:
SAGE Publishing Ltd, 1 Oliver's Yard,
55 City Road, London EC1Y 1SP, UK

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