

Advertising Rates And Specifications - 2019



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The Journal of Vascular Access (JVA), issued six times per year, considers the publication of original manuscripts dealing with clinical and laboratory investigations in the fast growing field of vascular access. In addition reviews, case reports and clinical trials are welcome, as well as papers dedicated to more practical aspects covering new devices and techniques. All contributions, coming from all over the world, undergo the peer-review process. **The Journal of Vascular Access** is divided into independent sections, each led by editors of the highest scientific level:

- Dialysis
- Oncology
- Interventional radiology
- Nutrition
- Nursing
- Intensive care

Readership profile: Nephrologists, radiologists, vascular surgeons, oncologists, intensive care unit specialists, anesthesiologists, nurses

Journal Statistics

Volume: 19

Impact Factor 2017: 1.306

Ranking: 54/65 in Peripheral Vascular Disease

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

Print

Circulation: 261

Frequency: Bi-monthly

Online - journals.sagepub.com/home/jva

e-Toc registrants: 188

Page Views: 15,000

Unique Users: 5550

Impressions: 45,000

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2019

Closing dates for print advertising:

Issue	Booking Deadline	Copy Due	Publication Date
January	08 November 2018	15 November 2018	01 January 2019
March	04 January 2019	11 January 2019	01 March 2019
May	04 March 2019	11 March 2019	01 May 2019
July	03 May 2019	10 May 2019	01 July 2019
September	03 July 2019	10 July 2019	01 September 2019
November	04 September 2019	11 September 2019	01 November 2019

Print advertising rates – 2019:

Colour Rates

Frequency	1x	3x	6x
Full Page	€ 1,850.00	€ 1,750.00	€ 1,650.00
Outside Back Cover	€ 2,800.00	€ 2,700.00	€ 2,600.00
Inside Front Cover	€ 2,250.00	€ 2,150.00	€ 2,050.00
Inside Back Cover	€ 2,035.00	€ 1,935.00	€ 1,835.00
Half Page	€ 835.00	€ 790.00	€ 750.00
Double Spread	€ 3,100.00	€ 3,000.00	€ 2,900.00

Black and White

Full Page	€1,000.00	€935.00	€880.00
Half Page	€675.00	€640.00	€610.00

*Bonus Distribution:

- March: 56th ERA-EDTA Congress European Renal Association - 13-16 June (Budapest, Hungary)
- March: VAS 2019 - 11th Vascular Access Society Congress - 11-13 April 2019 (Rotterdam, the Netherlands)

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.

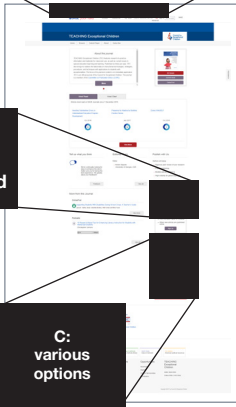
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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.

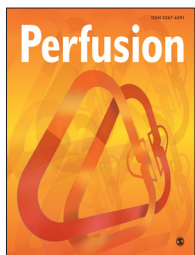
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

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.

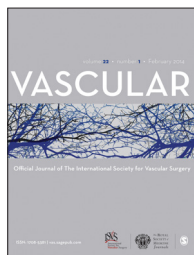
Agency commission 10%

Related Journals



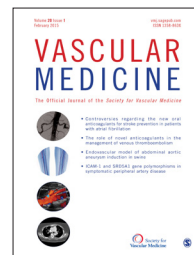
Perfusion

journals.sagepub.com/home/prf



Vascular

journals.sagepub.com/home/vas



Vascular Medicine

journals.sagepub.com/home/vmj

Contact Details

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