

# Advertising rates and specifications 2014

 Royal College of  
General Practitioners



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**InnovAiT**

EDUCATION AND INSPIRATION FOR GENERAL PRACTICE

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# About InnovAiT

*InnovAiT* is the RCGP (Royal College of General Practitioners) journal that promotes excellence in primary care through quality education. It was developed to support Associates in Training (AiTs) of the Royal College of General Practitioners from entry into specialist training to qualification. It is also a valuable resource for GP trainers, trained GPs who wish to update and maintain their knowledge base, newly qualified (First5) GPs wanting to extend their knowledge, practice and community nurses, and foundation level doctors and medical students contemplating a career in primary care.

*InnovAiT* complements the British Journal of General Practice (BJGP). Rotating through the whole RCGP curriculum on a 3-year cycle, each issue covers 2 clinical themes, and one non-clinical area. Other regular features include a news section highlighting important policies, research and guidelines relevant to GPs, GP career profiles and insights from GPs at different stages in their careers and exam tips for the MRCGP examination. The Journal includes 'applied knowledge test' questions to enable readers to check their own knowledge and 10-minute scenarios that can be used for tutorials, personal learning or discussion in groups.

Published monthly, Associates in Training of the RCGP receive a free print and online subscription to *InnovAiT* as part of their AiT membership of the College. Special subscription rates are available for medical students, foundation doctors and non-AiT RCGP Members.



## Circulation

11,150

## Frequency

The journal is published twelve times a year

## Current volume

7

## Geographical breakdown

UK only

# Advertising rates & information - 2014

## Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
January	11 November 2013	18 November 2013	2 January 2014
February	13 December 2013	20 December 2013	3 February 2014
March	7 January 2014	14 January 2014	3 March 2014
April	11 February 2014	18 February 2014	1 April 2014
May	14 March 2014	21 March 2014	1 May 2014
June	14 April 2014	21 April 2014	2 June 2014
July	12 May 2014	19 May 2014	1 July 2014
August	12 June 2014	19 June 2014	1 August 2014
September	14 July 2014	21 July 2014	1 September 2014
October	14 August 2014	21 August 2014	1 October 2014
November	12 September 2014	19 September 2014	3 November 2014
December	13 October 2014	20 October 2014	1 December 2014

## Other marketing opportunities

**Belly band:** A belly band is an advertisement that wraps around the middle of an issue. 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.

**Supplements:** Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

**Reprints:** Reprints of articles pertinent to your company's mission are excellent marketing support materials. They add credibility to your marketing message and give detailed information in an objective format. As a promotional piece, reprints represent a versatile sales tool for the distribution of up-to-date information to your target audience. We can offer printed and electronic reprints, translated reprints and reprints collections. Collections may include reprints from different journals, with varying publication dates.

## E-toc alert sponsorship

Sponsored e-TOC alerts may be available. The sponsor may include up to 40 words of text plus a logo, hyperlink and banner advert.

Banner size: 468 x 60 pixels

## Print advertising rates – 2014

Colour rates			
Frequency	1x	3x	6x
Full page	£1,313	£1,215	£1,115
Outside back cover	£1,576	£1,457	£1,339
Inside front cover	£1,509	£1,396	£1,282
Inside back cover	£1,442	£1,334	£1,226
Half page	£721	£666	£613

Black and white rates			
Frequency	1x	3x	6x
Full page	£850	£788	£722

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

## Online advertising

CPM rate (cost per thousand)	£46
Minimum booking	10,000 impressions
Geo-targetting available	

A maximum of three banners will rotate at any given time. The pricing above applies to all banner sizes and locations.

### Available locations/sizes:

Leaderboard banner  
(one page or across entire site) – 728 x 90 pixels  
Column subtower  
(one page or across entire site) – 160 x 600 pixels

**Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.**

# Additional information

## General policy on acceptance of advertising

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.

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.

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, bleed  
286mm x 222mm

Full page, trim size  
280mm x 216mm

Full page, type area  
250mm x 180mm

Half page horizontal  
120mm x 180mm

Half page vertical  
250mm x 85mm

## Agency commission 10%

## Bind-in cards and inserts

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 3mm trim beyond the crop mark area of the head, foot, gutter and face of the advertisement. Perforation must be 9mm from gutter. All live copy should be no closer than 6mm from the trim.

## Requirements for electronic delivery

Please submit advertisements as print-ready PDFs. Files may be forwarded by email, or uploaded to an FTP site. Contact Roberto Mastrorilli for FTP instructions.

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. All bitmap/ line-art graphics should be a minimum of 600 dpi at the finished size.

Colour graphics must be in CMYK and/or pantones, not RGB.

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

## Contact details

### Publisher:

SAGE Publications Ltd, 1 Oliver's Yard,  
55 City Road, London EC1Y 1SP, UK

### For all advertising, reprint and supplement sales:

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### For artwork submission:

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