

Advertising rates and specifications 2014

Journal of Infection Prevention

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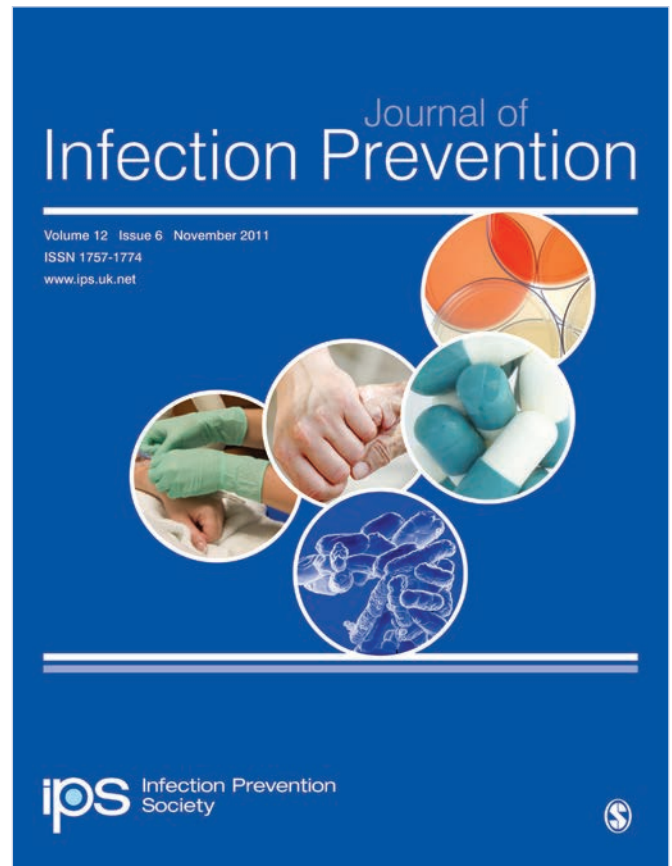
About Journal of Infection Prevention

Journal of Infection Prevention is the professional publication of the Infection Prevention Society

The aim of the journal is to advance the evidence base in infection prevention and control, and to provide a publishing platform for all health professionals interested in this field of practice.

The journal has a rapidly developing, multi-professional author and readership base, including:

- **Infection prevention and control professionals**
- **Public health and health protection specialists**
- **Pharmacists with an interest in antimicrobial agents**
- **Allied health professionals**
- **Primary care professionals including general practice staff, dental staff and sexual health specialists.**



Circulation

2,400

Frequency

The journal is published six times a year.

Geographical breakdown

UK only

Advertising rates & information - 2014

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
January	07 November 2013	14 November 2013	31 December 2013
March	09 January 2014	16 January 2014	01 March 2014
May*	08 March 2014	15 March 2014	06 May 2014
July	07 May 2014	14 May 2014	02 July 2014
September*	09 July 2014	16 July 2014	02 September 2014
November	10 September 2014	17 September 2014	01 November 2014

* Bonus distribution:

- May: Association of Healthcare Cleaning Professionals (AHCP) annual conference (11-13 June 2014)
- September: Infection Prevention Society annual meeting

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	£1,751	£1,620	£1,488
Outside back cover	£2,014	£1,862	£1,712
Inside front cover	£1,926	£1,782	£1,638
Inside back cover	£1,839	£1,701	£1,563
Half page	£979	£905	£832
Quarter page	£587	£543	£450

Black and white rates			
Frequency	1x	3x	6x
Full page	£1,185	£1,096	£1,007

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-targeting 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

Trim size

280mm x 420mm

Full page (no bleed)

280mm x 210mm

Editorial half page vertical (no bleed)

244mm x 92mm

Text areas (no bleed)

Half page vertical

244mm x 85mm

Half page horizontal

122mm x 166mm

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 Kasia Smolarz 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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