

# Advertising rates and specifications 2014



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 **SAGE**

# About Journal of Telemedicine and Telecare

The leading journal in its field **Journal of Telemedicine and Telecare** helps you to stay up-to-date in this fast moving and growing area of medicine. Contributions from around the world provide a unique perspective on how different countries and health systems are using new technology in healthcare. This high quality scientific work provides excellent coverage of developments in telemedicine and e-health with a focus on clinical trials of telemedicine applications.

## Readership profile

Journal of Hand Surgery (European Volume) is invaluable reading for practitioners involved in restoring function to the hand and upper limb, including hand, plastic, reconstructive and orthopaedic surgeons.



## Circulation

195

## Frequency

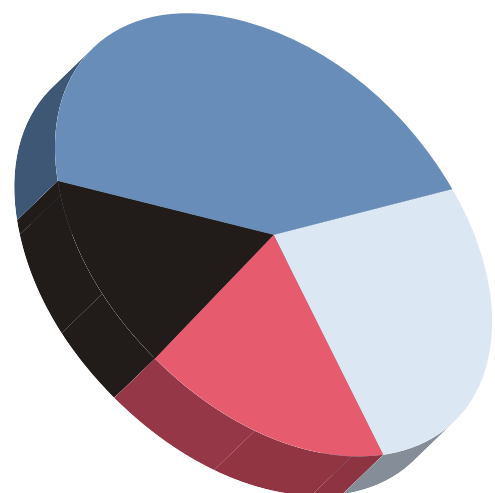
The journal is published 8 times a year.

## Current volume

20

## Geographical breakdown

Europe: 42%  
USA/Canada: 26%  
Great Britain: 17%  
Rest of the world: 13%



# Advertising rates & information - 2014

## Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail Date
January	29 November 2013	03 December 2013	03 January 2014
March	23 January 2014	27 January 2014	24 February 2014
April	20 February 2014	27 February 2014	24 March 2014
June	17 April 2014	24 April 2014	23 May 2014
July	22 May 2014	29 May 2014	26 June 2014
September	18 July 2014	25 July 2014	22 August 2014
July	22 May 2014	29 May 2014	26 June 2014
October	19 August 2014	26 August 2014	23 September 201
December	20 October 2014	27 October 2014	24 November 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	4x
Full Page	£1,333	£1,049	£1,000
Half Page	£670	£619	£600

Black and White Rates			
Frequency	1x	3x	4x
Full Page	£670	£619	£600
Half Page	£400	£370	£350

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

# 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 216mm

Full page, trim size  
280mm x 210mm

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 Elisabetta Sheffield 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.

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:

Elisabetta Sheffield  
Commercial Sales Account Manager  
SAGE Publications Ltd.  
Tel: +39 055 59243  
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### For artwork submission:

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