Goodbye transmitters!

SMARTSENS – The first family of analytical sensors that no longer require transmitters
As the official journal of the Institute of Measurement and Control, Measurement and Control publishes practical technical articles from industry and academia, product and business news and information on technical advances. It aims for balanced, objective contributions pitched at a high technical level and of significant interest to the non-specialist.

2014 Contributed Papers/Themed Issues

February – Contributed papers
March – Contributed papers
April – Contributed papers
May – Contributed papers
June – Measurement in Sport (Guest Editor: Joanne Hudson, Aberystwyth University)
July – Advanced Control of Petro-Chemical Processes (Guest Editor: Shaun Yang, Loughborough University)
September – Contributed Papers
October – Automation (Guest Editor: Alex Mouzakitis, Jaguar Land Rover)
November – Measurement: New Unit Definitions (Guest Editor: Graham Machin, NPL)
December – Contributed Papers

Circulation
4,000

Frequency
The journal is published ten times a year

Current volume
47

ISI 2011 Impact Factor*
0.1290
*Thomson Scientific®

Geographical breakdown
UK 86%
Europe 1%
N. America 1%
Rest of the world 12%
Advertising rates & information - 2014

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>27 December 2013</td>
<td>05 January 2014</td>
<td>01 February 2014</td>
</tr>
<tr>
<td>March</td>
<td>29 January 2014</td>
<td>05 February 2014</td>
<td>01 March 2014</td>
</tr>
<tr>
<td>April</td>
<td>27 February 2014</td>
<td>06 March 2014</td>
<td>01 April 2014</td>
</tr>
<tr>
<td>May</td>
<td>27 March 2014</td>
<td>06 April 2014</td>
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<tr>
<td>June</td>
<td>28 April 2014</td>
<td>05 May 2014</td>
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<tr>
<td>July</td>
<td>29 May 2014</td>
<td>05 June 2014</td>
<td>01 July 2014</td>
</tr>
<tr>
<td>September</td>
<td>30 July 2014</td>
<td>06 August 2014</td>
<td>02 September 2014</td>
</tr>
<tr>
<td>October</td>
<td>28 August 2014</td>
<td>04 September 2014</td>
<td>01 October 2014</td>
</tr>
<tr>
<td>November</td>
<td>26 September 2014</td>
<td>05 October 2014</td>
<td>01 November 2014</td>
</tr>
<tr>
<td>December</td>
<td>30 October 2014</td>
<td>06 November 2014</td>
<td>02 December 2014</td>
</tr>
</tbody>
</table>

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.

Print advertising rates – 2014

<table>
<thead>
<tr>
<th>Colour rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Front cover</td>
<td>£1,100</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>£1,000</td>
</tr>
<tr>
<td>Full page</td>
<td>£900</td>
</tr>
<tr>
<td>Half page</td>
<td>£650</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£450</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Black and white rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£650</td>
</tr>
<tr>
<td>Half page</td>
<td>£450</td>
</tr>
</tbody>
</table>

Companion Company Scheme One discount 10%
Companion Company Scheme Two discount 10%

Online advertising

<table>
<thead>
<tr>
<th>CPM rate (cost per thousand)</th>
<th>£46</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum booking</td>
<td>10,000 impressions</td>
</tr>
<tr>
<td>Geo-targetting available</td>
<td></td>
</tr>
</tbody>
</table>

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

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

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.
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: 303mm x 216mm
- Full page, trim size: 297mm x 210mm
- Full page, type area: 267mm x 180mm
- Half page horizontal: 128mm x 180mm
- Half page vertical: 267mm x 85mm
- Quarter page: 128mm 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 Popi Konstantinou 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:
Popi Konstantinou
Commercial Sales Administrator
SAGE Publications Ltd.
Tel: 0207 324 8601
Email: popi.konstantinou@sagepub.co.uk

For artwork submission:
popi.konstantinou@sagepub.co.uk