Advertising rates and specifications 2014
About Prosthetics and Orthotics International

Prosthetics and Orthotics International is the official journal of the International Society for Prosthetics and Orthotics (ISPO)

Prosthetics and Orthotics International is an international, multidisciplinary journal for all professionals who have an interest in the medical, clinical, rehabilitation, technical, educational and research aspects of prosthetics, orthotics and rehabilitation engineering, as well as their related topics. The Journal publishes review articles, experimental and clinical research papers, case studies, technical notes, reports on prosthetics, orthotics and rehabilitation engineering practice, and book reviews. Occasionally special issues on specific themes of interest to the Journal's readership are published. Information about ISPO activities and the outcomes of the ISPO consensus conferences and working groups that are held are also published.

Readership profile

Prosthetics and Orthotics International will be of interest to a wide range of professional groups, including medical practitioners, prosthetists and orthotists, rehabilitation engineers, physiotherapists, occupational therapists, clinical psychologists and those involved in nursing, education and engineering.

Circulation

3750

ISI 2012 Impact Factor*

0.624

*Thomson Scientific®

Geographical breakdown

UK: 6%
USA/Canada: 12%
Europe: 44%
Rest of the world: 38%

Current volume

(2014) 38

Frequency

The journal is published six times a year
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>3 December 2013</td>
<td>10 December 2013</td>
<td>3 February 2014</td>
</tr>
<tr>
<td>April</td>
<td>30 January 2014</td>
<td>6 February 2014</td>
<td>1 April 2014</td>
</tr>
<tr>
<td>June*</td>
<td>30 March 2014</td>
<td>8 April 2014</td>
<td>2 June 2014</td>
</tr>
<tr>
<td>August</td>
<td>30 May 2014</td>
<td>6 June 2014</td>
<td>1 August 2014</td>
</tr>
<tr>
<td>October</td>
<td>30 July 2014</td>
<td>6 August 2014</td>
<td>1 October 2014</td>
</tr>
<tr>
<td>December</td>
<td>30 September 2014</td>
<td>7 October 2014</td>
<td>1 December 2014</td>
</tr>
</tbody>
</table>

*Bonus distribution:
April: OT World 2014 International Congress (13-16 May 2014, Leipzig)
June: 69th Annual Meeting of the American Society for the Surgery of the hand (18-20 September 2014, Boston)
June: American Orthotic and Prosthetic Association 2014 World Congress (AOPA) (4-7 September 2014, Las Vegas)

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>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£1,555</td>
<td>£1,438</td>
<td>£1,321</td>
<td></td>
</tr>
<tr>
<td>Outside back cover</td>
<td>£1,788</td>
<td>£1,653</td>
<td>£1,519</td>
<td></td>
</tr>
<tr>
<td>Inside front cover</td>
<td>£1,711</td>
<td>£1,582</td>
<td>£1,453</td>
<td></td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£1,633</td>
<td>£1,510</td>
<td>£1,387</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>£906</td>
<td>£838</td>
<td>£770</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black and white rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£1,009</td>
<td>£933</td>
<td>£858</td>
<td></td>
</tr>
</tbody>
</table>

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

<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.

*The advertiser rate applies to those companies advertising three or more times in the print journal during the current calendar year.

Available locations/size:
- 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 the 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, non bleed
280mm x 210mm
Half page vertical, non bleed
250mm x 85mm
Half page horizontal, non bleed
120mm x 180mm

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 Manuela Brun 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.

Agency commission
10%

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 Palanghi Sheffield
Commercial Sales Account Manager
SAGE Publications Ltd.
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Email: elisabetta.sheffield@sagepub.co.uk

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