

# Advertising rates and specifications 2014

Editor-in-Chief: Ian Trail

## Shoulder & Elbow



 **BESS** British Elbow & Shoulder Society



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 **SAGE**

# About Shoulder & Elbow

Shoulder & Elbow is devoted to the advancement of the science of diagnosis and management of shoulder and elbow disorders. The Journal publishes peer-reviewed original research articles and reviews related to shoulder and elbow surgery and rehabilitation.

Shoulder & Elbow is the official journal of the British Elbow & Shoulder Society.



## Circulation

800

## Frequency

The journal is published 4 times a year.

## Current volume

6

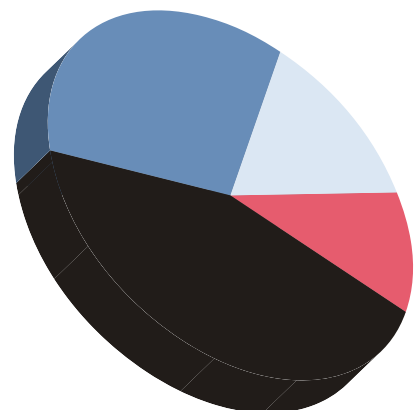
## Geographical breakdown

UK: 32%

USA: 14%

Australia: 11%

Rest of the world: 43%



# Advertising rates & information - 2014

## Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail Date
January	07 November 2013	14 November 2013	24 December 2013
April	13 February 2013	20 February 2013	27 March 2014
July	07 May 2014	14 May 2014	30 June 2014
October	14 August 2014	21 August 2014	29 September 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	4x
Full Page	£1,333	£1,000
Outside Back Cover	£1,544	£1,200
Inside Front Cover	£1,466	£1,100
Inside Back Cover	£1,400	£1,050
Half Page	£650	£600

Black and White Rates		
Frequency	1x	4x
Full Page	£670	£600
Half Page	£400	£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-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

Full page, bleed  
281mm x 216mm

Full page, trim size  
275mm x 210mm

Full page, type area  
250mm x 180mm

Half page horizontal  
137.5mm x 210 mm

Half page vertical  
275mm x 105mm

## 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 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.

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:

Manuela Brun

Commercial Sales Executive  
SAGE Publications Ltd.

Tel: +44 (0)20 7324 8523

Email: manuela.brun@sagepub.co.uk

### For artwork submission:

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