

# Advertising rates and specifications 2014

ISSN 2051-4158

# JCU

## Journal of Clinical Urology

Formerly British Journal of Medical and Surgical Urology

An official publication of The British Association of Urological Surgeons | Editor: Ian Pearce

Highlights include:

- *Factors influencing patients' treatment selection for localised prostate cancer: A systematic review*
- *Utility of renal mass biopsy in a UK tertiary referral centre*
- *Development and validation of a UK-specific prostate cancer staging predictive model: UK prostate cancer tables*
- *Is there a role for routine pelvic magnetic resonance imaging in intermediate risk prostate cancer?*



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# About Journal of Clinical Urology

The *Journal of Clinical Urology*, an official publication of the British Association of Urological Surgeons (BAUS) is a clinically orientated journal of urology with an emphasis on papers originating from UK-based practice. To reflect recent major changes in the field of urology, in particular the increasing importance of non-surgical management, considerable input is expected from medical urology as well as from the more surgically focused aspects of the specialty.

The journal covers the whole scope of urology in five sections to align it with the BAUS specialist sections: oncology, endourology, female and reconstructive urology, andrology and academic/basic science. It published high-quality original research, commissioned reviews, comment articles and relevant case reports, with the overall aim of being readable, educational and relevant.

## Readership profile:

- Consultant and trainee urologists
- Specialists in fields allied to urology including uro-radiology, uro-oncology, genito-urinary medicine and nursing



## Circulation

1600

## Frequency

The journal is published six times a year

## Current volume

7

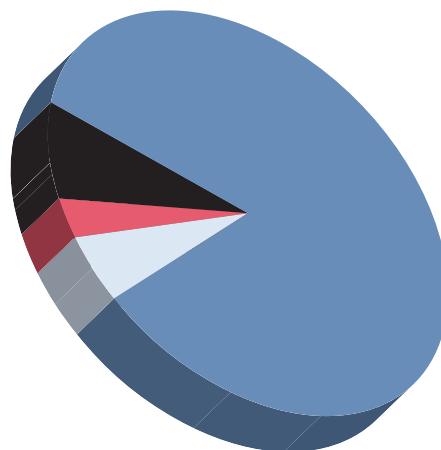
## Geographical breakdown

UK: 84%

North America: 5%

Europe: 3%

Rest of the world: 8%



# Advertising rates & information - 2014

## Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
January	29 October 2013	05 November 2013	02 January 2014
March*	21 January 2014	28 January 2014	01 March 2014
May*	04 March 2014	11 March 2014	01 May 2014
July	20 May 2014	27 May 2014	01 July 2014
September	08 July 2014	15 July 2014	02 September 2014
November	12 September 2014	19 September 2014	01 November 2014

\*Bonus Copies

March 7/2

EAU 2014 – Stockholm 11-15 April

May 7/3

BAUS 2014 – Liverpool, 23-26 June

## 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.

**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.

Advertising opportunities are also available in the 'British Journal of Pain', the official journal of the British Pain Society.

Please see the separate 'British Journal of Pain' rate card for details.

## 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	£500

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.



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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  
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 Palanghi 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 Palanghi Sheffield  
Account Manager, Commercial Sales  
SAGE Publications Ltd.

Tel: +39 055 59243

Email:  
elisabetta.sheffield@sagepub.co.uk

### For artwork submission:

popi.konstantinou@sagepub.co.uk