### Advertising Rates And Specifications - 2019

**Society Affiliation:** Canadian Society of Plastic Surgeons, the Canadian Society for Aesthetic Plastic Surgery, Group for the Advancement of Microsurgery, and the Canadian Society for Surgery of the Hand.

**Readership profile:** Canada's plastic surgeons are medical doctors who have completed a minimum of 5 years of study and training in plastic surgery, passed the rigorous Royal College of Physicians and Surgeons certification examinations, and are specifically qualified to practice reconstructive and cosmetic plastic surgery.

**Editor:** Edward W. Buchel

*Plastic Surgery* is the official journal of the Canadian Society of Plastic Surgeons (CSPS), the Canadian Society for Aesthetic (Cosmetic) Plastic Surgery, Groupe pour l'Avancement de la Microchirurgie Canada, and the Canadian Society for Surgery of the Hand (Manus Canada). It serves as a major venue for Canadian research, society guidelines and continuing medical education. This internationally recognized journal contains peer-review material pertinent to relevant specialists and addresses all aspects of plastic reconstructive and aesthetic surgery.

Established in 1947, the CSPS comprises nearly 500 plastic surgeons and is focused on sharing knowledge and expertise, improving quality of care, and advancing the practice of plastic surgery in Canada.

### Journal Information

**Print**

- **Circulation:** 745
- **Frequency:** Quarterly

**Online**

- [journals.sagepub.com/home/psg](http://journals.sagepub.com/home/psg)

### Advertising Rates & Information

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Insert deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>05-Dec-18</td>
<td>12-Dec-18</td>
<td>21-Dec-18</td>
</tr>
<tr>
<td>May</td>
<td>14-Mar-19</td>
<td>21-Mar-19</td>
<td>01-Apr-19</td>
</tr>
<tr>
<td>November</td>
<td>11-Sep-19</td>
<td>18-Sep-19</td>
<td>27-Sep-19</td>
</tr>
</tbody>
</table>

### Advertising Rates-USD

**Black and white rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,590</td>
<td>$2,335</td>
<td>$2,100</td>
<td>$1,995</td>
<td>$1,795</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,075</td>
<td>$2,035</td>
<td>$1,770</td>
<td>$1,680</td>
<td>$1,510</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,245</td>
<td>$1,220</td>
<td>$1,060</td>
<td>$1,010</td>
<td>$910</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. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**RATES:** Full page 4-Colour charge (in addition to B&W rate above) $1,000

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

### Cover and preferred Position Rates (Non-Cancelable)

- Inside Front Cover: Earned B&W rate + 35%
- Inside Back Cover: Earned B&W rate + 25%
- Back Cover: Earned B&W rate + 50%
- Facing Table of Contents: Earned B&W rate + 30%
- Facing First Text Page: Earned B&W rate + 25%
- Other Specified Positions: Earned B&W rate + 15%

### Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications
Policy and Guidelines

Trim size: 8.375 x 10.875
Binding: Perfect Bind

All advertising is subject to approval. Ad dimensions are listed in inches.
All live copy should be no closer than ¼” from the trim.

### REQUIREMENTS FOR ELECTRONIC DELIVERY

#### General Instructions
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

#### Image Size/Crop
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8” minimum bleed is required on all sides.

#### Proof Instructions

**Color Ads** An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

### Online Advertising

**Digital advertising solutions:**
- **A:** 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- **B:** 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- **C:** Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper
  Lower middle, right of page

**Digital ad upgrades:**
- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

**Other digital solutions:**
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

### B&W Ads
A hard-copy proof the same size as the digital art must be supplied with the final digital file.

#### File Submission Instructions
Please supply files on one of the following media: CD-ROM or e-mail. If e-mailing artwork, then send the proof in a separate package in the mail.

#### PSG INSERTS
Tipped-in Inserts:
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8” from gutter.
All live copy should be no closer than ¼” from the trim.
For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

### DIGITAL ADVERTISING DISCLAIMER:
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

#### Other digital solutions:
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

FOR DISPLAY AND CLASSIFIED ADVERTISING
Mark Horn
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 341-7795
Fax: (805) 410-7009
E-mail: mark.horn@sagepub.com

FOR ARTWORK DELIVERY
Wendy Worman
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7635
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT SALES
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com