

# Advertising Rates And Specifications - 2020



Society Affiliation: American Epilepsy Society

**Readership profile:** *Epilepsy Currents* is read by clinical neurologists, pharmacologists, researchers, nurses, psychologists, neurochemists, EEG technicians, and other professionals interested in epilepsy. Readership includes members of the American Epilepsy Society and International League Against Epilepsy.

*Epilepsy Currents* is a bi-monthly current-awareness journal providing reviews, commentaries and abstracts from the world's literature on the research and treatment of epilepsy. *Epilepsy Currents* surveys and comments on all important research and developments in a format that is easy to read and reference. Each issue is divided into two main sections, Basic Science and Clinical Science. An outstanding Editorial Board reviews the literature and assigns topics and articles to world experts for comment. In addition, the Editors commission authoritative review articles on important subjects.

## Journal Information

Impact factor: 6.909

Ranking: Clinical Neurology 15 out of 199

### Print

Circulation: 4,560

Frequency: This journal publishes 6 times per year

### Online

<http://journals.sagepub.com/home/epi>

## Advertising Rates & Information

### Closing dates for print advertising

Issue	Ad Reservation Closing	Materials closing	Inserts due
Jan/Feb 2020	17-Dec-19	24-Dec-19	02-Jan-20
Mar/Apr 2020	18-Feb-20	25-Feb-20	05-Mar-20
May/June 2020	21-Apr-20	28-Apr-20	08-May-20
Jul/Aug 2020	23-Jun-20	30-Jun-20	10-Jul-20
Sep/Oct 2020	11-Aug-20	18-Aug-20	27-Aug-20
Nov/Dec 2020	22-Sep-20	29-Sep-20	09-Oct-20

### Print advertising rates

#### Black and white rates

Frequency	1x	3x	6x	12x
1 page	\$2,355	\$2,115	\$2,070	\$1,931
½ page	\$1,880	\$1,845	\$1,605	\$1,525
¼ page	\$1,130	\$1,105	\$965	\$915

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.

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

**AGENCY COMMISSION:** 15%

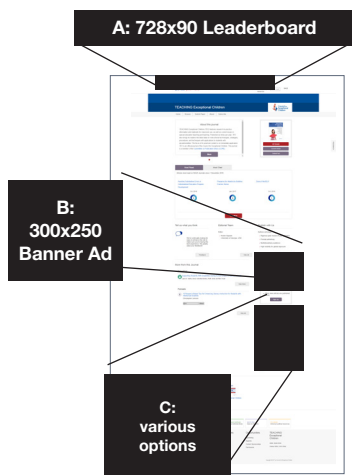
#### COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover.....	Earned B&W rate + 35%	Facing Table of Contents.....	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%	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

## Digital Advertising



### Website Banner Advertising:

Interact with your audience online with a banner ad placed on a journal's website.

- **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

### High Impact Banner Solutions:

Enhance your digital advertising with these rich media options

- **Video, Scrolling, and Expandable Options**
- **Interstitial Banner Ad**
- **Sticky Banner**

### Other Digital Solutions:

- **Email Marketing:** eTocs and OnlineFirst Alert Sponsorships
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **Microsites:** 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

See our Digital Advertising Ratecard or visit <https://us.sagepub.com/en-us/nam/sage-digital-advertising> for more information.

## Policy and Guidelines

Trim size: 8.25 x 10.875

Binding: Perfect Bind

Ad dimensions are listed in inches.

All live copy should be no closer than 1/4" from the trim.

	Non-Bleed	Bleed
Full page:	7.5 x 10.125	8.5 x 11.125
1/2 page vertical:	2.25 x 8	
1/2 page horizontal:	7.75 x 5	
1/4 page vertical:	3.625 x 5	

### 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](http://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.

**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.

#### 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 1/4" 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 will be subject to cancellation, and in such event, the Advertiser will be responsible for the full payment amount of the order.

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

## Contact Details

### FOR DISPLAY AND CLASSIFIED ADVERTISING

Mac McKay  
SAGE Publications  
Phone: (804) 490-7420  
Fax: (805) 375-5282  
E-mail: [mac.mckay@sagepub.com](mailto:mac.mckay@sagepub.com)

### FOR ARTWORK DELIVERY

SAGE Publications  
2455 Teller Road  
Thousand Oaks,  
CA 91320 USA  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)  
Ship To:  
Sheridan PA  
450 Fame Ave.  
Hanover, PA 17331  
Phone: (717) 632-3535

### 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](mailto:reprint@sagepub.com)