Advertising Rates And Specifications - 2020

Editor: Dr Igor R. Blum, King’s College Hospital Dental Institute, UK

Primary Dental Journal (PDJ) is the peer reviewed journal of the Faculty of General Dental Practice (UK). The professional development journal is aimed at the whole primary care team. Each issue focuses on a key topic in primary care dentistry and offers a combination of research, clinical best practice papers and scenario articles which allow the whole dental team to work together to improve standards of patient care.

Readership profile: all members of the Faculty of General Dental Practice (FDGP)

Journal Statistics

Print
Circulation: 3,800
Frequency: The journal is published quarterly (Mar, Jun, Sept, Dec)

Online - journals.sagepub.com/home/prd

Advertising Rates & Information - 2020

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>March</td>
<td>09 January 2020</td>
<td>16 January 2020</td>
<td>01 March 2020</td>
</tr>
<tr>
<td>June</td>
<td>10 April 2020</td>
<td>18 April 2020</td>
<td>01 June 2020</td>
</tr>
<tr>
<td>September</td>
<td>10 July 2020</td>
<td>17 July 2020</td>
<td>01 September 2020</td>
</tr>
<tr>
<td>December</td>
<td>09 October 2020</td>
<td>16 October 2020</td>
<td>01 December 2020</td>
</tr>
</tbody>
</table>

Print advertising rates:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>£1,795.00</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,295.00</td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,295.00</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>£395.00</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>£395.00</td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£395.00</td>
<td></td>
</tr>
</tbody>
</table>

Black and White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£732.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>£439.00</td>
</tr>
</tbody>
</table>
Other Promotional Opportunities

**Belly band:** A belly band is an advertisement that wraps around the entire journal. 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.

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

Policy and Guidelines

**General policy on acceptance of advertising**
Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.

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. 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**

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, bleed 303mm (h) x 216mm (w)</td>
<td>Horizontal 131mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Full page, trim size 297mm (h) x 210mm (w)</td>
<td>Vertical 268mm (h) x 87mm (w)</td>
</tr>
<tr>
<td>Full page, type area 268mm (h) x 180mm (w)</td>
<td>Quarter Page 131mm (h) x87mm (w)</td>
</tr>
</tbody>
</table>

**Requirements for electronic delivery**
Please submit advertisements as print-ready PDFS. 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.

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.

**Double Spread**

Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.

Contact Details

**Publisher:**
SAGE Publishing Ltd, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

**For all advertising, reprint and supplement sales:**
Neil Chesher
Commercial Sales Account Manager
Tel: +44 (0)207 324 8601
Email: neil.chesher@sagepub.co.uk

**For artwork submission:**
Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: Lydia.Fried@sagepub.co.uk