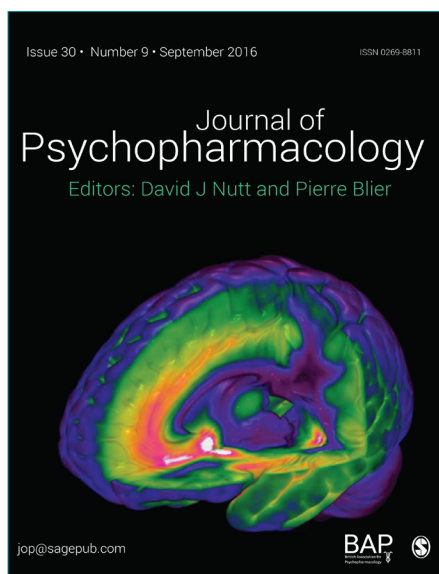


Advertising Rates And Specifications - 2017



Editor-in-Chief: **David J Nutt**, *Imperial College London, UK*

Editor: **Pierre Blier**, *University of Ottawa, Canada*

The Journal of Psychopharmacology is an international journal that publishes a unique balance of original research and review articles on both preclinical and clinical aspects of psychopharmacology. Essential reading for researchers and practising clinicians, the Journal provides an important interdisciplinary forum for studies on the effects of drugs on animal and human behaviour, and the mechanisms underlying these effects.

Readership profile: pharmacologists, psychiatrists, psychologists, neurobiologists, pharmacists

Journal Statistics

Volume: 31

ISI 2015 Impact Factor: 3.637

Ranking: 35/140 in Psychiatry, 42/192 in Clinical Neurology, 57/253 in Pharmacology & Pharmacy, 76/256 in Neurosciences

Source: 2015 Journal Citation Reports® (Thomson Reuters, 2016)

Print

Circulation: 189

Frequency: monthly – 12 issues per year.

Online - jop.sagepub.com

Average Monthly Page Views: 34,516*

Average Monthly Unique Visitors: 23,200

e-Toc registrants: 1,830

*Online Statistics refer to the number of advert impressions served by one banner position

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2017

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	14 November 2016	21 November 2016	03 January 2017
February	05 December 2016	12 December 2016	01 February 2017
March	16 January 2017	23 January 2017	01 March 2017
April	13 February 2017	20 February 2017	03 April 2017
May	13 March 2017	20 March 2017	02 May 2017
June	10 April 2017	18 April 2017	01 June 2017
July	15 May 2017	22 May 2017	03 July 2017
August	12 June 2017	19 June 2017	01 August 2017
September	10 July 2017	17 July 2017	01 September 2017
October	14 August 2017	21 August 2017	02 October 2017
November	11 September 2017	18 September 2017	01 November 2017
December	16 October 2017	23 October 2017	01 December 2017

Print advertising rates – 2017:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,393	£1,289	£1,224
Outside Back Cover	£1,672	£1,546	£1,468
Inside Front Cover	£1,601	£1,481	£1,407
Inside Back Cover	£1,262	£1,167	£1,104
Half Page	£765	£707	£650
Double Spread	£2,438	£2,256	£2,142

Black and white rates

Frequency	1x	3x	6x
Full Page	£902	£836	£766

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.

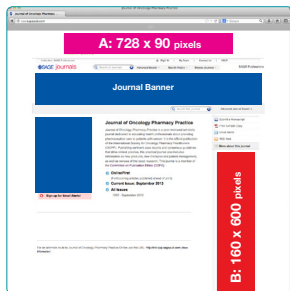
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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

Available locations/sizes:



- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £49 per

1,000 impressions, with a minimum of £490 /10,000 impressions per booking.

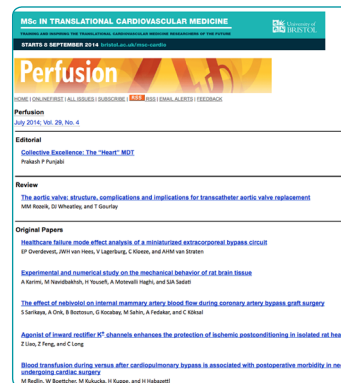
- Banner advertising may be **available across multiple publications.**
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
 - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
 - Maximum size of banners: 100KB

E-Toc alert sponsorship:

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.

The sponsor may include a hyperlink and banner advert.

- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB



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

Full Page

Full page, bleed

286mm (h) x 216mm (w)

Full page, trim size

280mm (h) x 210mm (w)

Full page, type area

250mm (h) x 180mm (w)

Half Page

Horizontal, Type Area

120mm (h) x 180mm (w)

Horizontal, Trim Area

140mm (h) x 210mm (w)

Vertical, Type Area

250mm (h) x 85mm (w)

Vertical, Trim Area

280mm (h) x 105mm (w)

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.

Requirements for electronic delivery

Please submit advertisements as print-ready PDFs.

Crop marks should be placed on all advertisements that bleed and offset.

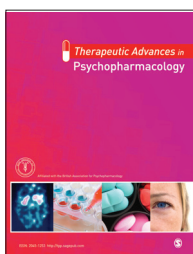
All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.

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

Agency commission 10%

Related Journals



Therapeutic Advances in Psychopharmacology
tpp.sagepub.com



Human & Experimental Toxicology
het.sagepub.com

Contact Details

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