

# Advertising Rates And Specifications - 2017



Editor: **R. Summers**, University of Loughborough, UK

As the official journal of the Institute of Measurement and Control, **Measurement + Control** publishes practical technical articles from industry and academia, product and business news and information on technical advances. It aims for balanced, objective contributions pitched at a high technical level and of significant interest to the non-specialist.

**Measurement + Control** is neither a "learned" journal nor a commercial trade publication. It is not a medium for closely reasoned academic research papers nor for journalistic articles of a commercial or promotional nature - the trade name of a product should never appear more than once in any paper.

**Measurement + Control** aims for the middle ground, for balanced, objective contributions pitched at a high technical level (but without the detailed content of a "learned" paper) and of significant interest to the non-specialist.

**Readership profile:** practitioners and professionals in instrumentation and control

## Journal Statistics

### Volume: 50

2015 Impact Factor: 0.517

**Ranking:** 50/58 in Automation & Control Systems, 49/59 in Instruments & Instrumentation

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

### Print

Circulation: 3,664

**Frequency:** The journal is published 10 times per year.

### Online - [mac.sagepub.com](http://mac.sagepub.com)

Average Monthly Page Views: 2,857\*

Average Monthly Unique Visitors: 1,400

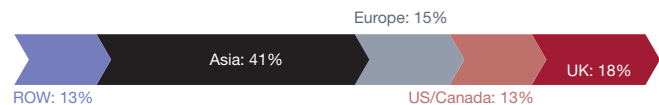
e-Toc registrants: 279

\*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
February	23 December 2016	02 January 2017	01 February 2017
March	25 January 2017	01 February 2017	01 March 2017
April	21 February 2017	28 February 2017	24 March 2017
May	27 March 2017	03 April 2017	01 May 2017
June	24 April 2017	01 May 2017	01 June 2017
July	25 May 2017	01 June 2017	27 June 2017
September	25 July 2017	01 August 2017	24 August 2017
October	25 August 2017	01 September 2017	02 October 2017
November	25 September 2017	02 October 2017	31 October 2017
December	25 October 2017	01 November 2017	24 November 2017

### Print advertising rates - 2017:

Colour Rates			
Frequency	1x	3x	6x
<b>Outside Back Cover</b>	£1,167	£1,079	£1,027
<b>Inside Front Cover</b>	£1,061	£981	£934
<b>Full Page</b>	£955	£883	£840
<b>Half Page</b>	£690	£638	£607
Black and white rates			
Frequency	1x	3x	6x
<b>Full Page</b>	£690	£638	£607
<b>Half Page</b>	£477	£442	£420

## Other Promotional Opportunities

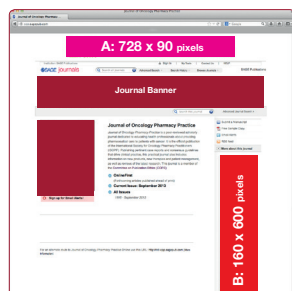
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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

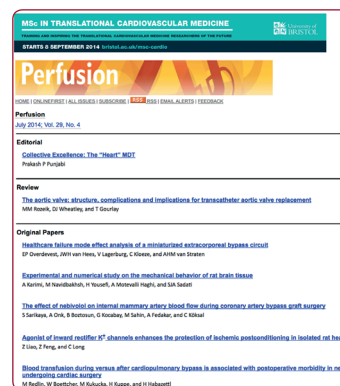
- Our standard rate is £49 per 1,000 impressions, with a minimum of £490 / 10,000 impressions per booking.
- Banner advertising may be available across multiple publications.
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party 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, bleed 303mm x 216mm	Half page horizontal 128mm x 180mm
Full page, trim size 297mm x 210mm	Half page vertical 267mm x 85mm
Full page, type area 250mm x 180mm	

### 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

## Contact Details

### Publisher:

SAGE Publishing, 1 Oliver's Yard, 55 City Road, London EC1Y 1SP, UK

### For all advertising sales and artwork submission:

Tamara Haq – *Commercial Sales Senior Account Manager*

Tel: +44 (0) 207 336 9122

Email: tamara.haq@sagepub.co.uk

### For artwork submission:

Andrea Jarosova – *Commercial Sales Administrator*

Tel: +44 (0) 207 336 9133

Email: andrea.jarosova@sagepub.co.uk