

Advertising Rates And Specifications - 2017



Editor: **Nicholas Wald, UK**

Journal of Medical Screening is concerned with all aspects of medical screening, particularly the publication of research that advances screening theory and practice. The journal aims to increase awareness of the principles of screening (quantitative and statistical aspects), screening techniques and procedures and methodologies from all specialties. An essential subscription for physicians, clinicians and academics with an interest in screening, epidemiology and public health.

Journal Statistics

Volume: 24

2015 ISI Impact Factor: 1.750

Ranking: 76/172 in Public, Environmental & Occupational Health (SCI)

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

Print

Circulation: 126

Frequency: The journal is published 4 times per year.

Online - msc.sagepub.com

Average Monthly Page Views: 6,934*

Average Monthly Unique Visitors: 4,060

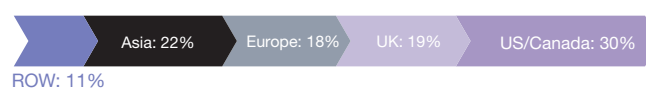
e-Toc registrants: 1,062

*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
March	20 January 2017	27 January 2017	24 February 2017
June	14 April 2017	21 April 2017	25 May 2017
September	20 July 2017	27 July 2017	24 August 2017
December	20 October 2017	27 October 2017	24 November 2017

Print advertising rates – 2017:

Colour Rates

Frequency	1x	3x	6x
Full Page	£835	£821	£756
Outside Back Cover	£919	£903	£831
Inside Front Cover	£898	£882	£813
Inside Back Cover	£877	£862	£794
Half Page	£711	£657	£604

Black and white rates

Frequency	1x	3x	6x
Full Page	£668	£657	£605
Half Page	£426	£395	£363

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.

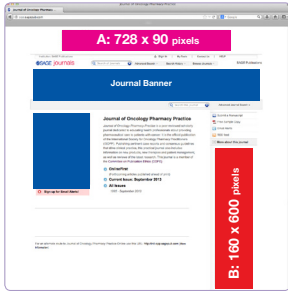
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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)

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.

Agency commission 10%

Contact Details

Publisher:

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

For all advertising, reprint and supplement sales:

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