Editor: **Ian Pearce**, Consultant Urological Surgeon, Manchester Royal Infirmary, UK

The Journal of Clinical Urology, an official publication of the British Association of Urological Surgeons (BAUS) is a clinically orientated journal of urology with an emphasis on papers originating from UK-based practice. To reflect recent major changes in the field of urology, in particular the increasing importance of non-surgical management, considerable input is expected from medical urology as well as from the more surgically focused aspects of the specialty.

The journal covers the whole scope of urology in five sections to align it with the BAUS specialist sections: oncology, endourology, female and reconstructive urology, andrology and academic/basic science. It published high-quality original research, commissioned reviews, comment articles and relevant case reports, with the overall aim of being readable, educational and relevant.

**Journal Statistics**

**Print**
- Volume: 10
- Circulation: 1,582
- Frequency: The journal is published 6 times per year.

**Online - uro.sagepub.com**
- Average Monthly Page Views: 7,033*
- Average Monthly Unique Visitors: 2,000
- e-TOC registrants: 103

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

**Print Geographical Distribution**
- USA: 2%
- UK: 80%
- Europe: 8%
- ROW: 10%

**Online Geographical Distribution**
- Asia: 20%
- UK: 24%
- Europe: 14%
- US/Canada: 31%
- ROW: 11%

**Advertising Rates & Information - 2017**

**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>January</td>
<td>09 November 2016</td>
<td>16 November 2016</td>
<td>02 January 2017</td>
</tr>
<tr>
<td>March</td>
<td>11 January 2017</td>
<td>18 January 2017</td>
<td>01 March 2017</td>
</tr>
<tr>
<td>May*</td>
<td>08 March 2017</td>
<td>15 March 2017</td>
<td>01 May 2017</td>
</tr>
<tr>
<td>July</td>
<td>10 May 2017</td>
<td>17 May 2017</td>
<td>03 July 2017</td>
</tr>
<tr>
<td>September</td>
<td>12 July 2017</td>
<td>19 July 2017</td>
<td>01 September 2017</td>
</tr>
<tr>
<td>November</td>
<td>13 September 2017</td>
<td>20 September 2017</td>
<td>01 November 2017</td>
</tr>
</tbody>
</table>

*Bonus Distribution
- May: BAUS Annual Scientific Meeting 2017, 26th - 29th June - Glasgow, United Kingdom

**Print advertising rates – 2017:**

**Colour Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,859</td>
<td>£1,719</td>
<td>£1,579</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£2,136</td>
<td>£1,975</td>
<td>£1,816</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£2,044</td>
<td>£1,891</td>
<td>£1,738</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,959</td>
<td>£1,805</td>
<td>£1,658</td>
</tr>
<tr>
<td>Half Page</td>
<td>£1,038</td>
<td>£960</td>
<td>£883</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£623</td>
<td>£576</td>
<td>£477</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£3,715</td>
<td>£3,437</td>
<td>£3,157</td>
</tr>
</tbody>
</table>

**Black and white rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£1,257</td>
<td>£1,163</td>
<td>£1,068</td>
</tr>
</tbody>
</table>

*US/Canada: 31% UK: 24% Europe: 14% Asia: 20% ROW: 11%
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.

Outs erts (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

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, bleed 286mm (h) x 216mm (w)</td>
<td>Horizontal, Type Area 120mm (h) x 180mm (w)</td>
</tr>
<tr>
<td>Full page, trim size 280mm (h) x 210mm (w)</td>
<td>Horizontal, Trim Area 140mm (h) x 210mm (w)</td>
</tr>
<tr>
<td>Full page, type area 250mm (h) x 180mm (w)</td>
<td>Vertical, Type Area 250mm (h) x 85mm (w)</td>
</tr>
<tr>
<td></td>
<td>Vertical, Trim Area 280mm (h) x105mm (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.

Related Journals

Therapeutic Advances in Urology
tau.sagepub.com

Contact Details

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

For all advertising, reprint and supplement sales:
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