Advertising Rates And Specifications - 2017

Editor: Professor Geoffrey A. Donnan, The Florey Institute of Neuroscience and Mental Health

The International Journal of Stroke is the flagship publication of the World Stroke Organization and publishes high quality research articles, reviews and clinical trial protocols from around the world. IJS is dedicated to building a global stroke community, making it a global voice for stroke research and an excellent platform for sharing international stroke research.

Society affiliation World Stroke Organization (WSO)

Readership profile: clinicians and healthcare professionals who are dedicated to reducing the burden of stroke worldwide

Journal Statistics

Volume: 12
2015 Impact Factor: 3.044*
Ranking: 24/63 in Peripheral Vascular Disease
*Source: 2015 Journal Citation Reports® (Thomson Reuters, 2016)

Online - wso.sagepub.com
Average Monthly Page Views: 19,128*
Average Monthly Unique Visitors: 9,140

Online Geographical Distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>26.36%</td>
</tr>
<tr>
<td>Europe</td>
<td>29.31%</td>
</tr>
<tr>
<td>Asia</td>
<td>27.53%</td>
</tr>
<tr>
<td>ROW</td>
<td>16.8%</td>
</tr>
</tbody>
</table>

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>February*</td>
<td>20 November 2016</td>
<td>27 November 2016</td>
<td>01 February 2017</td>
</tr>
<tr>
<td>April*</td>
<td>23 January 2017</td>
<td>30 January 2017</td>
<td>03 April 2017</td>
</tr>
<tr>
<td>June</td>
<td>23 March 2017</td>
<td>30 March 2017</td>
<td>01 June 2017</td>
</tr>
<tr>
<td>July</td>
<td>28 April 2017</td>
<td>05 May 2017</td>
<td>03 July 2017</td>
</tr>
<tr>
<td>August</td>
<td>30 May 2017</td>
<td>06 June 2017</td>
<td>01 August 2017</td>
</tr>
<tr>
<td>October*</td>
<td>25 July 2017</td>
<td>01 August 2017</td>
<td>02 October 2017</td>
</tr>
<tr>
<td>October II**</td>
<td>31 July 2017</td>
<td>07 August 2017</td>
<td>17 October 2017</td>
</tr>
<tr>
<td>December</td>
<td>22 September 2017</td>
<td>29 September 2017</td>
<td>01 December 2017</td>
</tr>
</tbody>
</table>

*Bonus Distribution:
• February: American Academy of Neurology Annual Meeting, April 22-29, 2017 - Boston, Massachusetts
• April: European Stroke Organisation Conference, 16-18 May 2017 - Prague, Czech Republic
• October: 14th WFITN, 16-19 October 2017 - Budapest, Hungary

**October II: Special Issue World Stroke Day

Print advertising rates – 2017:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>£1,393</td>
<td>£1,289</td>
<td>£1,224</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td></td>
<td>£1,672</td>
<td>£1,546</td>
<td>£1,468</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td></td>
<td>£1,601</td>
<td>£1,481</td>
<td>£1,407</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td>£1,262</td>
<td>£1,167</td>
<td>£1,104</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>£765</td>
<td>£707</td>
<td>£650</td>
</tr>
<tr>
<td>Double Spread</td>
<td></td>
<td>£2,438</td>
<td>£2,256</td>
<td>£2,142</td>
</tr>
</tbody>
</table>

Black and white rates

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>£902</td>
<td>£836</td>
<td>£766</td>
</tr>
</tbody>
</table>

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

Related Journals

European Stroke Journal
eso.sagepub.com

Interventional Neuroradiology
ine.sagepub.com

European Journal of Preventive Cardiology
cpr.sagepub.com

Contact Details

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

For all advertising, reprint and supplement sales:
Elisabetta Palanghi Sheffield - Commercial Sales Account Manager
Tel: +39 055 59243
Email: elisabetta.sheffield@sagepub.co.uk

For artwork submission:
Andrea Jarosova - Commercial Sales Administrator
Tel: +44 (0) 207 336 9133
Email: andrea.jarosova@sagepub.co.uk

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.