Advertising Rates And Specifications - 2017

Editor: Arnulf Skjennald, University of Oslo Medical School, Oslo, Norway

Acta Radiologica publishes articles on all aspects of radiology, from clinical radiology to experimental work. It is known for articles based on experimental work and contrast media research, giving priority to scientific original papers. The distinguished international editorial board also invite review articles, short communications and technical and instrumental notes.

Journal Statistics

Volume: 58
ISI 2015 Impact Factor*: 2.008
Ranking: 55/124 in Radiology, Nuclear Medicine & Medical Imaging
Source: 2015 Journal Citation Reports® (Thomson Reuters, 2016)

Frequency: The journal is published monthly – 12 issues per year.

Readership Geographical Distribution

Europe: 71%  Asia-Pacific: 17%  USA: 12%

Advertising Rates & Information - 2017

Closing dates for 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>25 October 2016</td>
<td>01 November 2016</td>
<td>02 January 2017</td>
</tr>
<tr>
<td>February</td>
<td>24 November 2016</td>
<td>01 December 2016</td>
<td>03 February 2017</td>
</tr>
<tr>
<td>March</td>
<td>28 December 2016</td>
<td>04 January 2017</td>
<td>03 March 2017</td>
</tr>
<tr>
<td>April</td>
<td>26 January 2017</td>
<td>02 February 2017</td>
<td>01 April 2017</td>
</tr>
<tr>
<td>May</td>
<td>24 February 2017</td>
<td>02 March 2017</td>
<td>01 May 2017</td>
</tr>
<tr>
<td>June*</td>
<td>25 March 2017</td>
<td>01 April 2017</td>
<td>02 June 2017</td>
</tr>
<tr>
<td>July</td>
<td>24 April 2017</td>
<td>01 May 2017</td>
<td>01 July 2017</td>
</tr>
<tr>
<td>August</td>
<td>25 May 2017</td>
<td>01 June 2017</td>
<td>03 August 2017</td>
</tr>
<tr>
<td>September</td>
<td>24 June 2017</td>
<td>01 July 2017</td>
<td>01 September 2017</td>
</tr>
<tr>
<td>October</td>
<td>25 July 2017</td>
<td>01 August 2017</td>
<td>01 October 2017</td>
</tr>
<tr>
<td>November</td>
<td>25 August 2017</td>
<td>01 September 2017</td>
<td>03 November 2017</td>
</tr>
<tr>
<td>December</td>
<td>24 September 2017</td>
<td>01 October 2017</td>
<td>01 December 2017</td>
</tr>
</tbody>
</table>

*Bonus distribution

June: Nordic Congress of Radiology, 29 June - 1 July 2017, Reykjavik, Iceland
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

Sponsored Article Hyperlink:

• Hyperlink a specific Acta Radiologica online article to a webpage of chosen by sponsor
• The link is embedded in the Sponsor Company name & products
• The link is permanent

Benefit for the sponsor:

• Reach radiologists at the time they are reading about their product/company
• Direct traffic to the sponsor website
• Highlighting their products and company within the article
• Rate: £500 – £1,500

Interstitial Advertising:

• An ad page is loaded ahead of the requested journal page
• The user can skip the advert, which will close automatically after a few seconds
• Interstitial adverts will be available on all internal links/pages to the journal and also when the viewer leaves the site
• Limited to one advertising per viewer per session
• Rate: £120 CPM

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.

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 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.

Related Journals

Interventional Neuroradiology
ne.sagepub.com

The Neuroradiology Journal
neu.sagepub.com

Contact Details

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

For all advertising, reprint and supplement sales:
Elisabetta Palanghi - 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