Advertising Rates And Specifications - 2017

Editor-in-Chief: Tony Gallagher, Queen’s University Belfast, UK

The European Stroke Journal (ESO) is the official journal of the European Stroke Organisation, a professional non-profit society with over 1,800 individual members, and affiliations to numerous related national and international societies.

The ESJ covers translational and clinical studies from all fields of stroke medicine including trial design, epidemiology, prevention, diagnosis, acute and post-acute care, stroke complications and rehabilitation, through to organisation of stroke care and societal impact.

Readership profile: stroke medicine multidisciplinary team specialists: including neurologists, neurosurgeons, neuroradiologists, etc.

Journal Statistics

Print

Volume: 2
Circulation: 1,800
Frequency: The journal is published 4 times per year.

Online - eso.sagepub.com

Average Monthly Page Views: 3,024*
Average Monthly Unique Visitors: 1,000
eTOC Registrants: 48
*Online Statistics refer to the number of advert impressions served by one banner position

Print Geographical Distribution

Europe: 81%
USA: 4%
USA: 5%
ROW: 7%

Online Geographical Distribution

North America: 26.36%
Europe: 29.31%
Asia: 27.53%
ROW: 16.8%

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>March*</td>
<td>23 January 2017</td>
<td>27 January 2017</td>
<td>01 April 2017</td>
</tr>
<tr>
<td>June</td>
<td>13 April 2017</td>
<td>19 April 2017</td>
<td>01 July 2017</td>
</tr>
<tr>
<td>September</td>
<td>24 July 2017</td>
<td>26 July 2017</td>
<td>01 September 2017</td>
</tr>
<tr>
<td>December*</td>
<td>16 October 2017</td>
<td>20 November 2017</td>
<td>01 December 2017</td>
</tr>
</tbody>
</table>

Print advertising rates – 2017:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>£1,393</td>
<td>£1,289</td>
<td>£1,224</td>
</tr>
<tr>
<td><strong>Outside Back Cover</strong></td>
<td>£1,672</td>
<td>£1,546</td>
<td>£1,468</td>
</tr>
<tr>
<td><strong>Inside Front Cover</strong></td>
<td>£1,601</td>
<td>£1,481</td>
<td>£1,407</td>
</tr>
<tr>
<td><strong>Inside Back Cover</strong></td>
<td>£1,262</td>
<td>£1,167</td>
<td>£1,104</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>£765</td>
<td>£707</td>
<td>£650</td>
</tr>
<tr>
<td><strong>Double Spread</strong></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>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>£302</td>
<td>£336</td>
<td>£766</td>
</tr>
</tbody>
</table>

*Bonus Distribution

- March: European Stroke Organisation Conference, 16-18 May 2017 - Prague, Czech Republic / American Academy of Neurology Annual Meeting, April 22-29, 2017 - Boston, Massachusetts
- September: 14th WFMTN, 16-19 October 2017 - Budapest, Hungary
**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 ad.

- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB

**Related Journals**

**Interventional Journal of Stroke**

wso.sagepub.com

**European Journal of Preventive Cardiology**

cpr.sagepub.com

**Interventional Neuroradiology**

ine.sagepub.com

**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 242mm (h) x 170mm (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) x 105mm (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.

**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