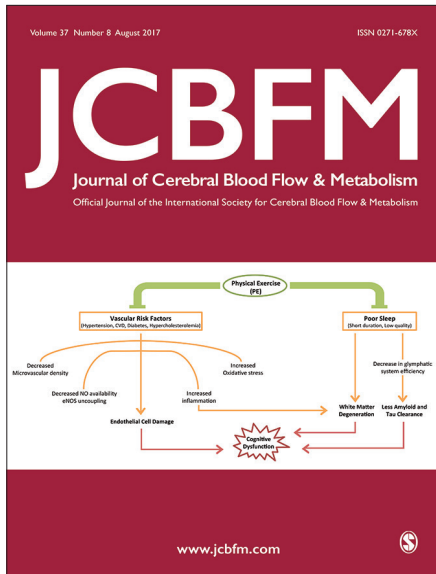


Advertising Rates And Specifications - 2018



Editors-in-Chief: **I. Mhairi Macrae**, Glasgow University, UK

Editors-in-Chief: **Martin Lauritzen, MD**, Glostrup Hospital and University of Copenhagen, Denmark

JCBFM is the official journal of the International Society for Cerebral Blood Flow & Metabolism, which is committed to publishing high quality, independently peer-reviewed research and review material. Consistently ranked as a top journal in the fields of Neuroscience, Endocrinology & Metabolism and Hematology, **JCBFM** stands at the interface between basic and clinical neurovascular research, and features timely and relevant research highlighting experimental, theoretical, and clinical aspects of brain circulation, metabolism and imaging.

Readership profile: Physicians or scientists with an interest in brain function, cerebrovascular disease, cerebral vascular regulation and brain metabolism, including neurologists

Journal Statistics

Volume: 38

2016 Impact Factor: 5.081

Ranking: 22/138 in Endocrinology & Metabolism, 15/70 in Hematology, 41/258 in Neurosciences

Source: 2016 Journal Citation Reports® (Clarivate Analytics, 2017)

Print

Circulation: 100

Frequency: The journal is published 12 times per year.

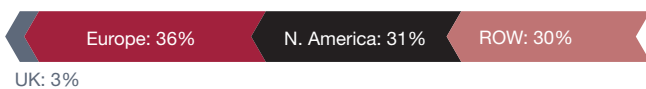
Online - journals.sagepub.com/home/jcb

Average Monthly Page views: 41,097*

Average Monthly Unique Visitors: 18,154

e-Toc registrants: 93

Print Geographical Distribution



Advertising Rates & Information - 2018

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	17 October 2017	24 October 2017	01 January 2018
February	21 November 2017	28 November 2017	01 February 2018
March	29 December 2017	05 January 2018	01 March 2018
April	29 January 2018	05 February 2018	01 April 2018
May	26 February 2018	05 March 2018	01 May 2018
June	26 March 2018	02 April 2018	01 June 2018
July	23 April 2018	30 April 2018	01 July 2018
August	25 May 2018	01 June 2018	01 August 2018
September	25 June 2018	02 July 2018	01 September 2018
October	30 July 2018	06 August 2018	01 October 2018
November	28 August 2018	04 September 2018	01 November 2018
December	24 September 2018	01 October 2018	01 December 2018

Print advertising rates – 2018:

Colour Rates			
Frequency	1x	3x	6x
Full Page	£1,238	£1,145	£1,053
Outside Back Cover	£1,424	£1,316	£1,209
Inside Front Cover	£1,361	£1,261	£1,159
Inside Back Cover	£1,301	£1,202	£1,104
Half Page	£732	£677	£623
Double Spread	£2,166	£2,006	£1,842
Black and White Rates			
Frequency	1x	3x	6x
Full Page	£732	£677	£623
Half Page	£439	£406	£374

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.

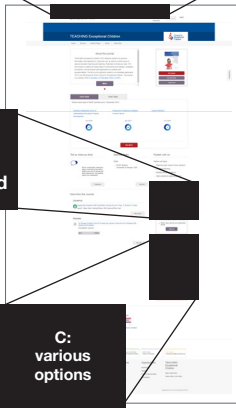
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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

A: 728x90 Leaderboard



Digital advertising solutions:

- **A: 728x90 Leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 Banner Ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper** Lower middle, right of page

Digital ad upgrades:

- **Rich media:** include active images or text
- **Expandability:** upgrade any ads to expand over or push down content
- **Video:** upgrade any ads with embedded video for greater engagement
- **Form/lead capture:** upgrade any ads with a contact information form for lead capture

Other digital solutions:

- **Webinars:** a custom digital event package that includes promotion and event hosting
- **eTOC alerts:** Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways:** custom package to host your content and SAGE content in one place
- **Sponsored digital editions:** options include single article, full issue, or custom article compilations

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

303mm (h) x 216mm (w)

Full page, trim size

297mm (h) x 210mm (w)

Full page, type area

268mm (h) x 180mm (w)

Half Page

Horizontal

131mm (h) x 180mm (w)

Vertical

268mm(h) x 87mm (w)

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.

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

Agency commission 10%

Related Journals



Interventional
Neuroradiology

[journals.sagepub.com/
home/ine](http://journals.sagepub.com/home/ine)



International Journal of
Stroke

[journals.sagepub.com/
home/wso](http://journals.sagepub.com/home/wso)

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