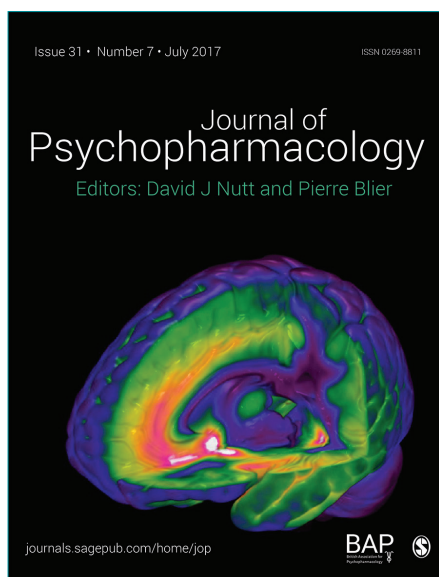


# Advertising Rates And Specifications - 2018



Editor-in-Chief: **David J Nutt**, *Imperial College London, UK*

Editor: **Pierre Blier**, *University of Ottawa, Canada*

The **Journal of Psychopharmacology** is an international journal that publishes a unique balance of original research and review articles on both preclinical and clinical aspects of psychopharmacology. Essential reading for researchers and practising clinicians, the Journal provides an important interdisciplinary forum for studies on the effects of drugs on animal and human behaviour, and the mechanisms underlying these effects.

Readership profile: pharmacologists, psychiatrists, psychologists, neurobiologists, pharmacists

## Journal Statistics

### Volume: 32

ISI 2016 Impact Factor: 4.179

Ranking: 30/142 in Psychiatry (SCI), 37/194 in Clinical Neurology, 42/256 in Pharmacology & Pharmacy, 64/258 in Neurosciences

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

### Print

Circulation: 171

Frequency: monthly – 12 issues per year.

### Online - [journals.sagepub.com/home/jop](http://journals.sagepub.com/home/jop)

Average Monthly Page Views: 36,121\*

Average Monthly Unique Visitors: 18,537

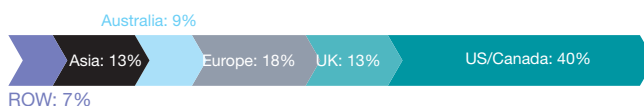
e-Toc registrants: 633

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

### Print Geographical Distribution



### Online Geographical Distribution



## Advertising Rates & Information - 2018

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	13 November 2017	20 November 2017	01 January 2018
February	04 December 2017	11 December 2017	01 February 2018
March	15 January 2018	22 January 2018	01 March 2018
April	12 February 2018	19 February 2018	01 April 2018
May	12 March 2018	19 March 2018	01 May 2018
June	09 April 2018	16 April 2018	01 June 2018
July	14 May 2018	21 May 2018	01 July 2018
August	11 June 2018	18 June 2018	01 August 2018
September	09 July 2018	16 July 2018	01 September 2018
October	13 August 2018	20 August 2018	01 October 2018
November	10 September 2018	17 September 2018	01 November 2018
December	15 October 2018	22 October 2018	01 December 2018

### Print advertising rates – 2018:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,435	£1,328	£1,261
Outside Back Cover	£1,722	£1,592	£1,512
Inside Front Cover	£1,649	£1,525	£1,449
Inside Back Cover	£1,300	£1,202	£1,138
Half Page	£788	£728	£670
Double Spread	£2,511	£2,323	£2,207

#### Black and White Rates

Frequency	1x	3x	6x
Full Page	£929	£861	£789

## Other Promotional Opportunities

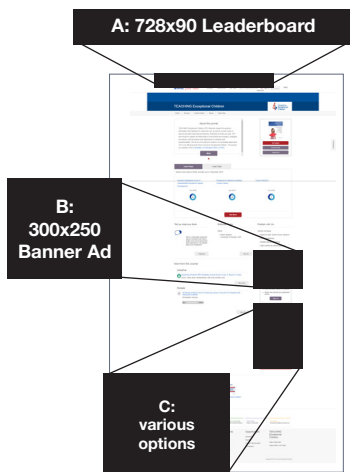
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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



### 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*

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)

### 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.

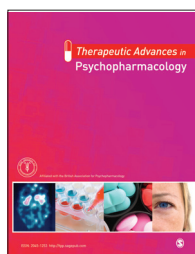
All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.

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



Therapeutic Advances in Psychopharmacology

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



Human & Experimental Toxicology

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

## Contact Details

### Publisher:

SAGE Publishing Ltd, 1 Oliver's Yard, 55 City Road, London EC1Y 1SP, UK

### For all advertising, reprint and supplement sales:

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Commercial Sales Account Manager  
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Email: [manuela.brun@sagepub.co.uk](mailto:manuela.brun@sagepub.co.uk)

### For artwork submission:

Lydia Fried  
Commercial Sales Administrator  
Tel: +44 (0)203 215 0126  
Email: [Lydia.Fried@sagepub.co.uk](mailto:Lydia.Fried@sagepub.co.uk)