

Advertising Rates And Specifications - 2018



Editor: **Colin Begg**, *Memorial Sloan-Kettering Cancer Center, USA*

Clinical Trials: Journal of the Society for Clinical Trials is an international journal that aims to be a primary focus for the dissemination and development of knowledge about the design, conduct, analysis, synthesis, history, ethics, regulation and clinical or policy impact of all types of clinical trials and related medical research methodologies.

The journal's scope includes statistical methods for analyzing and designing all types of clinical trials, as well as methods to handle departures from randomization and quality of life assessment. It covers the use of economic outcomes, methods for handling missing data, sample size calculations for specific design features and methods for diagnostic tests.

Readership profile: professionals involved in either the design, conduct or analysis of clinical trials such as behavioural scientists, bioethicists, biostatisticians, clinical coordinators, computer scientists, data managers, epidemiologists, nurses, pharmacologists, physicians.

Journal Statistics

Volume: 15

Impact Factor: 2.715

Ranking: 56/128 in Medicine, Research & Experimental

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

Print

Circulation: 977

Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/ctj

Average Monthly Page Views: 14,933*

Average Monthly Unique Visitors: 6,648

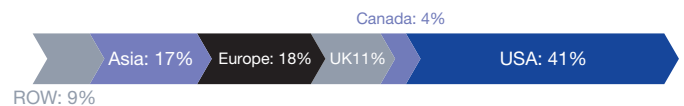
e-Toc registrants: 2,083

*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
February	27 November 2017	04 December 2017	01 February 2018
April	29 January 2018	05 February 2018	01 April 2018
June	26 March 2018	02 April 2018	01 June 2018
August	25 May 2018	01 June 2018	01 August 2018
October	23 July 2018	30 June 2018	01 October 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	£1,146	£1,052
Outside Back Cover	£1,424	£1,317	£1,210
Inside Front Cover	£1,362	£1,260	£1,158
Inside Back Cover	£1,300	£1,202	£1,105
Half Page	£732	£676	£623
Double Spread	£2,167	£2,006	£1,842

Black and White Rates

Frequency	1x	3x	6x
Full Page	£732	£676	£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.

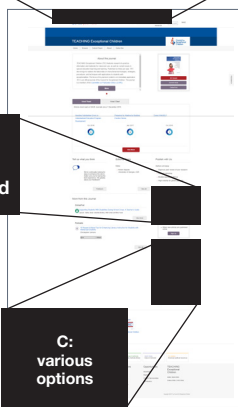
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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
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%

Contact Details

Publisher:

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

For all advertising, reprint and supplement sales:

Tamara Haq
Senior Account Manager
Tel: +44 (0) 207 336 9122
Email: tamara.haq@sagepub.co.uk

For artwork submission:

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