

# Advertising Rates And Specifications - 2018



Editor: **Professor Jaroslaw Krejza**, *University of Maryland Medical Center, USA*

**The Neurology Journal (NRJ)** is a peer-reviewed clinical practice journal documenting the current state of diagnostic neuroradiology worldwide. The majority of editorial board members are national leaders in the field of neuroradiology, and is an official journal of many national neuroradiological societies.

The Neurology Journal (NRJ) is the official journal of:

- AINR - Associazione Italiana di Neuroradiologia
- The Neurologists of Alpe-Adria
- ANRS - Albanian Neurological Society
- PANRS - Pan Arab NeuroRadiology Society
- Radiological Society of Saudi Arabia, Division of Neuroradiology
- ISNR - Indian Society of Neuroradiology
- Indonesian Society of Neuroradiology
- Israeli Society of Neuroradiology
- Malaysia College of Radiology
- Neuroradiology Section - Pakistan Psychiatry Research Centre
- Section of Neuroradiology - Polish Radiological Society
- The Neurologists of Romania
- Section of Neuroradiology of Serbia and Montenegro
- SILAN - Sociedad Ibero Latino Americana de Neuroradiologica
- Neuroradiology Section of Singapore Radiological Society
- Slovenian Society of Neuroradiology
- Neurological Society Taiwan
- TSNR - Turkish Society of Neuroradiology
- Egyptian Society of Neuroradiology
- Neuroradiology Section of the Radiology Society of Iran

Readership profile: Neuroradiologists, Radiologists, Neurologists, Neurosurgeons, Research Scientists with interest in Neuroradiology, Neuro Intensive Care Specialists

## Readership

**Volume: 31**

Readership: 5,000

Frequency: The journal is published 6 times per year.

**Online** - [journals.sagepub.com/home/neu](http://journals.sagepub.com/home/neu)

Average Monthly Page Views: 8,242\*

Average Monthly Unique Visitors: 3,439

e-Toc registrants: 21

## Geographical Distribution



## Advertising Rates & Information - 2018

### Closing dates for 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 March 2018
June	26 March 2018	02 April 2018	01 June 2018
August*	25 May 2018	01 June 2018	01 August 2018
October	30 July 2018	06 August 2018	01 October 2018
December	24 September 2018	01 October 2018	01 December 2018

### Print advertising rates – 2018:

Colour Rates	
Frequency	1x
Full Page	£3,714
Outside Back Cover	£6,365
Inside Front Cover	£4,774
Inside Back Cover	£4,244
Double Spread	£7,426

### Bonus Distribution

- April: European Stroke Organisation Conference 2018, 15-18 May 2018 - Goteborg, Sweden
- August: 11th World Stroke Congress (WSC 2018) 17-20 October, 2018 - Montreal Canada

## Advertising Benefits

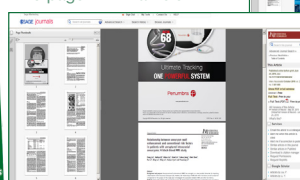
Efficient and effective promotional opportunities with unrivalled exposure to your message as your ad page is published at the same time in:

- Print issue
- Cover to cover pdf of the issue
- Individual Articles pdf - your artwork is allocated randomly to the first page of an article pdf. Cover positions will entitle you to have your advert on more article pdfs.

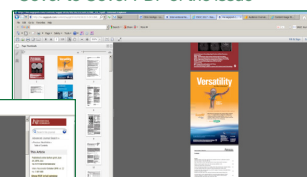
Ad Page - Print Issue



Ad page within article PDF



Cover to Cover PDF of the issue



## 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.

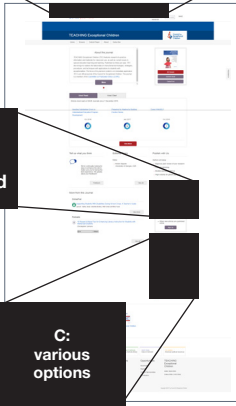
**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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 advertisements

Full page, bleed  
303mm (h) x 216mm (w)

Full page, trim size  
297mm (h) x 210mm (w)

Full page, type area  
250mm (h) x 180mm (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

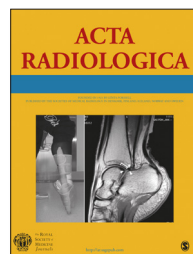
Agency commission 10%

## Related Journals



Interventional  
Neuroradiology

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



Acta Radiologica

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



Journal of the Intensive  
Care Society

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

## Contact Details

### Publisher:

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