Advertising Rates And Specifications - 2018

Editor: Timothy M. Bach, La Trobe University, Australia

Prosthetics and Orthotics International is the official journal of the International Society for Prosthetics and Orthotics (ISPO)

Prosthetics and Orthotics International is an international, multidisciplinary journal for all professionals who have an interest in the medical, clinical, rehabilitation, technical, educational and research aspects of prosthetics, orthotics and rehabilitation engineering, as well as their related topics. The Journal publishes review articles, experimental and clinical research papers, case studies, technical notes, reports on prosthetics, orthotics and rehabilitation engineering practice, and book reviews. Occasionally special issues on specific themes of interest to the Journal’s readership are published. Information about ISPO activities and the outcomes of the ISPO consensus conferences and working groups that are held are also published.

Readership profile: professional groups including medical practitioners, prosthetics and orthotists, rehabilitation engineers, physiotherapists, occupational therapists, clinical psychologists and those involved in nursing, education and engineering

Journal Statistics

Volume: 41
2016 ISI Impact Factor: 1.185

Ranking: 47/76 in Orthopedics
42/65 in Rehabilitation (SCI)
Source: 2016 Journal Citation Reports® (Clarivate Analytics, 2017)

Print
Circulation: 2,577
Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/poi
Average Monthly Page Views: 14,856*
Average Monthly Unique Visitors: 6,156
e-Toc registrants: 367

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

Print Geographical Distribution
Europe: 49%
Asia Pacific: 24%
USA: 5%
ROW: 15%

Online Geographical Distribution
Asia: 27%
Europe: 18%
USA: 5%
ROW: 12%
UK: 9%
US/Canada: 34%

Advertising Rates & Information - 2018

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>February</td>
<td>04 December 2017</td>
<td>11 December 2017</td>
<td>01 February 2018</td>
</tr>
<tr>
<td>April*</td>
<td>01 February 2018</td>
<td>08 February 2018</td>
<td>01 April 2018</td>
</tr>
<tr>
<td>June</td>
<td>02 April 2018</td>
<td>09 April 2018</td>
<td>01 June 2018</td>
</tr>
<tr>
<td>August*</td>
<td>01 June 2018</td>
<td>08 June 2018</td>
<td>01 August 2018</td>
</tr>
<tr>
<td>October</td>
<td>31 July 2018</td>
<td>07 August 2018</td>
<td>01 October 2018</td>
</tr>
<tr>
<td>December</td>
<td>01 October 2018</td>
<td>08 October 2018</td>
<td>01 December 2018</td>
</tr>
</tbody>
</table>

Print advertising rates – 2018:

Colour Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,699</td>
<td>£1,571</td>
<td>£1,443</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£1,954</td>
<td>£1,806</td>
<td>£1,660</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,870</td>
<td>£1,729</td>
<td>£1,588</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,784</td>
<td>£1,650</td>
<td>£1,516</td>
</tr>
<tr>
<td>Half Page</td>
<td>£990</td>
<td>£916</td>
<td>£841</td>
</tr>
<tr>
<td>Double Spread</td>
<td>£2,974</td>
<td>£2,750</td>
<td>£2,526</td>
</tr>
</tbody>
</table>

Black and White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>£1,103</td>
<td>£1,020</td>
<td>£938</td>
</tr>
</tbody>
</table>

*Bonus Distribution
- April: OT World
- August: AOPA - American Orthotic and Prosthetic Association 2018 Annual Meeting
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

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>286mm (h) x 216mm (w)</td>
</tr>
<tr>
<td></td>
<td>280mm (h) x 210mm (w)</td>
</tr>
<tr>
<td>Half Page</td>
<td>120mm (h) x 180mm (w)</td>
</tr>
<tr>
<td></td>
<td>140mm (h) x 210mm (w)</td>
</tr>
<tr>
<td></td>
<td>250mm (h) x 85mm (w)</td>
</tr>
<tr>
<td></td>
<td>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.

Related Journals

- **The Journal of Hand Surgery**
  - journals.sagepub.com/home/jhs
- **Shoulder & Elbow**
  - journals.sagepub.com/home/seg
- **Hand Therapy**
  - journals.sagepub.com/home/tht

Contact Details

Publisher:
SAGE Publishing Ltd, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

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