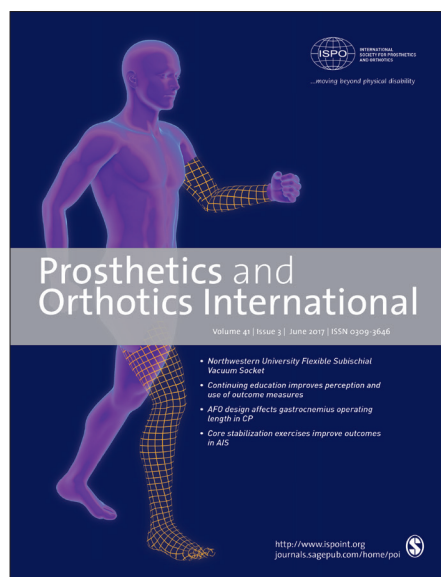


# Advertising Rates And Specifications - 2018



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](http://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



### Online Geographical Distribution



## Advertising Rates & Information - 2018

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
February	04 December 2017	11 December 2017	01 February 2018
<b>April*</b>	01 February 2018	08 February 2018	01 April 2018
June	02 April 2018	09 April 2018	01 June 2018
<b>August*</b>	01 June 2018	08 June 2018	01 August 2018
October	31 July 2018	07 August 2018	01 October 2018
December	01 October 2018	08 October 2018	01 December 2018

### Print advertising rates – 2018:

#### Colour Rates

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

#### Black and White Rates

Frequency	1x	3x	6x
<b>Full Page</b>	£1,103	£1,020	£938

### \*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.

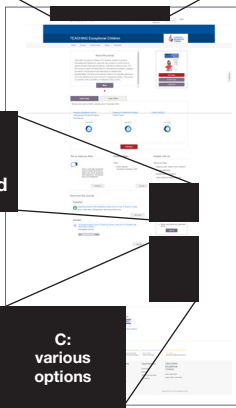
**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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

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)

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.

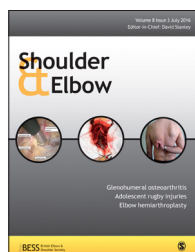
Agency commission 10%

## Related Journals



The Journal of Hand Surgery

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



Shoulder & Elbow

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



Hand Therapy

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

## Contact Details

**Publisher:**

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

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

Neil Cheshier  
Commercial Sales Account Manager  
Tel: +44 (0) 207 324 8601  
Email: [neil.cheshier@sagepub.co.uk](mailto:neil.cheshier@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)