

Advertising Rates And Specifications - 2018



Editor: **Rosario Brancato**

The **European Journal of Ophthalmology** was founded in 1991 and is issued in print bi-monthly. It publishes only peer-reviewed original research reporting clinical observations and laboratory investigations with clinical relevance focusing on new diagnostic and surgical techniques, instrument and therapy updates, results of clinical trials and research findings.

Readership profile: Ophthalmologists, Vision Scientists, Ophthalmic Surgeons, Neurophysiologists, Paediatric ophthalmologists

Journal Statistics

Volume: 27

Impact Factor 2016: 1.192

Ranking: 48/59 in Ophthalmology

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

Print

Circulation: 135

Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/ejo

e-Toc registrants: TBC

Readership Information

UK: 3%



Advertising Rates & Information - 2018

Closing dates for print advertising:

Issue	Space reservation	Copy deadline
January	08 November 2017	15 November 2017
March	04 January 2018	11 January 2018
May	03 March 2018	10 March 2018
July	03 May 2018	10 May 2018
September	03 July 2018	10 July 2018
November	03 August 2018	10 August 2018

Print advertising rates – 2018:

Colour Rates		
Frequency	1x	3x
Full Page	€1850,00	€1750,00
Outside Back cover	€200,00	€200,00
Inside Front Cover	€2250,00	€2150,00
Inside Back Cover	€2035,00	€1935,00
Half Page	€835,00	€790,00
Double Page spread	€300,00	€3000,00
Black and White		
Full Page	€1000,00	€935,00
Half Page	€675,00	€640,00

*Bonus Distribution:

- March issue: 16th SOI International Congress (16-19 May, Milan)
- May issue: World Ophthalmology Congress 2018 (16-19 June, Barcelona)
- November issue: 98th SOI National Congress (28 Nov - 1 Dec, Rome)

Other Promotional Opportunities

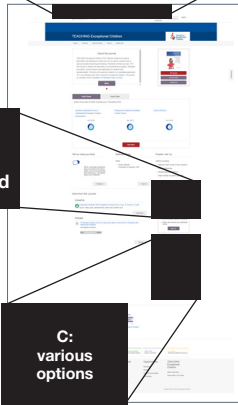
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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 - Commercial Sales

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