

# Advertising Rates And Specifications - 2018



Editor: **Andrea Remuzzi**

**The International Journal of Artificial Organs (IJAO)** publishes monthly peer-reviewed research and clinical, experimental and theoretical, contributions to the field of artificial, bioartificial and tissue-engineered organs. The mission of the IJAO is to foster the development and optimization of artificial, bioartificial and tissue-engineered organs, for implantation or use in procedures, to treat functional deficits of all human tissues and organs.

**Readership profile:** Nephrologists, Bioengineers, Cardiac Engineers & Cardiovascular Surgeons, Physiologists, Stem Cell & Regenerative Medicine Researchers, Biomechanical Engineers, Transplant Surgeons

## Journal Statistics

Impact Factor 2016: 1.169

Ranking: 54/77 in Engineering, Biomedical  
22/25 in Transplantation

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

### Print

Circulation: 120

Frequency: This journal is published 12 times per year

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

e-Toc registrants: TBC

## Readership Data

Europe: 59%

Americas: 30%

ROW: 11%

## Advertising Rates & Information - 2018

### Closing dates for print advertising:

Issue	Space reservation	Materials
January	02 November 2017	09 December 2017
February	02 December 2017	09 December 2017
March	04 January 2018	11 January 2018
April	03 February 2018	10 February 2018
May	03 March 2018	10 March 2018
June	03 April 2018	10 April 2018
July	03 May 2018	10 May 2018
August	03 June 2018	10 June 2018
September	03 July 2018	10 July 2018
October	03 August 2018	10 August 2018
November	04 September 2018	11 September 2018
December	05 October 2018	12 October 2018

### Print advertising rates – 2018:

Colour Rates			
Frequency	1x	3x	6x
Full Page	€1,850.00	€1,750.00	€1,650.00
Outside Back cover	€2,800.00	€2,700.00	€2,600.00
Inside Front Cover	€2,250.00	€2,150.00	€2,050.00
Inside Back Cover	€2,035.00	€1,935.00	€1,835.00
Half Page	€835.00	€790.00	€750.00
Double Page spread	€3,100.00	€3,000.00	€2,900.00
Black and White			
Full Page	€1,000.00	€935.00	€880.00
Half Page	€675.00	€640.00	€610.00

\*Bonus Distribution: TBC

## Other Promotional Opportunities

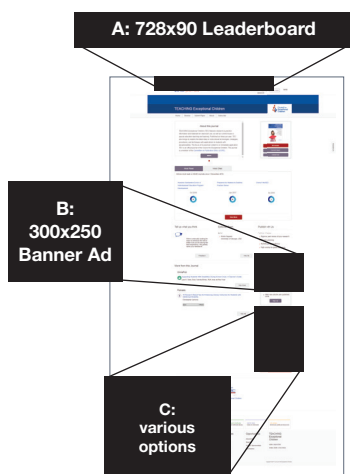
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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

#### 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:

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