

Advertising Rates And Specifications - 2018



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Il Giornale di Tecniche Nefrologiche e Dialitiche (GTND), fondato nel 1988 da Nicola Di Paolo e Umberto Buoncristiani, è un'autorevole rivista specializzata in nefrologia, dialisi e trapianto renale. È pubblicato in associazione con EDTNA/ERCA Filiale Italiana e in collaborazione con Associazione Italiana Rene Policistico /AIRP.

IL GTND è un periodico con cadenza trimestrale rivolto a medici nefrologi, specializzandi in nefrologia, infermieri di nefrologia, dialisi e trapianto, tecnici di dialisi e dietisti renali. Pubblica editoriali, rassegne, articoli originali, short communication e lettere. Pubblica, inoltre, supplementi monotematici, dibattiti o indagini correlate alla nefrologia.

Readership profile: Nefrologi, specializzandi in nefrologia, infermieri di nefrologia, dialisi e trapianto, tecnici di dialisi e dietisti renali

Journal Statistics

Volume: 29

Print

Online - journals.sagepub.com/home/gtn

Circulation: 185
Frequency: Quarterly

e-Toc registrants: TBC

Advertising Rates & Information - 2018

Closing dates for print advertising:

| Issue | Space reservation | Copy deadline |
|-----------|-------------------|-----------------|
| March | 04 January 2018 | 11 January 2018 |
| June | 03 April 2018 | 10 April 2018 |
| September | 03 July 2018 | 10 July 2018 |
| December | 05 October 2018 | 12 October 2018 |

Print advertising rates – 2018:

| Colour Rates | | | |
|---------------------------|----------|----------|----------|
| Frequency | 1x | 3x | 6x |
| Full Page | €1850,00 | €1750,00 | €1650,00 |
| Outside Back cover | €200,00 | €200,00 | €200,00 |
| Inside Front Cover | €2250,00 | €2150,00 | €2050,00 |
| Inside Back Cover | €2035,00 | €1935,00 | €1835,00 |
| Half Page | €835,00 | €790,00 | €750,00 |
| Double Page spread | €300,00 | €3000,00 | €200,00 |
| Black and White | | | |
| Full Page | €1000,00 | €935,00 | €880,00 |
| Half Page | €675,00 | €640,00 | €610,00 |

*Bonus Distribution: TBC

Other Promotional Opportunities

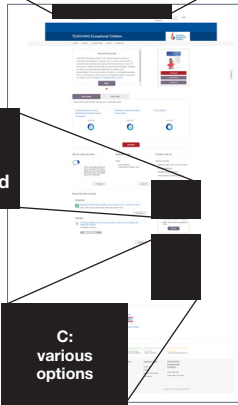
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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

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

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