

Advertising Rates And Specifications - 2018



Editor: **Maurizio Gallieni**

The Journal of Vascular Access (JVA), issued six times per year, considers the publication of original manuscripts dealing with clinical and laboratory investigations in the fast growing field of vascular access. In addition reviews, case reports and clinical trials are welcome, as well as papers dedicated to more practical aspects covering new devices and techniques. All contributions, coming from all over the world, undergo the peer-review process. **The Journal of Vascular Access** is divided into independent sections, each led by editors of the highest scientific level:

- Dialysis
- Oncology
- Interventional radiology
- Nutrition
- Nursing
- Intensive care

Readership profile: Nephrologists, radiologists, vascular surgeons, oncologists, intensive care unit specialists, anesthesiologists, nurses

Journal Statistics

Volume: 18

Impact Factor 2016: 1.209

Ranking: 56/63 in Peripheral Vascular Disease

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

Print

Circulation: 310

Frequency: Bi-monthly

Online - journals.sagepub.com/home/jva

e-Toc registrants: TBC

Readership Information

Europe: 31%

Americas: 53%

ROW: 16%

Advertising Rates & Information - 2018

Closing dates for print advertising:

Issue	Space reservation	Materials 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	04 September 2018	11 September 2018

*Bonus Distribution:

• May ERA-EDTA Congress European Renal Association - May 24-27 2018 Copenhagen, Denmark

• February: ASDIN - American Society of Diagnostic and Interventional Nephrology - February 16-18 2019, Salt Lake City, UT USA

• April: 11th VAS (Vascular Access Society) Congress - April 6-8 2019, Rotterdam, the Netherlands

Print advertising rates – 2018:

Colour Rates

Frequency	1x	3x	6x
Full Page	€1850,00	€1750,00	€1650,00
Outside Back cover	€2800,00	€2700,00	€2600,00
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	€3100,00	€3000,00	€2900,00

Black and White

Full Page	€1000,00	€935,00	€880,00
Half Page	€675,00	€640,00	€610,00

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.

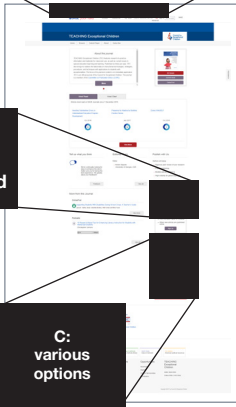
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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.

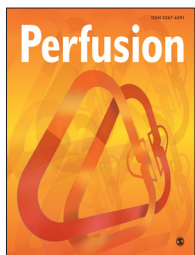
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

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.

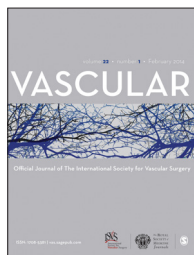
Agency commission 10%

Related Journals



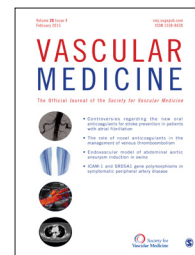
Perfusion

journals.sagepub.com/home/prf



Vascular

journals.sagepub.com/home/vas



Vascular Medicine

journals.sagepub.com/home/vmj

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