

# Advertising Rates And Specifications - 2018



Organization affiliation: National Commission on Correctional Health Care (NCCHC)

**Readership profile:** The *Journal of Correctional Health Care* is read by correctional health care professionals including allied health practitioners and administrators, clinicians, health care researchers, medical directors, mental health professionals, nurses, oral health professionals, physicians, and public health professionals.

**Editor:** John R. Miles, MPA

The *Journal of Correctional Health Care (JCHC)* is a national, peer-reviewed scientific journal that addresses correctional health care topics. It features original research, case studies, best practices, literature reviews, and more to keep correctional health professionals up-to-date on trends and developments important to their field.

The mission of the National Commission on Correctional Health Care is to improve the quality of health care in jails, prisons, and juvenile confinement facilities. With support from the major national organizations representing the fields of health, law, and corrections, NCCHC's leadership in setting standards for health services is widely recognized.

## Journal Information

### Print

Circulation: 900

Frequency: 4 times per year

### Online

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

### Print distribution

1000

### Digital usage

Australasia: 5.6% Northern Europe: 8.2%

714+82+56+27+121

Southeast Asia: 2.7%

## Advertising Rates & Information

### Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
January	08-Nov-17	15-Nov-17	28-Nov-17
April	15-Feb-18	23-Feb-18	06-Mar-18
July	04-May-18	11-May-18	22-May-18
October	16-Aug-18	23-Aug-18	04-Sep-18

### COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover.....	Earned B&W rate + 35%
Inside Back Cover.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%
Facing Table of Contents.....	Earned B&W rate + 30%
Facing First Text Page.....	Earned B&W rate + 25%
Other Specified Positions.....	Earned B&W rate + 15%

### Print advertising rates

#### Black and white rates

Frequency	1x	4x	8x	12x
1 page	\$1,625	\$1,595	\$1,385	\$1,315
1/2 page	\$1,300	\$1,275	\$1,110	\$1,055
1/4 page	\$780	\$765	\$665	\$635

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**COLOR RATES:** Full page 4-Color charge (in addition to B&W rate above) ..... \$1,135

**AGENCY COMMISSION:** 15%

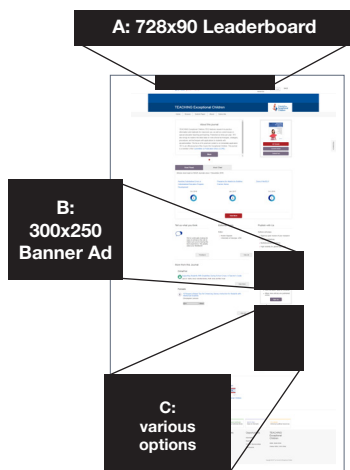
**PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

## Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special sections
- Custom publications



## 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

Trim size: 6.875 x 10

Binding: Perfect Bind

All advertising is subject to NCCHC approval.

Ad dimensions are listed in inches.

All live copy should be no closer than 1/4" from trim.

	Non-Bleed	Bleed
Full page	6.375 x 9.5	7.125 x 10.25
1/2 page vertical	3 x 9.5	
1/2 page horizontal	6.375 x 4.5	
1/4 page vertical	3 x 4.5	

### REQUIREMENTS FOR ELECTRONIC DELIVERY

#### General Instructions

A high resolution press-ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and **900-1200 dpi** for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

#### Image Size/Crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

#### Proof Instructions

**Color Ads** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—[www.swop.org](http://www.swop.org)) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

**B&W Ads** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

#### File Submission Instructions

Please supply files on one of the following media: CD-ROM or e-mail. If emailing artwork, then send the proof in a separate package in the mail.

#### JCHC INSERTS

##### Tipped-in Inserts:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

#### DIGITAL ADVERTISING DISCLAIMER:

Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE's approval prior to printing. For any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

## Contact Details

### FOR DISPLAY AND CLASSIFIED ADVERTISING

Mac McKay  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 490-7420  
Fax: (805) 375-5282  
Email: [mac.mckay@sagepub.com](mailto:mac.mckay@sagepub.com)

### FOR ARTWORK DELIVERY

Wendy Worman  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7635  
Fax: (805) 410-7009  
Email: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### PRE-PRINTED INSERTS

Ship To:  
(list journal name, issue # and quantity on boxes/skid)  
Edwards Brothers  
Attn: Grace Zyla  
800 Edwards Drive  
Lillington, NC 27546  
Phone: (919) 639-975

### FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7763  
Fax: (805) 410-7009  
Email: [reprint@sagepub.com](mailto:reprint@sagepub.com)