

Advertising Rates and Specifications - 2018



Society Affiliation: National Psoriasis Foundation (NPF)

Readership profile: experts in psoriasis and psoriatic arthritis care, HCP offices, and related professionals.

Editors: **Alice B. Gottlieb, M.D., Ph.D.** *New York Medical College*, **John Y. M. Koo, M.D.**, *University of California - San Francisco Medical Center*, and **Mark Lebwohl, M.D.**, *Icahn School of Medicine at Mount Sinai*

Journal of Psoriasis and Psoriatic Arthritis (JPPA) is a peer-reviewed medical journal edited by the leading experts in psoriatic disease. Featuring original research, reviews, case reports and commentary, it is the only journal of its kind publishing the latest basic science and clinical findings in the fields of psoriasis and psoriatic arthritis.

National Psoriasis Foundation (NPF) is the world's largest nonprofit serving those with psoriasis and psoriatic arthritis. In addition to serving 2.1 million people annually through our education and advocacy initiatives, NPF has funded more than \$15 million in psoriatic disease research grants and fellowships.

Journal Information

Print

Circulation: 12,000

Frequency: Quarterly

Online

journals.sagepub.com/home/jps

Advertising Rates and Information

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
January	January 10, 2018	January 10, 2018	January 10, 2018
April	March 13, 2018	March 21, 2018	March 21, 2018
July	June 15, 2018	June 26, 2018	June 26, 2018
October	September 14, 2018	September 27, 2018	September 27, 2018

Print advertising rates

JPPA rates

	1x	2x	3x	4x
Full Page Color	\$4,600	\$ 4,390	\$ 4,158	\$ 3,938
Patient Info Page B&W	\$2,420	\$ 2,310	\$ 2,188	\$ 2,072
Inside Front Cover	\$5,592	\$ 5,336	\$ 5,055	\$ 4,786
Inside Back Cover	\$5,256	\$ 5,016	\$ 4,752	\$ 4,500
Back Cover	\$6,325	\$ 6,036	\$ 5,718	\$ 5,415
Facing Table of Contents	\$5,326	\$ 5,053	\$ 4,750	\$ 4,465
Facing First Text Page	\$5,205	\$ 4,942	\$ 4,652	\$ 4,378
Other Specified Positions	\$4,963	\$ 4,722	\$ 4,455	\$ 4,202

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.

AGENCY COMMISSION: 15%

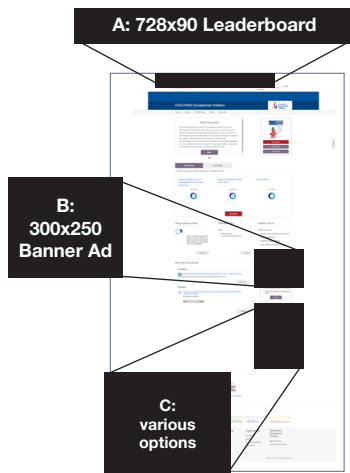
PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

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: 8.5 x 11

Binding: Perfect Bind

All advertising is subject to NPS approval.

Ad dimensions are listed in inches.

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

	Non-Bleed	Bleed
Full page:	8 x 10.5	8.75 x 11.25
½ page vertical:	3.75 X 10.5	
½ page horizontal:	8 X 5	
¼ page vertical:	3.75 X 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) 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 e-mailing artwork, then send the proof in a separate package in the mail.

JPPA 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

Kelsey Ohle
SAGE Publications
Phone: (805) 410-7474
Fax: (805) 375-5282
E-mail: kelsey.ohle@sagepub.com

FOR ARTWORK DELIVERY

Wendy Worman
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7635
Fax: (805) 410-7356
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

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
E-mail: reprint@sagepub.com