Advertising Rates And Specifications - 2018

Society Affiliation: American Cleft Palate-Craniofacial Association (ACPA)

Readership profile: The Cleft Palate–Craniofacial Journal (CPCJ) is read by private practice, hospital, and university professionals in plastic surgery, orthodontics/dentistry, speech language pathology, oral/maxillofacial surgery, and other related areas.

Editor: Jack C. Yu, DMD, MD, MS ED

The Cleft Palate–Craniofacial Journal (CPCJ) is the premier peer-reviewed, interdisciplinary, international journal dedicated to current research on etiology, prevention, diagnosis, and treatment in all areas pertaining to craniofacial anomalies. The Journal reports on basic science and clinical research aimed at better elucidating the pathogenesis, pathology, and optimal methods of treatment of cleft and craniofacial anomalies, and strives to foster communication and cooperation among professionals from all specialties.

For more than 50 years, CPCJ has been considered the industry leader, and the definitive source for the very latest in technique and treatment. Backed by the American Cleft Palate-Craniofacial Association’s dedication to current and original research, CPCJ is a necessary resource for experts in more than 30 distinct disciplines.

Journal Information

Print

Circulation: 2,000

Frequency: 10 times per year

Online

journals.sagepub.com/home/cpc

Advertising Rates & Information

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Insert deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>10-Nov-17</td>
<td>17-Nov-17</td>
<td>30-Nov-17</td>
</tr>
<tr>
<td>February</td>
<td>7-Dec-17</td>
<td>14-Dec-17</td>
<td>27-Dec-17</td>
</tr>
<tr>
<td>March</td>
<td>8-Jan-18</td>
<td>16-Jan-18</td>
<td>25-Jan-18</td>
</tr>
<tr>
<td>April</td>
<td>12-Feb-18</td>
<td>20-Feb-18</td>
<td>1-Mar-18</td>
</tr>
<tr>
<td>July</td>
<td>14-May-18</td>
<td>21-May-18</td>
<td>31-May-18</td>
</tr>
<tr>
<td>August</td>
<td>11-Jun-18</td>
<td>18-Jun-18</td>
<td>27-Jun-18</td>
</tr>
<tr>
<td>September</td>
<td>10-Jul-18</td>
<td>17-Jul-18</td>
<td>26-Jul-18</td>
</tr>
<tr>
<td>October</td>
<td>13-Aug-18</td>
<td>20-Aug-18</td>
<td>29-Aug-18</td>
</tr>
<tr>
<td>December</td>
<td>11-Sep-18</td>
<td>18-Sep-18</td>
<td>27-Sep-18</td>
</tr>
</tbody>
</table>

Print advertising rates

<table>
<thead>
<tr>
<th>Black and white rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>1 page</td>
</tr>
<tr>
<td>1/2 page</td>
</tr>
<tr>
<td>1/4 page</td>
</tr>
</tbody>
</table>

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) $500

AGENCY COMMISSION: 15%

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

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

<table>
<thead>
<tr>
<th>Position</th>
<th>Earned B&amp;W rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>35%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>50%</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>25%</td>
</tr>
<tr>
<td>Other Specified Positions</td>
<td>15%</td>
</tr>
</tbody>
</table>

Other Promotional Opportunities

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

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: 8.375 x 10.875
Binding: Perfect Bind
All advertising is subject to ACPA approval.
Ad dimensions are listed in inches.
All live copy should be no closer than 1/4” from trim.

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7.875 x 10.375</td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3.675 x 10.375</td>
</tr>
<tr>
<td>½ page horizontal:</td>
<td>7.875 x 5</td>
</tr>
<tr>
<td>¼ page vertical:</td>
<td>3.675 x 5</td>
</tr>
</tbody>
</table>

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. 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.

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.

CPCJ 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 ¼” 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. 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.

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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) 410-7009
E-mail: advertising@sagepub.com

**PRE-PRINTED INSERTS**
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle/Pamela 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