

Advertising Rates And Specifications - 2019



Editor: **Professor Heather Loveday**, *University of West London, UK*

Journal of Infection Prevention is the professional publication of the Infection Prevention Society. The aim of the journal is to advance the evidence base in infection prevention and control, and to provide a publishing platform for all health professionals interested in this field of practice. The journal is a bi-monthly peer-reviewed publication containing a wide range of articles: Original primary research studies, Qualitative and quantitative studies, Reviews of the evidence on various topics, Practice development project reports, Guidelines for practice, Case studies, Overviews of infectious diseases and their causative organisms, Audit and surveillance studies/projects and Outbreak reports.

Readership profile: infection prevention and control professionals, public health and health protection specialists, pharmacists with an interest in antimicrobial agents, allied health professionals, primary care professionals including general practice staff, dental staff and sexual health specialists

Journal Statistics

Volume: 20

2017 SJR (SCImago Journal Rank): 20/56 in Advanced and Specialized Nursing, 143/236 in Health Policy, 339/526 in Public Health, Environmental and Occupational Health, 203/287 in Infectious Diseases

Print

Circulation: 1,926

Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/bji

Average Monthly Page Views: 10,725*

Average Monthly Unique Visitors: 5,785

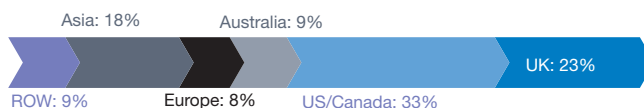
e-Toc registrants: TBC

*Online Statistics refer to the number of advert impressions served by one banner position

Print Geographical Distribution



Online Geographical Distribution



Advertising Rates & Information - 2019

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	05 November 2018	14 November 2018	01 January 2019
March	21 December 2018	15 January 2019	01 March 2019
May	04 March 2019	11 March 2019	01 May 2019
July	04 May 2019	11 May 2019	01 July 2019
September*	08 July 2019	16 July 2019	01 September 2019
November	10 September 2019	17 September 2019	01 November 2019

Print advertising rates – 2019:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,913	£1,770	£1,626
Outside Back Cover	£2,201	£2,035	£1,871
Inside Front Cover	£2,105	£1,947	£1,790
Inside Back Cover	£2,010	£1,859	£1,708
Half Page	£1,070	£989	£909
Quarter Page	£641	£593	£492
Double Spread	£3,827	£3,540	£3,252

Black and White Rates

Frequency	1x	3x	6x
Full Page	£1,295	£1,198	£1,100

*Bonus Distribution

- September: IPS Annual Meeting 2019 (September)

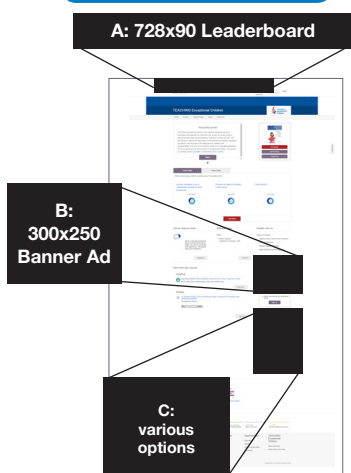
Other Promotional Opportunities

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



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

For all advertising, reprint and supplement sales:

Neil Chesher
Commercial Sales Account Manager
Tel: +44 (0)20 7324 8601
Email: neil.chesher@sagepub.co.uk

For artwork submission:

Lydia Fried
Commercial Sales Administrator
Tel: +44 (0)203 215 0126
Email: lydia.fried@sagepub.co.uk