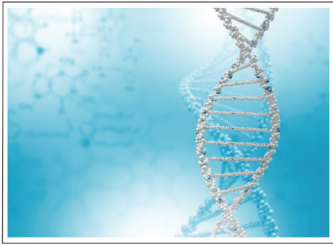


# Advertising Rates and Specifications - 2019

## Applied Biosafety

www.abisa.org Volume 23, Number 2, June 2019



journals.sagepub.com/home/apb  
ISSN: 1533-6719

Society Affiliation: ABSA International

**Readership profile:** *Applied Biosafety (APB)* readers include biological safety specialists and professionals from virtually all major universities and representatives from federal, state, and local agencies, private laboratories, manufacturers, pharmaceutical companies, and distributors of biological safety equipment, both national and international.

Coeditors-in-Chief: **Barbara Johnson** and **Karen B. Byers**

**Applied Biosafety: Journal of ABSA International (APB)** is a peer-reviewed, scientific journal committed to promoting global biosafety awareness and best practices to prevent occupational exposures and adverse environmental impacts related to biohazardous releases. A goal of **Applied Biosafety** is to provide a forum for exchange of sound biosafety and biosecurity initiatives through publication of original articles, review articles, letters to the editors, commentaries, and brief reviews. We welcome and encourage submissions which further the profession of biosafety.

ABSA International (American Biological Safety Association) was founded in 1984 to promote biosafety as a scientific discipline and serve the growing needs of biosafety professionals throughout the world. The Association's goals are to provide a professional association that represents the interests and needs of practitioners of biological safety, and to provide a forum for the continued and timely exchange of biosafety information.

## Journal Information

### Print

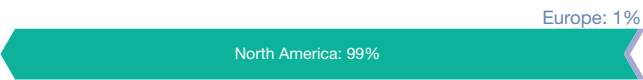
Circulation: 1,250

Frequency: 4 times per year

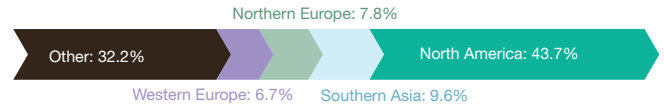
### Online

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

### Print distribution



### Digital usage



## Advertising Rates & Information

### Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
March	27-Dec-18	07-Jan-19	17-Jan-19
June	03-Apr-19	10-Apr-19	19-Apr-19
September	02-Jul-19	10-Jul-19	19-Jul-19
December	02-Oct-19	09-Oct-19	18-Oct-19

### 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	3x	6x
1 page	\$1,540	\$1,510	\$1,315
1/2 page	\$1,230	\$1,210	\$1,050
1/4 page	\$740	\$725	\$630

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%

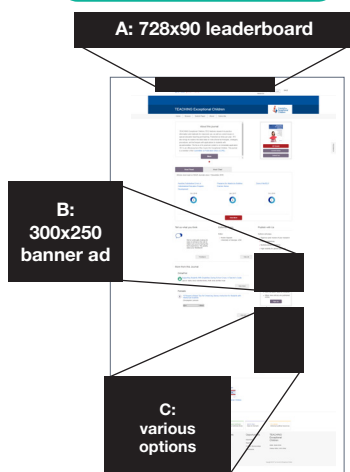
**Payment terms:** Terms for invoices are Net 30. SAGE reserves the right to withhold advertising from delinquent advertisers.

## 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 ABSA International's approval.

All live copy should be no closer than 0.25" from trim.

	Non-Bleed	Bleed
Full page	8" x 10.5"	8.75" x 11.25"
1/2 page vertical	3.75" x 10.5"	
1/2 page horizontal	8" x 5"	
1/4 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 SAGE in **CMYK** color mode. SAGE 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 0.125" 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 SAGE 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.

#### Inserts

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 0.125" trim beyond the crop mark area of the head, foot, gutter, and face of the advertisement. Perforations must be 0.375" from gutter.

All live copy should be no closer than 0.25" 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 posting. 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

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[cameron.shannon@sagepub.com](mailto:cameron.shannon@sagepub.com)

### FOR ARTWORK DELIVERY

Cody Michel  
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2455 Teller Road  
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Fax: (805) 375-5282  
E-mail:  
[cody.michel@sagepub.com](mailto:cody.michel@sagepub.com)

### PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)  
Ship To:  
Mary Heiliger, CSR  
Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331 USA  
Phone: (800) 635-7181 ext. 8145

### FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
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E-mail: [reprint@sagepub.com](mailto:reprint@sagepub.com)