

Advertising rates and specifications Effective from 1 November 2008

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ASIAN CARDIOVASCULAR & THORACIC ANNALS

Online Submission at
<http://www.asian-annals.org>

<http://aan.sagepub.com>

 **SAGE**

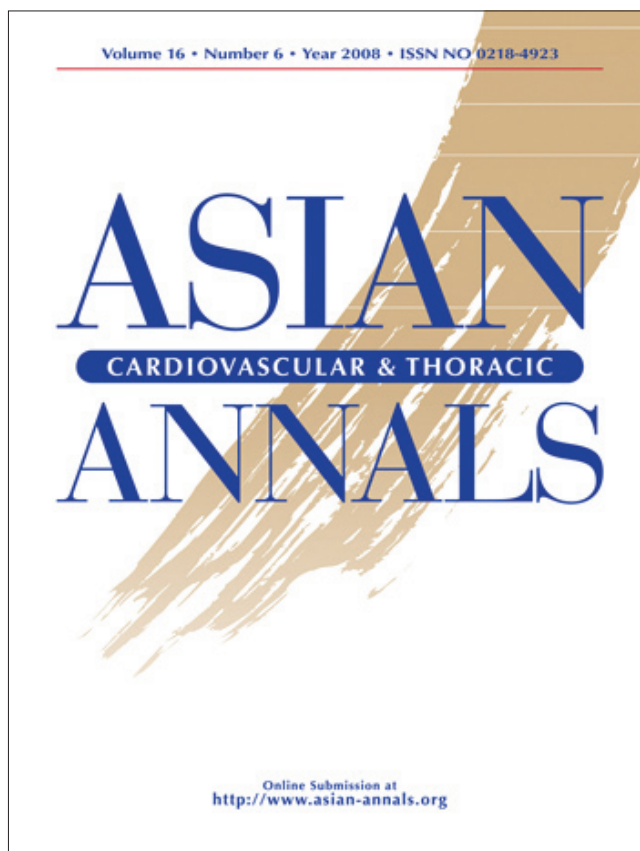
About The Journal of Asian Cardiovascular & Thoracic Annals

The *Asian Cardiovascular & Thoracic Annals* is an international peer-reviewed journal pertaining to cardiovascular and thoracic medicine.

The Asian Annals has been the “Voice of Cardiac Medicine in Asia” and the Pacific rim since it was launched in 1993. The focus of the Asian Annals is the care of the heart. The Annals has been the Official Journal of the Asian Society for Cardiovascular and Thoracic Surgery since 1999, the region’s leading cardiovascular and thoracic surgical organisation.

Readership profile

The mission of the Asian Annals is to provide a forum for cardiovascular and thoracic surgeons, cardiologists, and allied health care professionals from Asia and the Pacific Rim to discuss the diagnosis and treatment of cardiovascular and thoracic diseases from a regional perspective.



Circulation

1,000

Frequency

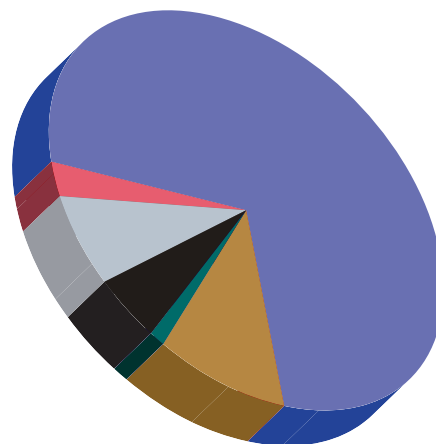
The journal is published six times a year.

Current volume

17

Geographical breakdown

Asia: 74.6%
Middle East: 9.9%
UK: 1.3%
Europe: 4.7%
North America: 6.8%
Rest of the world: 2.7%



Advertising rates & information - 2009

Print advertising rates – 2009

Colour rates			
Frequency	1x	3x	6x
Full page	£1,780	£1,565	£1,350
Half page	£975	£800	£625

Black and white rates			
Frequency	1x	3x	6x
Full page	£1,000	£825	£615
Half page	£575	£448	£320

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.

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations.

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.

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
Feb issue	12 Jan 2009	19 Jan 2009	2 Feb 2009
Apr issue	16 Feb 2009	23 Feb 2009	1 Apr 2009
Jun issue	14 Apr 2009	21 Apr 2009	30 May 2009
Aug issue	22 Jun 2009	29 Jun 2009	1 Aug 2009
Oct issue	21 Aug 2009	28 Aug 2009	1 Oct 2009
Dec issue	16 Oct 2009	23 Oct 2009	1 Dec 2009

Online advertising

Banner advertising	3 months	6 months	12 months
Advertiser rate*	£300	£510	£720
Non-advertiser rate	£1,200	£2,040	£4,896

A maximum of three banners will rotate at any given time. The pricing above applies to all banner sizes and locations.

The advertiser rate applies to those companies advertising three or more times in the print journal during the current calendar year.

Available locations/sizes

Home page square banner (1) – 140 x 140 pixels
 Home page base banner (2) – 220 x 40 pixels
 Content pages banner (2) – 170 x 60 pixels

Other marketing opportunities

Belly band

A belly band is an advertisement that wraps around the middle of an issue. 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.

Supplements

Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

Reprints

Reprints of articles pertinent to your company's mission are excellent marketing support materials. They add credibility to your marketing message and give detailed information in an objective format. As a promotional piece, reprints represent a versatile sales tool for the distribution of up-to-date information to your target audience. We can offer printed and electronic reprints, translated reprints and reprints collections. Collections may include reprints from different journals, with varying publication dates.

Please contact Chloe Bond for rates and more information about any of these opportunities.

Additional information

Agency commission
15%

Payment terms

Terms for invoices are Net 30 days. The publisher reserves the right to withhold advertising from delinquent advertisers. Contact Chloe Bond for the full Terms and Conditions.

General policy on acceptance of advertising

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.

Mechanical requirements for print advertisements

Trim size
280mm x 420mm
Full page, non bleed
280mm x 210mm
Half page vertical, non bleed
280mm x 105mm
Half page horizontal, non bleed
140mm x 210mm

Bind-in cards and inserts

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 3mm trim beyond the crop mark area of the head, foot, gutter and face of the advertisement. Perforation must be 9mm from gutter. All live copy should be no closer than 6mm from the trim.

DELIVER PRE-PRINTED INSERTS

Christine Wooden
Customer Service Manager
PageBros, Mile Cross Lane,
Norwich NR6 6SA
Tel: 01603 778823

Requirements for electronic delivery

Please submit advertisements as print-ready PDFs. Files may be forwarded by email, or uploaded to an FTP site. Contact Chloe Bond for FTP instructions.

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. All bitmap/ line-art graphics should be a minimum of 600 dpi at the finished size.

Colour graphics must be in CMYK and/or pantones, not RGB.

The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Contact details

Publisher:

SAGE Publications Ltd, 1 Oliver's Yard,
55 City Road, London EC1Y 1SP

For all advertising, reprint and supplement sales:

Chloe Bond
Commercial Sales Executive
SAGE Publications
Tel: +44 (0)20 7336 9122
Email: chloe.bond@sagepub.co.uk

For artwork submission:

chloe.bond@sagepub.co.uk