

**Advertising rates and specifications  
Effective from 1 January 2011**

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# Perfusion



<http://prf.sagepub.com>

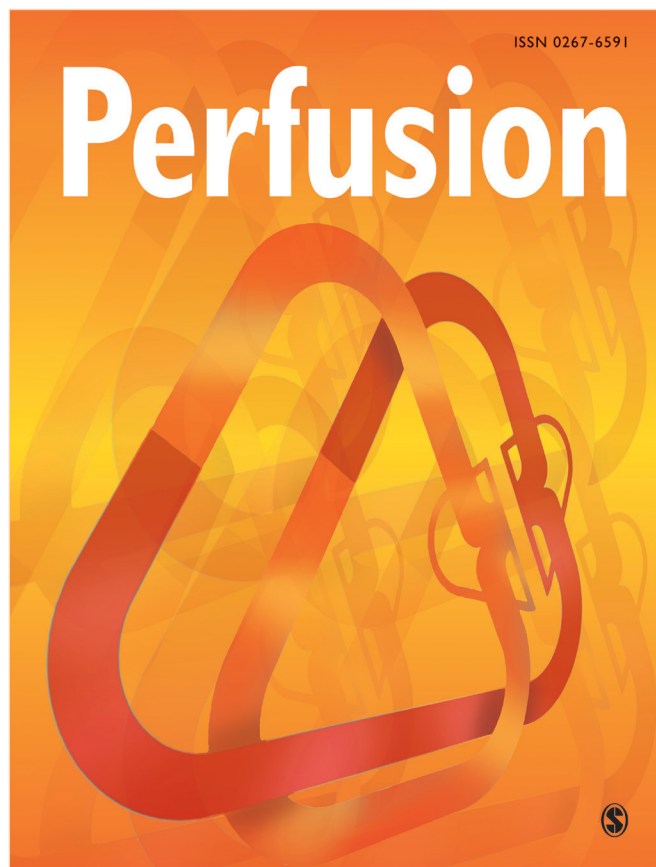
 **SAGE**

# About Perfusion

Perfusion provides current information on all aspects of perfusion, oxygenation and biocompatibility and their use in modern cardiac surgery. The journal is at the forefront of international research and development and presents an appropriately multidisciplinary approach to perfusion science.

## Readership profile

Perfusion is practical and directly relevant to the working perfusionist, it contains ground breaking articles for initial authors as well as high quality research and reports on the latest treatment innovations.



## Circulation

850

## Frequency

The journal is published six times a year.

## Current volume

24

## ISI 2007 Impact Factor\*

0.750

\*Thomson Scientific®

## Geographical breakdown

UK 9.6%

Europe 57.8%

N. America 17.1%

Rest of the world 15.5%



# Advertising rates & information - 2011

## Closing dates for print advertising

Issue	Space reservation	Copy deadline	Mail date
January	31 October 2010	15 November 2010	1 January 2011
March	11 January 2011	14 January 2011	27 February 2011
May	3 March 2011	14 March 2011	1 May 2011
July	4 May 2011	13 May 2011	1 July 2011
September	3 July 2011	14 July 2011	1 September 2011
November	3 September 2011	14 September 2011	30 October 2011

## 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.

## E-toc alert sponsorship

Sponsored e-TOC alerts may be available. The sponsor may include up to 40 words of text plus a logo, hyperlink and banner advert.

Banner size: 468 x 60 pixels

## Print advertising rates – 2011

Colour rates			
Frequency	1x	3x	6x
Full page	£1,275	£1,180	£1,083
Outside back cover	£1,466	£1,356	£1,246
Inside front cover	£1,402	£1,297	£1,191
Inside back cover	£1,338	£1,237	£1,137
Half page	£700	£647	£595
Quarter page	£430	£397	£365

Black and white rates			
Frequency	1x	3x	6x
Full page	£825	£765	£701

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.

## Online advertising

Banner advertising up to	3 months	6 months	12 months
Advertiser rate per month*	£500	£450	£400
Non-advertiser rate per month	£1,200	£1,100	£950

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:

Leaderboard banner

(one page or across entire site) – 728 x 90 pixels

Column subtower

(one page or across entire site) – 160 x 600 pixels

# Additional information

## 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.

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.

## 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

## Agency commission 10%

## 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.

## Requirements for electronic delivery

Please submit advertisements as print-ready PDFs. Files may be forwarded by email, or uploaded to an FTP site. Contact Kasia Smolarz 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, UK

### For all advertising, reprint and supplement sales:

Kasia Smolarz

Commercial Sales Executive

SAGE Publications Ltd.

Tel: +44 (0)20 7324 8601

Email: [kasia.smolarz@sagepub.co.uk](mailto:kasia.smolarz@sagepub.co.uk)

### For artwork submission:

[kasia.smolarz@sagepub.co.uk](mailto:kasia.smolarz@sagepub.co.uk)