

Advertising Rates And Specifications - 2019



Editor: **Professor Jaroslaw Krejza**, *University of Maryland Medical Center, USA*

The Neurology Journal (NRJ) is a peer-reviewed clinical practice journal documenting the current state of diagnostic neurology worldwide. The majority of editorial board members are national leaders in the field of neurology.

The Neurology Journal (NRJ) is the official journal of:

- AINR - Associazione Italiana di Neuroradiologia
- ISNR - Indian Society of Neuroradiology
- Neuroradiology Section of the Radiology Society of Iran
- The Neurologists of Romania
- Neuroradiology Section of Singapore Radiological Society
- Neuroradiological Society of R.O.C. - Taiwan
- TSNR - Turkish Society of Neurology

Readership profile: Neuroradiologists, Radiologists, Neurologists, Neurosurgeons, Research Scientists with interest in Neurology, Neuro Intensive Care Specialists

Journal Statistics

Volume: 32

Readership: 7,249

Frequency: The journal is published 6 times per year.

Online - journals.sagepub.com/home/neu

Average Monthly Page views: 11,303*

Average Monthly Unique Visitors: 7,249

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

Online Geographical Distribution



Advertising Rates & Information - 2019

Closing dates for advertising:

Issue	Space reservation	Copy deadline	Mail date
February	27 November 2018	04 December 2018	01 February 2019
April*	29 January 2019	05 February 2019	01 April 2019
June	26 March 2019	02 April 2019	01 June 2019
August*	24 May 2019	31 May 2019	01 August 2019
October	30 July 2019	06 August 2019	01 October 2019
December	24 September 2019	01 October 2019	01 December 2019

Print advertising rates – 2019:

Colour Rates

Frequency	1x
Full Page	£3,714
Outside Back Cover	£6,365
Inside Front Cover	£4,774
Inside Back Cover	£4,244
Double Spread	£7,426

Bonus Distribution

- April: ESOC 2019 - 5th European Stroke Organisation Conference 22 May -24 May - Milan, Italy
- August Issue: WFITN 2019 -15th World Federation of Interventional and Therapeutic Neurology 21st-24th October - Naples, Italy

Advertising Benefits

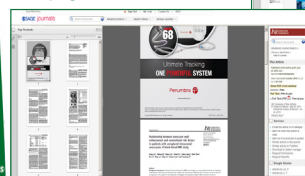
Efficient and effective promotional opportunities with unrivalled exposure to your message as your ad page is published at the same time in:

- Print issue
- Cover to cover pdf of the issue
- Individual Articles pdf - your artwork is allocated randomly to the first page of an article pdf. Cover positions will entitle you to have your advert on more article pdfs.

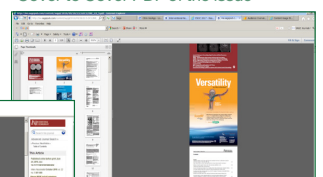
Ad Page - Print Issue



Ad page within article PDF



Cover to Cover PDF of the issue



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.

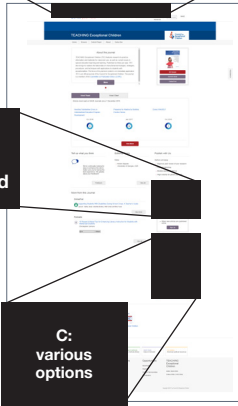
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

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

A: 728x90 Leaderboard



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 advertisements

Full page, bleed
303mm (h) x 216mm (w)

Full page, trim size
297mm (h) x 210mm (w)

Full page, type area
250mm (h) x 180mm (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

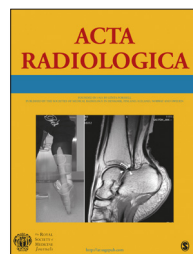
Agency commission 10%

Related Journals



Interventional
Neuroradiology

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



Acta Radiologica

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



Journal of the Intensive
Care Society

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

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