

Advertising Rates And Specifications - 2019

Anaesthesia and Intensive Care



Editor: **Professor John Loadsman**, *University of Sydney, Australia*

Anaesthesia and Intensive Care is the official journal of the Australian Society of Anaesthetists, Australian and New Zealand Intensive Care Society and the New Zealand Society of Anaesthetists. The Journal is published by the Australian Society of Anaesthetists. Anaesthesia and Intensive Care is an educational journal for those associated with anaesthesia, intensive care medicine and pain medicine, and a means by which individuals may inform their colleagues of their research and experience. The Journal presents original articles of scientific clinical interest.

Readership profile: Anaesthetists, intensivists, physicians in pain therapy and medical libraries

Journal Statistics

Volume: 47

2017 Impact Factor: 1.702

Ranking: 24/31 in Anesthesiology, 30/33 in Critical Care Medicine

Source: *Journal Citation Reports*®, 2018 release, a Clarivate Analytics product

Indexed in MEDLINE/PubMed, Scopus, Australian Medical Index, EMBASE/Excerpta Medica, Data Bases

Print

Frequency: Frequency: Bi-monthly (January, March, May, July, September and November)

Online - journals.sagepub.com/home/aic

Average Monthly Impressions: Available on request

Average Unique Users: Available on request

Advertising Rates & Information - 2019

Closing dates for print advertising:

Issue	Space reservation	Copy Deadline	Mail Date
January	31 October 2018	07 November 2018	01 January 2019
March	01 January 2019	08 January 2019	01 March 2019
May	26 February 2019	05 March 2019	01 May 2019
July	27 April 2019	04 May 2019	01 July 2019
September	30 June 2019	07 July 2019	01 September 2019
November	31 August 2019	07 September 2019	01 November 2019

Print advertising rates – 2019:

Colour Rates	Australian Dollar (AUD)
Frequency	
Full Page Colour	\$3,660.00
Outside Back cover	\$4,140.00
Inside Front Cover	\$4,140.00
Half Page	\$2,090.00
Black and White	
Full Page	\$1,120.00
Half Page Horizontal	\$580.00

Other Promotional Opportunities

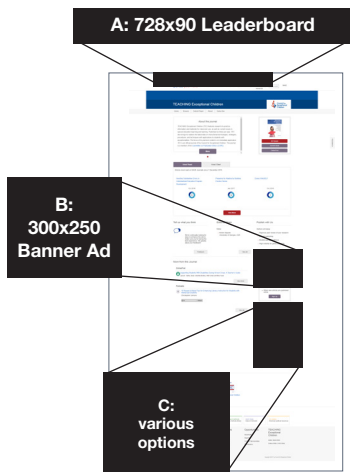
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

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

Ad spec

Full page, bleed	286mm (h)x 216mm (w)
Trim Size	280mm (h)x 210mm (w)
Full page, type area	250mm (h)x 180mm (w)
Half page	140mm (h)x 210mm (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,
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For all advertising, reprint and supplement sales:

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