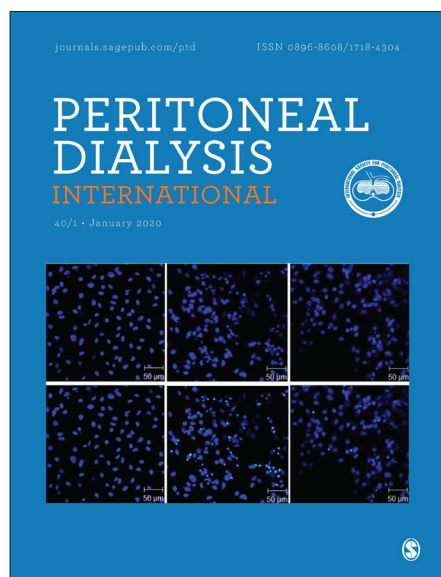


# Advertising Rates And Specifications - 2020



Editor: **Martin Wilkie**, *FOUNDING EDITOR* -Dimitrios Oreopoulos

**Peritoneal Dialysis International**, the official journal of the International Society for Peritoneal Dialysis (ISPD), is the premier international publication dedicated to peritoneal dialysis. PDI welcomes original contributions dealing with all aspects of peritoneal dialysis from health care professionals and scientists working in the peritoneal dialysis field around the world. PDI offers a variety of possibilities for disseminating your message; developing relationships with the research and practice communities or publishing your own innovations and discoveries

Readership profile: Nephrology professionals practicing PD, including members of the International Society for Peritoneal Dialysis

## Journal Statistics

### Volume: 40

Impact Factor: 1.934

Ranking: 47/80 Urology and Nephrology - Scie.

### Print

Circulation: 560

Frequency: 6 issues

### Online - [journals.sagepub.com/home/ptd](http://journals.sagepub.com/home/ptd)

Average Monthly TBC

Average Monthly TBC

e-Toc registrants: TBC

## Advertising Rates & Information - 2020

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	06 November 2019	13 November 2019	02 January 2020
March	23 December 2019	15 January 2020	01 March 2020
May	05 March 2020	12 March 2020	01 May 2020
July	04 May 2020	11 May 2020	01 July 2020
September	09 July 2020	16 July 2020	01 September 2020
November	10 September 2020	17 September 2020	01 November 2020

### Print advertising rates:

#### Colour Rates

Frequency	1x	6x
Full Page	\$2,700	\$2,700
Outside Back Cover	\$3,785	\$3,715
Inside Front Cover	\$3,520	\$3,430
Inside Back Cover	\$3,150	\$3,050
Half Page	\$2,185	\$2,130
Double Spread	\$5,185	\$5,065

#### Black and White Rates

Frequency	1x	6x
Full Page	\$1,350	\$1,250
Cover IV Outside Back Cover	\$2,435	\$2,365
Cover II Inside Front Cover	\$2,170	\$2,080
Opposite Table of Contents or Editorial	\$1,800	\$1,700
1/2 page	\$835	\$780
DPS	\$2,485	\$2,365

## Other Promotional Opportunities

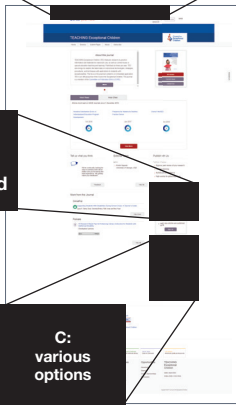
**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**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. Cancellations made after the booking deadline 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

#### Full Page

*Full page, bleed*  
286mm (h) x 216mm (w)

*Full page, trim size*  
280mm (h) x 210mm (w)

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

#### Half Page

*Horizontal, Type Area*  
120mm (h) x 180mm (w)

*Horizontal, Trim Area*  
140mm (h) x 210mm (w)

*Vertical, Type Area*  
250mm (h) x 85mm (w)

*Vertical, Trim Area*  
280mm (h) x 105mm (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,  
55 City Road, London EC1Y 1SP, UK

### Account Manager:

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