

2020 Advertising Rate Card

JBMR Journal of Bone & Mineral Research

The Journal of Bone and Mineral Research is the largest and most cited original study journal dedicated to metabolic bone and mineral research. The JBMR has an impact factor of 6.314 (2017 ranking by the Institute for Scientific Information). The Journal is the primary source for new developments in bone biology and physiology, hormones that regulate bone and mineral metabolism and the pathophysiology and treatment of metabolic bone and mineral diseases such as osteoporosis.

Advertising & Sales Office

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For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com

Publisher & Editorial Office

Journal of Bone and Mineral Research is the official journal of the American Society for Bone and Mineral Research (ASBMR), published monthly on the Society's behalf by Wiley-Blackwell.

American Society for Bone and Mineral Research Publications Office, 025 M Street NW, Suite 800, Washington, DC 20036 USA
P: 202-367-1161 ~ F: 202-367-2161

Wiley
111 River Street, Hoboken, NJ 07030

Jinnie Kim: Publisher

Circulation

Total Circulation: ~ 3,000
(includes institutional and pass-along readership)

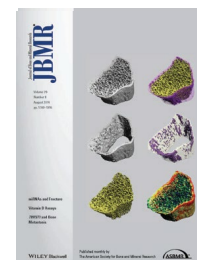
Coverage: United States and International

Editorial Information

Editor-in-Chief: Roberto Civitelli, MD

2018 Impact Factor: 5.711

ISI Journal Citation Reports® Ranking 2018: 20/145
(Endocrinology & Metabolism)



Advertising Information

Ask about digital advertising opportunities in Journal of Bone and Mineral Research

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date). Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.

ASBMR Advertising Policies:

<https://onlinelibrary.wiley.com/pb-assets/assets/15234681/adpol.pdf>

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,271	\$1,590	\$1,034
6x	\$2,204	\$1,544	\$1,002
12x	\$2,135	\$1,496	\$972
24x	\$2,067	\$1,455	\$941
36x	\$2,000	\$1,398	\$911
48x	\$1,929	\$1,352	\$878
60x	\$1,862	\$1,304	\$846
72x	\$1,794	\$1,256	\$816
84x	\$1,727	\$1,208	\$785
96x	\$1,658	\$1,161	\$755
108x	\$1,590	\$1,161	\$723
120x	\$1,523	\$1,067	\$692

Color Rates (in addition to earned B&W rate):

Standard	\$1,512
Matched:	\$1,764
4-color process:	\$1,811

Cover and Preferred Position (in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover:	20%
4th Cover:	50%
First Spread:	20%
Table of Contents:	20%

Positions available on a non-cancelable basis.

Inserts:

- Two-page insert (one leaf): Three times earned black and white rate
- Four-page (two leaves): Five times earned black and white rate

www.wileyonlinelibrary.com/journal/jbmr

WILEY

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Journal of Bone & Mineral Research

Issuance & Closing Dates

Frequency: 12x per year

2020 Closing Dates:

Cover Date	Reservation	Material Due	Inserts Due
January	12/17/19	12/24/19	12/31/19
February	1/20/20	1/27/20	2/3/20
March	2/17/20	2/24/20	3/1/20
April	2/16/20	2/25/20	3/31/20
May	4/16/20	4/23/20	4/30/20
June	5/18/20	5/25/20	5/31/20
July	6/16/20	6/23/20	6/30/20
August	7/20/20	7/27/20	8/2/20
September	8/17/20	8/24/20	8/31/20
October	9/16/20	9/23/20	9/30/20
November	10/19/20	10/26/20	11/1/20
December	11/16/20	11/23/20	11/30/20

Other services available: Outserts, business reply cards, reprints,

Mechanical Requirements

Trim Size: 8.25" x 11"

Page Sizes, Non-Bleed	Width	Depth
Spread (2 facing pages)	15"	10"
Full Page	7"	10"
1/2 page vertical	3.375"	10"
1/2 page horizontal	7"	4.875"
1/4 page	3.3745"	4.875"
Page Sizes, Bleed	Width	Depth
Spread (2 facing pages)	17"	11.125"
Full page	8.5"	11.125"
1/2 page vertical	4.125"	11.125"
1/2 page horizontal	8.5"	5.5625"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Al Liburd at PrintAdTraffic@wiley.com
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.

- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- 2 pages: 8 1/2" x 11 1/8" • 80 lb. minimum - 120 lb. maximum.
- 4 pages: 17" x 11 1/8" • 60 lb. minimum - 120 lb. maximum.
- Business Reply Card: 1 time earned black & white rate.

Note: Inserts jog to the top; allow 1/4" at head and 1/8" on all other sides

Paper Stock

Inside pages: 60 lb. coated

Covers: 8 pt. C2S

Halftone Screen: 133

Contacts

Ship print advertising material in PDF format to:

Al Liburd, Advertising Production Specialist

P: 201-748-8754

E: PrintAdTraffic@wiley.com

Wiley

111 River Street, 4-01, Hoboken, NJ 07030-5774

Ship inserts to:

The Sheridan Press

Attn: Kim Herman

JBMR, Volume __, Issue __

450 Fame Avenue, Hanover, PA 17331

