

2020 Advertising Rate Card

American Journal of Transplantation



American Journal of Transplantation is the leading transplantation and surgery journal publishing high quality data in organ and tissue transplantation and the related sciences. The journal reflects the field and is an agent for advancing it through critical reviews and news features, consensus documents and guidelines.

Advertising & Sales

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Publishing & Editorial

Wiley

101 Station Landing, Suite 300, Medford, MA 02155

Publisher: Alison Labbate

Editor-in-Chief: Allan D. Kirk, MD, PhD, FACS

Circulation

Total Circulation: 3,498

Circulation Verification: Sworn Statement

Coverage: United States, Europe and Japan

Circulation Basis: Paid, benefit of dues.

Markets Served: Transplant, Transplant Surgery, Nephrology, Immunology, Pathology, General Surgery, Pediatrics, Internal Medicine, and Allied Health Professionals involved in transplantation.

Editorial Information

Origin of Editorial: 100% submitted

Peer Review: Acceptance of articles solely determined by the Editorial Board based on rigorous peer review.

2018 Impact Factor: 7.163

ISI Journal Citation Reports® Ranking 2018: 2/25 (Transplantation); 5/203 (Surgery)

Advertising Information

Ask about digital advertising opportunities in American Journal of Transplantation

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).

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Stacked.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Cover Tips and Outserts Accepted: Contact your sales representative for information

Black and White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,630	\$1,150	\$665
6x	\$1,590	\$1,120	\$570
12x	\$1,550	\$1,090	\$545
24x	\$1,520	\$1,020	\$500
36x	\$1,490	\$970	\$445
48x	\$1,430	\$920	\$420
60x	\$1,400	\$880	\$390
72x	\$1,350	\$850	\$350
96x	\$1,320	\$820	\$315

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

4-color process: \$1,600

Premium Positions (in addition to earned B&W rate):

2nd Cover	50%
4th Cover	50%
Opposite Table of Contents	25%
Opposite First Editorial	25%

Inserts: Charged at the B&W rate, times the number of pages

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Issuance & Closing Dates

Frequency: Monthly

Mailing Date: 25th of the preceding month.

Mailing Date: Periodicals class, polybagged.

2020 Closing Dates:

ISS	Cover Date	Space Reservation	Material Due	Inserts Due
20:1	January	12/2/19	12/4/19	12/13/19
20:2	February	1/2/20	1/6/20	1/14/20
20:3	March	2/3/20	2/5/20	2/11/20
20:4	April	3/2/20	3/4/20	3/12/20
20:5	May	3/31/20	4/2/20	4/9/20
20:6	June	5/1/20	5/5/20	5/12/20
20:7	July	6/1/20	6/3/20	6/11/20
20:8	August	7/1/20	7/7/20	7/14/20
20:9	September	8/3/20	8/5/20	8/12/20
20:10	October	9/1/20	9/3/20	9/10/20
20:11	November	10/1/20	10/5/20	10/13/20
20:12	December	11/2/20	11/9/20	11/11/20

Bonus Distribution:

Issue	Conference
May	American Transplant Congress

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Live Area: 7.125" x 10.375"

Paper Stock: Covers, 10pt. C2S; Interior 80gsm UPM Classic Gloss

Binding: Perfect

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	4.675"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.675"	11.125"
1/2 page horizontal	8.5"	5.5625"

Submission of Display 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): Contact Monica Griffiths at mgriffiths@pminy.com prior to submitting a file via FTP.

- Set up document to trim size and include 0.125" bleed.
- All fonts & graphics must be embedded.
- Convert all RGB to CMYK.
- 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

- Multi-page inserts are to be furnished folded.
- Delivered size: 2-page inserts: 8.5" x 11.125".
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine. Keep live matter 0.5" from trim.
- Jogs to head.
- Stock weights acceptable: Not to exceed 80 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Insert quantity: 4,000

Contacts

Send all insertion orders, advertising material, and insert samples to:

Pharmaceutical Media Inc.

Attn: Patti McCormack

30 East 33rd Street, New York, NY 10016

P: 212-904-0376 ~ E: pmccormack@pminy.com

Ship inserts to:

The Sheridan Press

Attn: Angie Myers

American Journal of Transplantation, Issue, Month 450

Fame Avenue, Hanover, PA 17331

P: 800-635-7181 ext. 8131

