

# 2020 Advertising Rate Card

## Veterinary and Comparative Oncology

*Veterinary and Comparative Oncology* is an international, peer-reviewed journal integrating clinical and scientific information from a variety of related disciplines and from worldwide sources for all veterinary oncologists concerned with aetiology, diagnosis and clinical course of cancer in domestic animals and its prevention. With the ultimate aim of diminishing suffering from cancer, *Veterinary and Comparative Oncology* supports the transfer of knowledge in all aspects of veterinary oncology, from the application of new laboratory technology to cancer prevention, early detection, diagnosis and cure.

### Contact information

[corporatesaleseurope@wiley.com](mailto:corporatesaleseurope@wiley.com)

### Editorial information

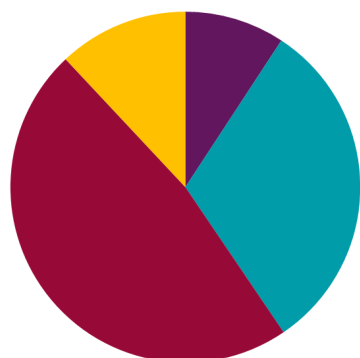
Editors: David Argyle & Doug Thamm

**Impact Factor** 2.379

### Audience

Veterinary oncologists and members of the Veterinary Cancer Society, Japanese Veterinary Cancer Society, European Society of Veterinary Oncology and Brazilian Association of Veterinary Oncology

**Circulation:** 363



■ UK 37  
■ USA 125  
■ Europe 190  
■ Rest of world 48



### Advertising Rates

Ad size	2020 Price
Premium position	£1,309
Full page colour	£1,190
Full page mono	£682
Half page colour	£999
Half page mono	£508
Quarter page mono	£375

**Bellybands/Wrappers, Bound or Loose inserts and additional options available. Contact Corporate Sales for information**

### Issue & closing dates

Frequency: Quarterly

Issue Date	Booking deadline	Materials due	Publication date
18:1	16 Jan 20	23 Jan 20	14 Feb 20
18:2	16 Apr 20	23 Apr 20	15 May 20
18:3	16 Jul 20	23 Jul 20	14 Aug 20
18:4	19 Oct 20	26 Oct 20	16 Nov 20

WILEY

# 2020 Advertising Rate Card

## Additional advertising solutions



### Online advertising

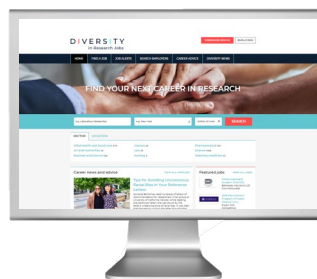
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.02%
Unique users	6,853
Average page views	29,064



### eTOC, Issue Alert & Society email advertising

Email advertising provides contextual advertising opportunities to engage highly-targeted, influential communities of decision makers and opinion leaders in key markets around the world. Society issue alerts include exclusive use of the Society member list with signed approval.



### Recruitment advertising

Diversity in Research is a full service job board dedicated to expanding diversity in the fields of science, technology, law healthcare and business. Our job postings appear alongside research journal articles published on Wiley Online Library, so you can be sure your job will be seen by a diverse array of researchers, including people of color, veterans, and LGBTQ individuals.

For additional educational, messaging and engagement solutions, please contact  
[corporatealeurope@wiley.com](mailto:corporatealeurope@wiley.com)

WILEY

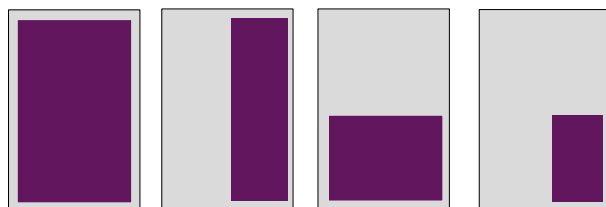
# 2020 Advertising Rate Card

## Mechanical Requirements

Journal trim size 276mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	245mm x 180mm	282mm x 216mm
Half page - vertical	245mm x 90mm	
Half page - horizontal	120mm x 180mm	
Quarter page	120mm x 90mm	

Digital position	Size
MPU	300 x 250px
Leaderboard	98 x 720px



Full page  
non-  
bleed

1/2  
page  
vertical

1/2  
page  
horizontal

1/4  
page



MPU

Leaderboard

## Advertising information

Binding: Saddle-wired

Files must be press-optimised PDF files supplied in CMYK for colour ads, with crop marks. Fonts and graphics must be embedded and all transparencies flattened. Image resolution must be a minimum of 300dpi.

In the rare event of artwork being accepted after the deadline, the publisher reserves the right to amend the files if they do not conform to our specifications and cannot be held responsible for the quality of advertisements. All submitted artwork will automatically be used as repeat copy for repeat bookings unless notification is given to the publisher in advance of all relevant issue artwork deadlines.

## Online adverts

Acceptable file formats are GIF/JPEG, Flash, and 3rd Party Tags (preferably HTML or javascript code)

We can accommodate animated gifs. Animation must be a maximum of 3 screens and a minimum of 5 seconds between each screen change. For interactive banners please supply the link to further information. This link must be in the form of a URL of another web page. For flash creative please contact the team prior to build to ensure files meet ad-server guidelines or requirements. Maximum file size = 39kB

Please submit all creative to our print advertising production specialist, Izabela Mayne at [imayne@wiley.com](mailto:imayne@wiley.com)

WILEY