

2020 Advertising Rate Card

Ultrasound in Obstetrics & Gynaecology

Ultrasound in Obstetrics & Gynecology (UOG), the official journal of the International Society of Ultrasound in Obstetrics and Gynecology (ISUOG), is the leading international peer-reviewed journal in the field, with an Impact Factor of 5.595.

UOG features the latest, most clinically relevant research, including guidelines, consensus statements, expert commentaries, original articles and systematic reviews. UOG is incorporated in all the major abstract and indexing databases, including Index Medicus and Current Contents.

Contact information

corporatesaleseurope@wiley.com

Editorial information

Editor: Anthony Odibo, USA

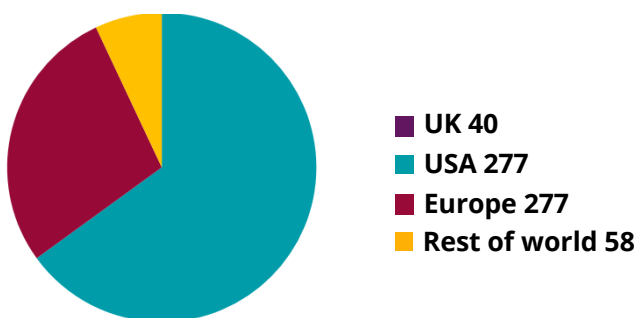
Deputy Editors-in-Chief: Alexandros Sotiriadis, Greece

Impact Factor 5.595

Audience

Obstetricians, Gynaecologists, Radiologists, Paediatricians, Sonographers, Midwives and Radiographers.

Circulation: 1,040



Advertising Rates

Ad size	2020 Price
Full page colour	£3,060
Half page colour	£2,135
Double page spread	£5,105
Premium position	£3,450
Full page mono	£1,398
Half page mono	£833

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

Issue & closing dates

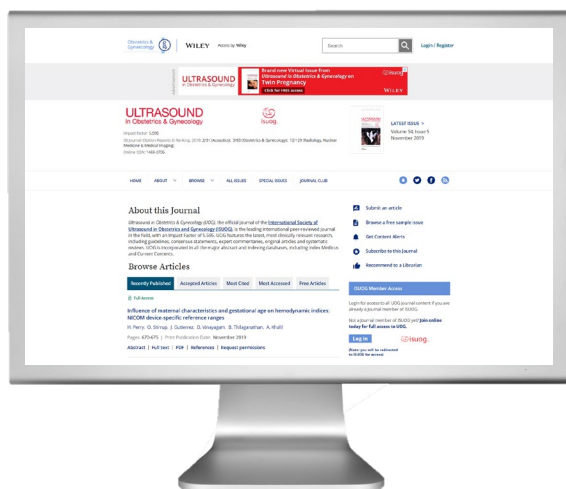
Frequency x12 issues a year

Issue Date	Booking deadline	Materials due	Publication date
55:1	02 Dec 19	02 Dec 19	02 Jan 20
55:2	02 Jan 20	02 Jan 20	03 Feb 20
55:3	30 Jan 20	30 Jan 20	02 Mar 20
55:4	02 Mar 20	02 Mar 20	01 Apr 20
55:5	30 Mar 20	30 Mar 20	01 May 20
55:6	30 Apr 20	30 Apr 20	01 Jun 20
56:1	01 Jun 20	01 Jun 20	01 Jul 20
56:2	02 Jul 20	02 Jul 20	03 Aug 20
56:3	31 Jul 20	31 Jul 20	01 Sept 20
56:4	31 Aug 20	31 Aug 20	01 Oct 20
56:5	01 Oct 20	01 Oct 20	02 Nov 20
56:6	30 Oct 20	30 Oct 20	01 Dec 20

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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.

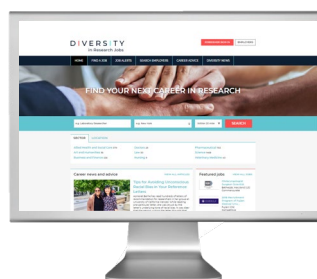
Average CTR	0.05%
Unique users	105,970
Average page views	217,715



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.

500 Society eTOC recipients



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
corporatesaleseurope@wiley.com

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Mechanical Requirements

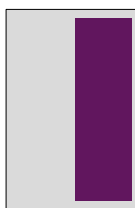
Journal trim size 297mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	297mm x 210mm	303mm x 216mm
Half page - vertical	245mm x 90mm	
Half page - horizontal	120mm x 180mm	

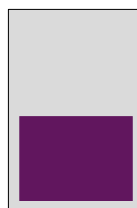
Digital position	Size
MPU	300 x 250px
Leaderboard	98 x 720px



Full page
non-
bleed



1/2
page
vertical



1/2
page
horizontal



MPU



Leaderboard

Advertising information

Binding: Perfect – publication jogs to the head.
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.

Send bound inserts to: Colin Richardson, Hobbs the Printers Ltd., Brunel Road, Totton, Hampshire, SO40 3WX

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, Sarah Young at syoung@wiley.com