

Cancer Cytopathology



Cancer Cytopathology is the elite journal in its field, offering the highest impact factor among cytopathology titles. The journal provides a unique forum for interaction and dissemination of original research and educational information relevant to the practice of cytopathology and its related oncologic disciplines. **Cancer Cytopathology** is the journal of choice for top authors in the field.

Advertising and Sales Office

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Publisher

Wiley

111 River St. Hoboken, NJ 07009

Shawn Morton, Publisher
E: smorton@wiley.com

Circulation

Total Circulation: 871

Coverage: United States and International

Editorial Office

William C. Faquin, MD, PhD

Daniel Nadolny, Managing Editor ~ E: daniel.nadolny@cancer.org
Editorial Office, American Cancer Society, Atlanta, GA

2018 Impact Factor: 4.425

ISI Journal Citation Reports® Ranking:

2018: 11/76 (Pathology); 67/229 (Oncology)

Advertising Information

Ask about digital advertising opportunities in *Cancer Cytopathology*

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).

Policy on Ad Placement: Ads will be placed run of book between, but not within, articles and regulated as necessary to meet editorial adjacency requirements. Please contact your sales rep for information on premium positions.

Black & White Advertising Rates

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

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,450	\$1,015	\$660
6x	\$1,406	\$985	\$640
12x	\$1,363	\$954	\$620
24x	\$1,320	\$924	\$600
36x	\$1,276	\$893	\$580
48x	\$1,232	\$863	\$561
60x	\$1,189	\$832	\$541
72x	\$1,145	\$802	\$521
84x	\$1,102	\$771	\$501
96x	\$1,058	\$741	\$482
108x	\$1,015	\$710	\$462
120x	\$971	\$680	\$442

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

3 or 4-color process: \$1,185

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

2nd Cover:	35%
3rd Cover	25%
4th Cover	50%
Opposite Table of Contents	15%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%.

2020 Advertising Rate Card

Cancer Cytopathology

Issuance & Closing Dates

Frequency: 12x per year

Vol/Issue	Cover Date	Reservation	Material Due	Inserts Due
127:1	January	12/16/19	12/23/19	12/28/19
127:2	February	1/13/20	1/20/20	1/25/20
127:3	March	1/22/20	2/20/20	2/27/20
127:4	April	3/12/20	3/19/20	3/26/20
127:5	May	4/14/20	4/21/20	4/28/20
127:6	June	5/11/20	5/18/20	5/25/20
127:7	July	6/11/20	6/18/20	6/25/20
127:8	August	7/13/20	7/20/20	7/27/20
127:9	September	8/13/20	8/20/20	8/27/20
127:10	October	9/10/20	9/17/20	9/24/20
127:11	November	10/12/20	10/19/20	10/24/20
127:12	December	11/11/20	11/18/20	11/25/20

2020 Bonus Distribution

Issue	Conference
March	American Association for Cancer Research
April	American Society of Clinical Oncology
October	American Society of Cytopathology
October	UICC World Cancer Congress

Mechanical Requirements

Trim Size: 8" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.375"	10"
1/2 page horizontal	7"	4.875"
1/4 page	3.375"	4.875"
Two-page spread	15"	10"
1/2 page horizontal spread	15"	4.875"
Page Sizes, Bleed	Width	Depth
Full page	8.375"	11.1875"
1/2 page vertical	4.25"	11.1875"
1/2 page horizontal	8.375"	5.5"
Two-page spread	16.5"	11.1875"
1/2 page horizontal spread	16.5"	5.5"
Bellybands	18.25"	4.5"
Cover Tips	7"	5"

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): Contact Al Liburd at PrintAdTraffic@wiley.com prior to submitting a file via FTP.

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- Set up document to trim size and include 0.125" bleed.
- All fonts & graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- 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

- Insert supplied size: 8.375" x 11.875", includes 0.1875" trim from top, 0.125" trim from bottom, outside edges, and gutter; live matter to be 0.5" from trim. Jogs to top. Supply multiple leaf inserts folded; if backup required, supply flat. 100 lb. text weight maximum for single leaf and 80 lb. text weight maximum for multiple leaf. Multiple leaf inserts over 4 pages must be delivered to the printer folded and sealed at the head (unless spot glued) for proper binding.
- BRMs: 4.25" x 6" minimum, allow 0.1875" head and 0.125" gutter trim and 0.375" from perforation to binding edge. Jogs to top. Reply part must meet USPS regulations. Minimum card stock: .007.
- Submit a sample of insert to your advertising sales representative for approval.
- Carton packing preferred; quantity, publication, and issue must be marked on outside of the carton.
- A service charge will be rendered for special printer services or unusual inserts that cause bindery slow-downs or incur additional printer charges. All such requests must be submitted prior to printing for approval.
- Consult your advertising sales representative for rates and more information.

Paper Stock

- Inside pages: Influence Gloss
- Covers: White Productivity Points C25

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head

Contacts

Ship all insertion orders, advertising material, and two insert examples to:

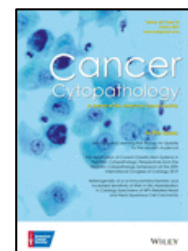
Wiley

Attn: Steve Donohue
101 Station Landing, Suite 300, Medford, MA 02155
P: 781-388-8511 ~ E: sdonohue@wiley.com

Ship inserts to:

Sheridan PA (SPA)

Attn: Angie Myers
Cancer Cytopathology, Volume:____, Issue:____
450 Fame Avenue
Hanover, PA 17331
717 632-3535 X8131
E: angie.myers@sheridan.com



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