

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: ~4,000
(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

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JBMR

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	4/18/20	4/25/20	5/31/20
July	5/16/20	5/23/20	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



2020 Advertising Rate Card

Journal of Bone and Mineral Research

The *Journal of Bone and Mineral Research (JBMR)* publishes highly competitive original manuscripts, reviews, and special articles in basic and clinical science relevant to bone, muscle and mineral metabolism. Manuscripts are published on the biology and physiology of bone and muscle, relevant systems biology topics (e.g. osteoimmunology), and the pathophysiology and treatment of sarcopenia and disorders of bone and mineral metabolism. It is the most cited original study journal dedicated to metabolic bone and mineral research.

Contact information

corporatesaleseurope@wiley.com

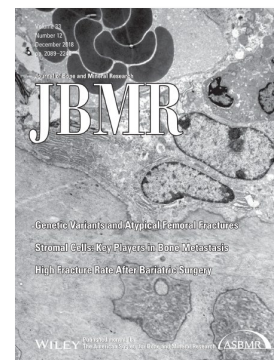
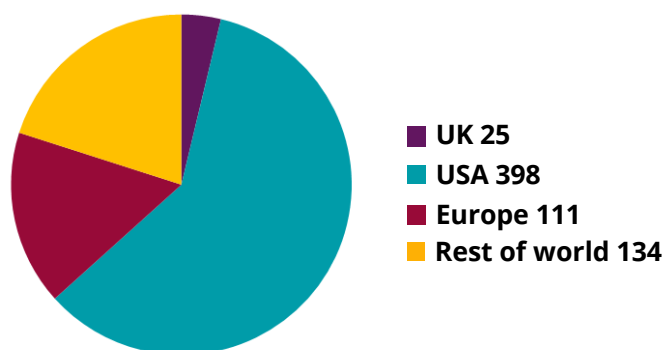
Editorial information

Editor-in-Chief: Juliet E Compston

Journal publishing manager: Jinnie Kim

Impact Factor 6.314

Circulation: 668



Advertising Rates

Ad size	2020 Price
Full page (1)	£1,022
Half page (1)	£715
Quarter page (1)	£465
Full page (6)	£991
Half page (6)	£695
Full page (12)	£961
Half page (12)	£673
Quarter page (12)	£437

Colour charge is £1,008 for a full page. Bellybands/Wrappers, Bound or Loose inserts and additional options available. Contact Corporate Sales for information on cover rates.

Issue & closing dates

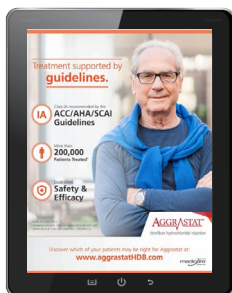
Frequency x12 issues a year

Issue Date	Booking deadline	Materials due
January	17 Dec 19	24 Dec 19
February	20 Jan 20	27 Jan 20
March	17 Feb 20	24 Feb 20
April	17 Mar 20	24 Mar 20
May	16 Apr 20	23 Apr 20
June	18 May 20	25 May 20
July	16 Jun 20	23 Jun 20
August	20 Jul 20	27 Jul 20
September	17 Aug 20	24 Aug 20
October	16 Sept 20	23 Sept 20
November	19 Oct 20	26 Oct 20
December	16 Nov 20	23 Nov 20

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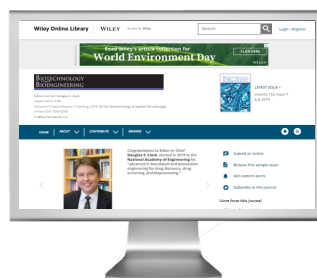
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Additional advertising solutions



ePDF advertising

A PDF article advertisement is an exclusive cover page advertisement, 10x larger than the average digital placement. It enables you to deliver your marketing message with an exclusive placement. High visibility, and excellent performance metrics demonstrates the impactful nature of the position.



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

10.12%

Average CTR

0.06%

Unique users

26,575

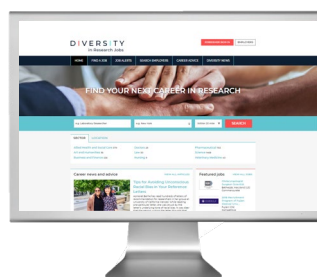
Average page views

78,414



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
corporatesaleseurope@wiley.com

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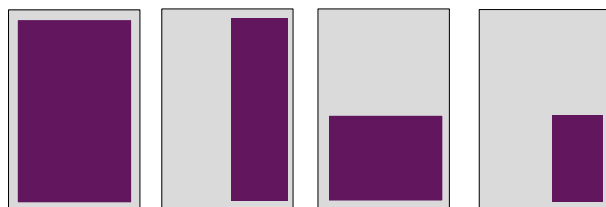
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Mechanical Requirements

Journal trim size 276mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	254mm x 178mm	282mm x 216mm
Half page - vertical	254mm x 89mm	282mm x 108mm
Half page - horizontal	120mm x 178mm	141mm x 216mm
Quarter page	127mm x 89mm	

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

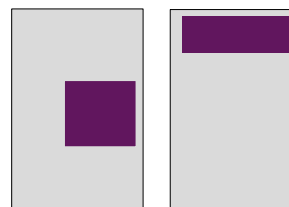


Full page
non-
bleed

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, Al Liburd at aliburd@wiley.com

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