

# 2020 Advertising Rate Card

## Vox Sanguinis

**Vox Sanguinis** is an international journal published on behalf of the International Society for Blood Transfusion reporting on important developments in transfusion medicine.

It reports on important, novel developments in transfusion medicine. Original papers, reviews and international fora are published on all aspects of blood transfusion and tissue transplantation, comprising five main sections:

- Transfusion
- Blood component collection and production
- Transfusion medicine and new therapies
- Immunohaematology and Immunogenetics
- Cellular therapy

### Contact information

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

### Editorial information

Editor: Dana V Devine PhD, Chief Scientist

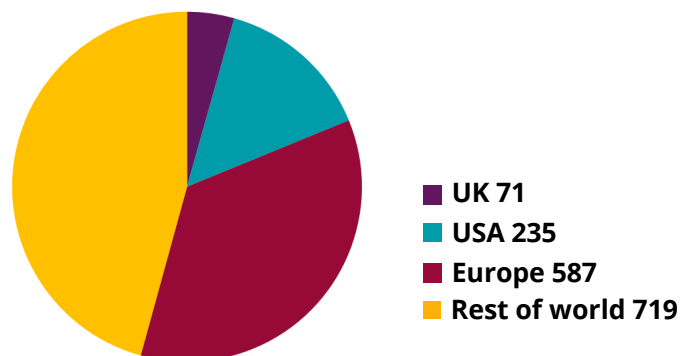
Publisher: Terry Holliday – [terry.holliday@blood.ca](mailto:terry.holliday@blood.ca)

**Impact Factor** 2.364

### Audience

Specialists interested in the present state of transfusion research and practice. The journal is received by all members of the ISBT.

**Circulation:** 1,637



International Society  
of Blood Transfusion



### Advertising Rates

Ad size	2020 Price
Premium position	£1,908
Full page colour	£1,735
Full page mono	£732
Half page colour	£1,541
Half page mono	£501
Quarter page mono	£321
Double page spread	£3,115

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

### Issue & closing dates

Frequency x8 issues a year

Issue Date	Booking deadline	Materials due	Publication date
115:1	25 Dec 19	01 Jan 20	23 Jan 20
115:2	23 Jan 20	30 Jan 20	21 Feb 20
115:3	25 Mar 20	01 Apr 20	23 Apr 20
115:4	23 Apr 20	30 Apr 20	22 May 20
115:5	24 Jun 20	01 Jul 20	23 Jul 20
115:6	22 Jul 20	29 Jul 20	20 Aug 20
115:7	23 Sept 20	30 Sept 20	22 Oct 20
115:8	26 Oct 20	02 Nov 20	23 Nov 20

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## Additional advertising solutions



### Online advertising

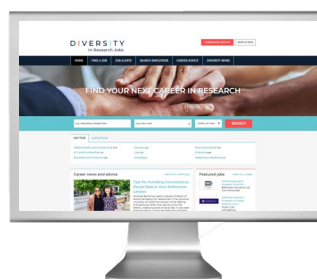
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	7,286
Average page views	22,344



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

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## 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	
Double page spread	245mm x 360mm	

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, Sarah Young at [syoung@wiley.com](mailto:syoung@wiley.com)

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