

# 2020 Advertising Rate Card

## Journal of Paediatrics and Child Health

*The Journal of Paediatrics and Child Health* publishes original research articles of scientific excellence in paediatrics and child health.

The journal provides a forum for the publication of peer-reviewed original research, clinical observations review articles, annotated book reviews and letters to the Editor.

Although focused primarily on the Asia-Pacific region, the journal attracts readers and contributors from more than 30 countries

### Contact information

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

+61 3 9274 3100

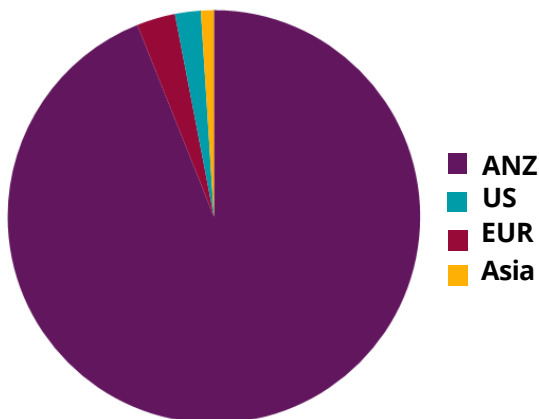
### Editorial information

Professor David Isaacs (AU)

### Audience

Paediatricians, neonatologists and paediatric surgeons

**Circulation:** 4,000



### Advertising Rates

Ad size	1 issue	6 issues	12 issues
Full page colour (FPC)	3,500	3,330	3,150
Double page colour	4,990	4,740	4,490
Half page colour	2,000	1,900	1,800
Quarter page colour	1,590	1,510	1,430
Full page mono	1,800	1,710	1,620
Half page mono	1,300	1,240	1,170
Quarter page page mono	900	860	810
Outside back cover	5,090		
Inside back cover	4,340		
Preferred position	3,990	3,790	3,590
Cover wrap	6,560		
Bound insert	6,560		
Bookmark	7,110		

All prices are quoted in AUD. Many options are available, including printing. Please contact the Corporate Sales team for further information and a quotation. Agencies receive 10% discount.

### Issue & closing dates

Frequency x12 per year

Issue date	Booking deadline	Materials due	Loose inserts
January	09 December	16 December	02 January
February	08 January	15 January	30 January
March	06 February	13 February	28 February
April	09 March	16 March	02 April
May	07 April	14 April	01 May
June	08 May	15 May	01 June
July	08 June	15 June	02 July
August	08 July	15 July	31 July
September	10 August	17 August	03 September
October	07 September	14 September	01 October
November	08 October	15 October	30 October
December	09 November	16 November	03 December

WILEY

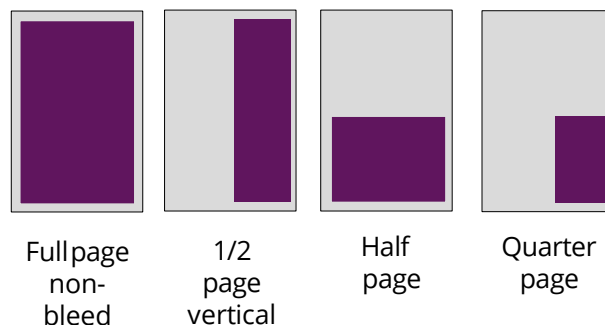
# 2020 Advertising Rate Card

## Mechanical Requirements

Journal trim size 275mm x 210mm

\*\*5mm bleed all edges

Page sizes	Trim	Type
Full page**	275mm x 210mm	244mm x 170mm
Half page horizontal	115mm x 170mm	
Half page vertical	244mm x 80mm	
Quarter page	115mm x 80mm	
Cover wraps**	100mm x 500mm	
Bookmark	160mm x 70mm	



**Thinking of advertising online?**  
For more information, visit [wileyonlinelibrary.com/advertising](http://wileyonlinelibrary.com/advertising)

## Advertising information

Files must be press-optimised PDF files supplied in CMYK for colour ads, and greyscale for black and white, with crop marks. Please indicate the journal, volume and issue to which they should be included. Fonts and graphics must be embedded and all transparencies flattened. Image resolution must be a minimum of 300dpi.

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. Please contact your sales representative or the ad coordinator prior to the deadline if submitting new materials. Artwork may be emailed, sent by Quickcut or by FTP. For our FTP details please get in touch with the Corporate Sales team.

## Terms and conditions

All advertising is subject to editorial approval. Upon publication, invoices will be sent to agencies/clients and are based on 30 day payment terms. Any cancellations or changes to the original order must be notified to the publisher by the artwork deadline, otherwise withdrawal of the advertisement cannot be guaranteed and the full invoice amount will be charged at the discretion of Wiley.

Changes or updates made to previously submitted material must be resupplied in full with all pages included. While we will do our best to ensure that advertisements received after the advertisement material deadline are included in the relevant journal issue, our ad deadlines run close to the journalschedule, so it may not always be possible to do this. We reserve the right to amend late advertisements if they do not conform to our PDF specifications and do not take responsibility for the quality of advertisements sent after the deadline.

Please submit all creative to our print advertising specialists at  
[corporatesalesaustralia@wiley.com](mailto:corporatesalesaustralia@wiley.com)

**WILEY**