

# 2020 Advertising Rate Card

## Hepatology



The premier publication in the field of liver disease, **Hepatology** publishes original, peer-reviewed articles concerning all aspects of liver structure, function, and disease. Subjects covered include immunology, chronic hepatitis, viral hepatitis cirrhosis, genetic and metabolic liver diseases, liver disease complications, liver cancer, liver transplantation, and drug metabolism. The journal includes clinical reports, results of laboratory investigations, review articles on recent advancements in the field, and editorials.

### Advertising and Sales Office

**Steve Donohue**, Account Manager – Display Advertising P: 781-388-8511 ~ E: [sdonohue@wiley.com](mailto:sdonohue@wiley.com)

**Kristin McCarthy**, Account Manager – Classified Advertising P: 978-609-4215 ~ E: [kmccarthy@wiley.com](mailto:kmccarthy@wiley.com)

**Dave Surdel**, Manager – Reprint Sales, Americas P: 781-388-8343 ~ E: [commercialreprints@wiley.com](mailto:commercialreprints@wiley.com)

For sponsorships, supplements, microsites and custom projects, please contact [actbusdev@wiley.com](mailto:actbusdev@wiley.com)

### Publisher & Editorial Office

#### Wiley

111 River Street, Hoboken, NJ 07030

**Shawn Morton**, Journal Publishing Manager E: [smorton@wiley.com](mailto:smorton@wiley.com)

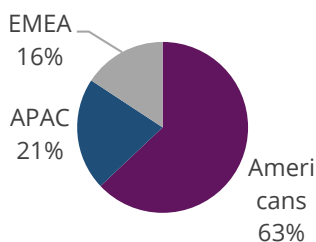
### Circulation

**Total Circulation:** 4,729  
**Coverage:** United States and International

#### Markets Served:

Hepatology, gastroenterology, internal medicine, pathology, general surgery, and pediatrics.

Circulation by Region



### Editorial Information

**Editors-in-Chief:** David E. Cohen, MD, Cornell Medical College

**2018 Impact factor:** 14.971

**ISI Journal Citation Reports® Ranking : 2018:**  
5/84 (Gastroenterology & Hepatology)

### Advertising Information

**Ask about digital advertising opportunities in Hepatology**

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

**Ad Placement:** Advertising precedes and follows the editorial section. Please contact your rep for information on premium position.

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

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.

### Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,624	\$1,137	\$739
6x	\$1,575	\$1,102	\$718
12x	\$1,527	\$1,069	\$694
24x	\$1,478	\$1,034	\$672
36x	\$1,429	\$1,001	\$651
48x	\$1,380	\$966	\$628
60x	\$1,332	\$932	\$606
72x	\$1,283	\$898	\$584
84x	\$1,234	\$864	\$561
96x	\$1,186	\$830	\$539
108x	\$1,137	\$796	\$518
120x	\$1,088	\$761	\$495

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

4-color process:	\$1,150
Matched color:	\$824

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

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Table of Contents:	20%
First Spread	20%
Page Facing First Page of Text:	20%
Spread Between TOC and 1st Editorial	

Positions available on a non-cancelable basis.

**Inserts:** Rates are determined using black and white earned rate per number of insert pages plus 10%. Please check with your sales rep for print run quantity before sending inserts.

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### Issuance & Closing Dates

**Frequency: 12x per year**

**Mailing Date:** Approximately the 25th of the month prior to the cover date.

#### 2020 Closing Dates:

Vol/Iss	Cover Date	Reservation	Material Due	Inserts Due
71:1	January	11/15/2019	11/22/2019	12/16/2019
71:2	February	12/19/2019	12/26/2019	1/17/2020
71:3	March	1/16/2020	1/23/2020	2/14/2020
71:4	April	2/14/2020	2/21/2020	3/16/2020
71:5	May	3/18/2020	3/25/2020	4/17/2020
71:6	June	4/16/2020	4/23/2020	5/15/2020
72:1	July	5/15/2020	5/22/2020	6/15/2020
72:2	August	6/18/2020	6/25/2020	7/17/2020
72:3	September	7/17/2020	7/24/2020	8/14/2020
72:4	October	8/14/2020	8/21/2020	9/15/2020
72:5	November	9/17/2020	9/24/2020	10/16/2020
72:6	December	10/15/2020	10/22/2020	11/17/2020

### Bonus Distribution

Issue	Conference
April	54th European Association for the Study of the Liver
May	Digestive Diseases Week 2020
October	The Liver Meeting 2020

### Mechanical Requirements

**Trim Size: 8.25" x 10.875"**

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.2667"	11.125"
1/2 page horizontal	8.5"	5.5625"
Two-page spread	17"	11.125"

### 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](mailto:PrintAdTraffic@wiley.com) prior to submitting file via FTP.
- 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™, match print, 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

- Multi-page inserts are to be furnished folded. (Three samples).
- Sizes. 2-page inserts: 8.5" x 11.125". 4-page inserts: 8.5" x 11.125"
- Trimming: Head 1/8", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.
- Stock weights acceptable: Not to exceed 80 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated

### Paper Stock

Inside pages: 60 lb. Somerset Gloss.

Covers: Anthem Gloss

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head

### Contacts

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

**Al Liburd**, Advertising Production Specialist P:  
201-748-8754  
E: [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)  
Wiley  
111 River Street, 4-01, Hoboken, NJ 07030-5774

#### Contracts and Insertion Orders:

Wiley  
Attn: Steve Donohue, Account Manager-Display Advertising HEP,  
Vol., Issue  
101 Station Landing, Suite 300, Medford, MA 02155 E:  
[sdonohue@wiley.com](mailto:sdonohue@wiley.com)

#### Ship inserts to:

**Sheridan NH (SNH)**  
Attn: Lisa George  
TITLE NAME, Volume:\_\_\_\_\_, Issue: \_\_\_\_\_  
69 Lyme Road  
Hanover, NH 03755  
E: [lisa.george@sheridan.com](mailto:lisa.george@sheridan.com)