

2020 Rate Card

Volume 60

TRANSFUSION



Transfusion, the Official Journal of AABB, publishes the latest technological advances, clinical research, and controversial issues related to transfusion medicine, cellular and gene therapies, and tissue transplantation. Each issue addresses topics such as clinical transfusion, immunology, genetics, cellular therapy, patient blood management, and hematology.

This peer-reviewed journal is read by Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, and Physicians (Transfusion Service, Anesthesiologist, Surgeon) who work in Blood Centers, Hospital Blood Banks, and Hospital Transfusion Services.

Advertising & Sales Office

Michael Lamattina, Display Advertising Sales
P: 781-388-8548 ~ E: mlamattina@wiley.com

Kristin McCarthy, Recruitment Advertising Sales
P: 978-609-4215 ~ E: kmccarthy@wiley.com

Dave Surdel, Director – Reprint Sales
P: 781-388-8343 ~ E: commercialreprints@wiley.com

For custom projects including sponsored supplements, webinars, content sponsorships, microsites, resource centers and lead generation programs, please contact Michael Lamattina at mlamattina@wiley.com or call 781-388-8548.

Publisher & Editorial Office

Wiley, 101 Station Landing, Suite 300, Medford, MA 02155

Shawn Morton, Publisher

Kathryn Chaloux, Journal Publishing Manager

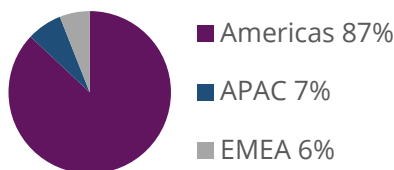
Circulation

Total Print Circulation: 7,102

Coverage: United States and International

Markets Served: Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, Physicians (Transfusion Service, Anesthesiologist, Surgeon)

Print Circulation by Region



Editorial Information

Editor: Richard M. Kaufman, MD

Origin of Editorial: 100% submitted

2018 Impact Factor: 3.111

ISI Journal Citation Reports® Ranking 2018: 29/73 (Hematology)

Print Advertising Information

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.

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

Black and White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,494	\$1,602	\$1,150
3x	\$2,389	\$1,539	\$1,097
6x	\$2,284	\$1,497	\$1,045
12x	\$2,179	\$1,434	\$992
24x	\$2,074	\$1,370	\$940
36x	\$1,969	\$1,307	\$887
48x	\$1,864	\$1,245	\$835

Color Rates

In addition to earned B&W rate:

4-color process	\$1,550
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Cover and Preferred Positions

In addition to earned B&W rates

2nd Cover	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Table of Contents:	15%
First Non Cover Ad	10%

Other services: Bellybands, cover tips, outserts, business reply cards, advertorials, reprints (print and electronic), patient education materials, sponsored subscriptions, supplements, webcasts, webinars, podcasts, microsites, events, content licensing, and translations. Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

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2020 Issuance and Closing Dates

Frequency: 12x per year

Vol/Iss	Cover Date	Space Reservation	Material Due	Inserts Due
60:1	January	12/13/19	12/20/19	12/27/19
60:2	February	1/14/20	1/21/20	1/28/20
60:3	March	2/11/20	2/18/20	2/25/20
60:4	April	3/13/20	3/20/20	3/27/20
60:5	May	4/14/20	4/21/20	4/28/20
60:6	June	5/13/20	5/20/20	5/27/20
60:7	July	6/12/20	6/19/20	6/26/20
60:8	August	7/14/20	7/21/20	7/28/20
60:9	September	8/13/20	8/20/20	8/27/20
60:10	October	9/14/20	9/21/20	9/28/20
60:11	November	10/13/20	10/20/20	10/27/20
60:12	December	11/12/20	11/19/20	11/26/20

Bonus Distribution:

Issue	Conference
September 2020	AABB Annual Meeting

Cancellations: Cancellations or changes in advertising material must be received no later than 3-5 days before the ad schedule due date.

Mechanical Requirements

Trim Size: 8.25" x 10.875", **Bleed Size:** 0.25"

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	4.266"	11.125"
1/2 page horizontal	8.5"	5.5625"
Cover tips	7"	5"

Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material
- High-resolution digital media required (minimum 300 dpi for images)
- Required format: PDF/Acrobat 4.05 or later
- Electronic Transfer (preferred): Contact Al Liburd at alliburd@wiley.com prior to submitting a 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™, 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

- 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
- Trimming: Head 0.125", 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: UPM Classic Gloss 80 gsm.
- Covers: 10 pt. C/2/S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head

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, Hoboken, NJ 07030-5774

Send digital advertising files to:

Online Ad Operations

E: OnlineAdTraffic@wiley.com

Wiley

101 Station Landing, Suite 300, Medford, MA 02155

Ship Inserts to:

Dartmouth Printing Company, Attn: Lisa George
Transfusion, Volume __, Issue __
69 Lyme Road, Hanover, NH 03755
P: 603-643-2220 ~ F: 603-643-547

