

2020 Advertising Rate Card

Sonography

Sonography is an international peer-reviewed journal and accepts manuscripts on all aspects of sonography and medical ultrasound globally. Manuscripts may take the form of original articles, review articles, case report and series, resource reviews, editorial, letters to the editor and articles outlining new techniques and equipment.

It is the official journal of the Australasian Sonographers Association (ASA).

Contact information

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Editorial information

Glenda McLean (AU)

Audience

Sonographers

Circulation: 4,200

Issue & closing dates

Frequency x4 per year

Issue date	Booking deadline	Materials due	Loose inserts
March	12 February	19 February	28 February
June	14 May	21 May	30 May
September	14 August	21 August	31 August
December	13 November	20 November	30 November



Advertising Rates

Ad size	1 issue	2 issues	4 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	1,700	1,620	1,530
Half page mono	1,300	1,240	1,170
Quarter page mono	900	860	810
Outside back cover	2,950		
Inside front cover	2,950		
Inside back cover	2,800		
Preferred position	2,800	2,660	2,520
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.

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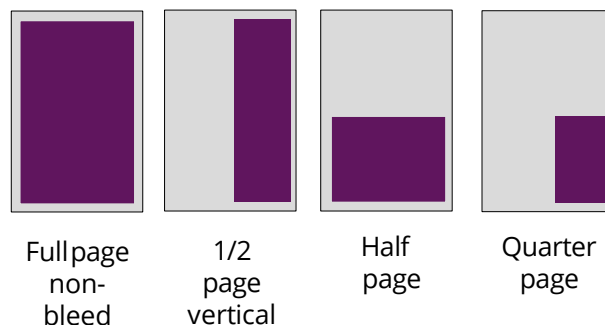
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Mechanical Requirements

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

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

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