

2020 Advertising Rate Card

Journal of Small Animal Practice

Journal of Small Animal Practice (JSAP) is a monthly peer-reviewed publication integrating clinical research papers and case reports from international sources, covering all aspects of medicine and surgery relating to dogs, cats and other small animals. These papers facilitate the dissemination and implementation of new ideas and techniques relating to clinical veterinary practice, with the ultimate aim of promoting best practice. JSAP publishes high quality original articles, as well as other scientific and educational information. New developments are placed in perspective, encompassing new concepts and peer commentary. The target audience is veterinarians primarily engaged in the practise of small animal medicine and surgery.

Contact information

corporatesaleseurope@wiley.com

Editorial information

Editor-in-Chief: Nick Jeffery

Impact Factor 1.255

Audience

Small veterinary practitioners and full members of the British Small Animal Veterinary Association (BSAVA). There is additional circulation to individual and institutional subscribers plus a bonus distribution at the annual BSAVA Congress and other events attended by BSAVA and Wiley.

Circulation: 1,023



Advertising Rates

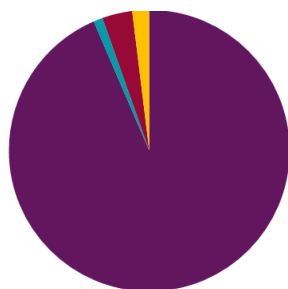
Ad size	2020 Price
Premium position	£1,885
Full page colour	£1,672
Full page mono	£757
Half page colour	£1,449
Half page mono	£511
Quarter page mono	£377

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

Issue & closing dates

Frequency x12 issues a year

Issue Date	Booking deadline	Materials due	Publication date
61:1	23 Dec 19	30 Dec 20	18 Jan 20
61:2	17 Jan 20	24 Jan 20	14 Feb 20
61:3	14 Feb 20	21 Feb 20	13 Mar 20
61:4	21 Feb 20	28 Feb 20	20 Mar 20
61:5	16 Apr 20	23 Apr 20	14 May 20
61:6	20 May 20	27 May 20	17 Jun 20
61:7	17 Jun 20	24 Jun 20	15 Jul 20
61:8	16 Jul 20	23 Jul 20	13 Aug 20
61:9	20 Aug 20	27 Aug 20	17 Sept 20
61:10	17 Sept 20	24 Sept 20	15 Oct 20
61:11	21 Oct 20	28 Oct 20	18 Nov 20
61:12	20 Nov 20	27 Nov 20	18 Dec 20



■ UK 868
 ■ USA 40
 ■ Europe 81
 ■ Rest of world 119

WILEY

2020 Advertising Rate Card

Additional advertising solutions



Online advertising

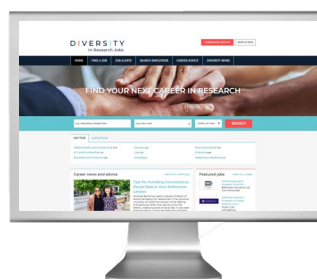
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.03%
Unique users	43,960
Average page views	209,150



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

WILEY

2020 Advertising Rate Card

Mechanical Requirements

Journal trim size 297mm 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, Izabela Mayne at imayne@wiley.com

WILEY