

# 2020 Advertising Rate Card

## The Journal of Pathology

*The Journal of Pathology* aims to serve as a translational bridge between basic biomedical science and clinical medicine with particular emphasis on, but not restricted to, tissue based studies. The main interests of the Journal lie in publishing studies that further our understanding the pathophysiological and pathogenetic mechanisms of human disease.

As well as original research papers, the Journal seeks to provide rapid publication in a variety of other formats, including editorials, review articles, commentaries and perspectives and other features, both contributed and solicited.

### Contact information

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

### Editorial information

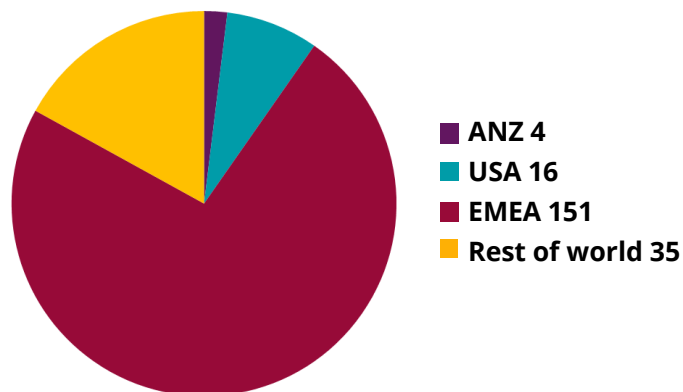
Professor C Simon Herrington

**Impact Factor** 7.381

### Audience

Pathologists; cancer researchers; oncologists; histopathologists; immunologists; microbiologists

**Circulation:** 176



### Advertising Rates

Ad size	2020 Price
Full page colour	£1,735
Half page colour	£1,572
Half page mono	£511
Quarter page mono	£327
Double page spread	£3,177

**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
250:1	14 Nov 19	21 Nov 19	13 Dec 19
250:2	19 Dec 19	26 Dec 19	17 Jan 20
250:3	16 Jan 20	23 Jan 20	14 Feb 20
250:4	13 Feb 20	20 Feb 20	13 Mar 20
250:5	20 Feb 20	27 Feb 20	20 Mar 20
251:1	19 Mar 20	26 Mar 20	17 Apr 20
251:2	16 Apr 20	23 Apr 20	15 May 20
251:3	21 May 20	28 May 20	19 Jun 20
251:4	18 Jun 20	25 Jun 20	17 Jul 20
252:1	16 Jul 20	23 Jul 20	14 Aug 20
252:2	20 Aug 20	27 Aug 20	18 Sept 20
252:3	17 Sept 20	24 Sept 20	16 Oct 20
252:4	15 Oct 20	22 Oct 20	13 Nov 20

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## Additional advertising solutions



### Online advertising

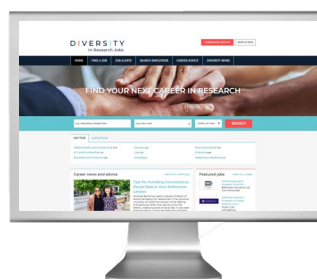
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.08%
Unique users	15,308
Average page views	50,785



### 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](mailto:corporatesaleseurope@wiley.com)

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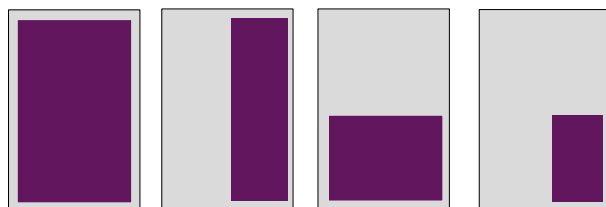
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## Mechanical Requirements

Journal trim size 297mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	253mm x 177mm	303mm x 216mm
Half page - vertical	253mm x 90mm	
Half page - horizontal	122mm x 177mm	
Quarter page	122mm x 90mm	

Digital position	Size
MPU	300 x 250px
Leaderboard	98 x 720px

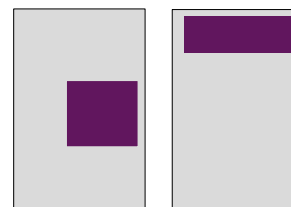


Full page  
non-  
bleed

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, Sarah Young at [syoung@wiley.com](mailto:syoung@wiley.com)

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