

2020 Rate Card

Volume 95

American Journal of Hematology

The *American Journal of Hematology* provides broad coverage of experimental and clinical features of blood diseases in humans and in animal models of human disease. The journal publishes original contributions in non-malignant and malignant hematological diseases including clinical and basic studies in hemostasis and thrombosis, immunology, blood banking, and stem cell biology. Clinical translational reports describing novel therapeutic approaches to diagnosis and treatment of hematological diseases are welcomed and encouraged. The journal includes regular original laboratory and clinical research articles, brief research reports, critical reviews, images in hematology, letters and correspondence.

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

Helene Daniels, Reprint Sales

P: 781.388.8507 ~ E: hdaniels@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

111 River Street, Hoboken, NJ 07030-5774

Bart Wacek: Journal Publishing Manager

Circulation

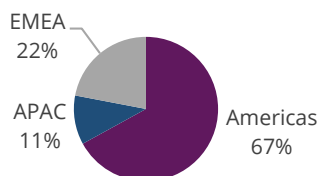
Total Circulation: 42

Coverage: United States and International

Markets Served:

Hematologists, oncologists, specialists in hemostasis and thrombosis, specialists in bone marrow, transplantation, clinical anthropologists, pathologists, immunologists, biochemists, cell biologists, cardiologists, neurologists, intensivists, and primary care physicians.

Print Circulation by Region



Editorial Information

Editor: Carlo Brugnara

2018 Impact Factor: 6.137

ISI Journal Citation Reports® Ranking: 2018: 9/73 (Hematology)

Advertising Information

Ask about digital advertising opportunities in *American Journal of Hematology*

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.

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

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

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$980	\$686	\$446
6x	\$951	\$665	\$433
12x	\$921	\$645	\$419

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

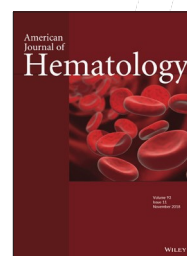
4-color process: \$1,515

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

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

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the 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.



2020 Rate Card

Volume 95

American Journal of Hematology

Issuance & Closing Dates

Frequency: 12x per year

Mailing Type: 1st class, polybagged

2020 Closing Dates:

Vol/ Issue	Cover Date	Space Reservations	Inserts	Inserts Due
95:1	January	11/21/19	11/28/19	12/5/19
95:2	February	12/24/19	12/31/19	1/7/20
95:3	March	1/25/20	1/30/20	2/6/20
95:4	April	2/22/20	3/2/20	3/8/20
95:5	May	3/25/20	4/1/20	4/8/20
95:6	June	4/23/20	4/30/20	5/7/20
95:7	July	5/24/20	6/1/20	6/7/20
95:8	August	6/24/20	7/1/20	7/8/20
95:9	September	7/26/20	8/3/20	8/9/20
95:10	October	8/23/20	8/31/20	9/6/20
95:11	November	9/24/20	10/1/20	10/8/20
95:12	December	10/26/20	11/4/20	11/8/20

Bonus Distribution:

Issue	Conference
December	61st ASH Annual Meeting and Exposition

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7" / 177.8mm	10" / 254mm
1/2 page vertical	3.25" / 88.9mm	10" / 254mm
1/2 page horizontal	7" / 177.8mm	5" / 127mm
1/4 page	3.5" / 88.9mm	5" / 127mm
Page Sizes, Bleed	Width	Depth
Full page	8.5" / 215.9mm	11.875" / 282.58mm
1/2 page vertical	4.25" / 107.95mm	11.875" / 282.58mm
1/2 page horizontal	8.5" / 215.9mm	5.5625" / 141.2mm
Two-page spread	17" / 431.8mm	11.875" / 301.625mm
Bellybands	18.25" / 463.55mm	4.5" / 114.3mm
Cover Tips	7" / 177.8mm	5" / 127mm

Submission of Ads

- All files are built to specification
- Ads are CMYK or black and white
- No spot color in threads
- All transparencies are flattened
- All fonts are embedded
- Ad files must be in PDF format
- Word doc files can be typeset within sizes specifications

Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples).
- Sizes. 2-page inserts: 8.5" / 215.9mm x 11.125" / 282.56mm, 4-page inserts: 8.5" / 215.9mm x 11.125" / 282.56mm
- Trimming: Head 0.125" / 3.16mm, foot no less than 0.125" / 3.16mm or more than 0.5625" / 14.29mm, width 0.125" / 3.16mm; safety margin in gutter; 0.125" / 3.16mm safety at side; 0.125" / 3.16mm grind off spine.
- Inside pages: White Pyramid gloss 50#
- Covers: 8pt.C2S
- Halftone Screen: 133
- Type of Binding: Perfect. Publication jogs to the head.

Paper Stock: UPM Gloss

Halftone Screen: 133

Contacts

All new advertisements, bellybands, outserts, cover tips, and other ad materials must have editorial approval before being sent to the ad specialist. Send ad 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

Ship inserts to be bound into the journal to:

COS Printers Pte. Ltd.
9 Kian Teck Crescent
Singapore 628875

