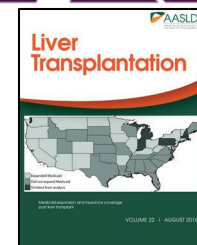


2020 Advertising Rate Card

Liver Transplantation



Liver Transplantation is the premier publication in the field. Published monthly, the journal delivers current, peer-reviewed articles on clinical investigations, drug research, basic laboratory research, and evolving surgical techniques—the information necessary to keep abreast of this evolving specialty. An Official Journal of the American Association for the Study of Liver Diseases, *Liver Transplantation* provides its readership with the highest quality material through careful peer review and editorial comment.

Advertising & Sales Office

Steve Donohue, Manager – Display Advertising
P: 781-388-8511 ~ E: sdonohue@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 sponsorships, supplements, microsites and custom projects, please contact Kurt Polesky, kpolesky@wiley.com

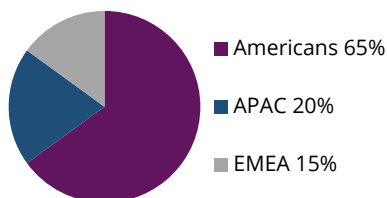
Publisher & Editorial Office

Wiley
101 Station Landing, Suite 300, Medford, MA 02155
Shawn Morton: Publisher

Circulation

Total Circulation: 4,653
Coverage: United States and International

Markets Served:
Transplantation surgery, hepatology, gastric enterology, and immunology.



Editorial Information

Editor: Paul Martin, MD, University of Miami

2018 Impact Factor: 4.159

ISI Journal Citation Reports® Ranking 2018:
21/84 (Gastroenterology and Hepatology); 6/25 (Transplantation); 16/203 (Surgery)

Advertising Information

Ask about digital advertising opportunities in *Liver Transplantation*

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.

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,230	\$861	\$560
6x	\$1,193	\$835	\$543
12x	\$1,156	\$809	\$526
24x	\$1,119	\$784	\$509
36x	\$1,082	\$758	\$492
48x	\$1,046	\$732	\$476
60x	\$1,009	\$706	\$459
72x	\$972	\$680	\$442
84x	\$935	\$654	\$425
96x	\$898	\$629	\$409
108x	\$861	\$603	\$392
120x	\$824	\$577	\$375

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

4-color process	\$1,150
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Cover and Preferred Position (in addition to earned B&W)

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 representative for print run quantity before sending inserts.

Other services: Reprints (print and electronic), sponsored subscriptions, supplements, webcasts, webinars, podcasts, and microsites. Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

Liver Transplantation

Issuance & Closing Dates

Frequency: 12x per year

Mailing Date: Approximately the 1st of each month

Closing Dates:

Vol/Iss	Cover Date	Space Reservations	Material Due	Inserts Due
26:1	January	11/15/2019	11/22/2019	12/16/2019
26:2	February	12/19/2019	12/23/2019	1/17/2020
26:3	March	1/16/2020	1/23/2020	2/14/2020
26:4	April	2/14/2020	2/21/2020	3/16/2020
26:5	May	3/18/2020	3/25/2020	4/17/2020
26:6	June	4/16/2020	4/23/2020	5/15/2020
26:7	July	5/15/2020	5/22/2020	6/15/2020
26:8	August	6/18/2020	6/25/2020	7/17/2020
26:9	September	7/17/2020	7/24/2020	8/14/2020
26:10	October	8/14/2020	8/21/2020	9/15/2020
26:11	November	9/17/2020	9/24/2020	10/16/2020
26:12	December	10/15/2020	10/2/2020	11/17/2020

Bonus Distribution

Issue	Conference
November	American Association of Liver Diseases

Mechanical Requirements

Trim Size: 8.25" x 10.875"

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	4.2667"	11.125"
1/2 page horizontal	8.5"	5.5625"
Two-page spread	17"	11.125"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Al Liburd at PrintAdTraffic@wiley.com.
- 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 11.125".
- Trimming: Head 1/8", 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, ad month clearly indicated.

Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm.
- Covers: 10 pt. C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Contacts

Ship all advertising material as well as two insert examples to:

Al Liburd, Advertising Production Specialist P:
201-748-8754

E: PrintAdTraffic@wiley.com

Wiley

111 River Street, 4-01, Hoboken, NJ 07030-5774

Ship insertion orders to:

Wiley

Attn: Steve Donohue

LT, Vol., Issue

101 Station Landing, Suite 300, Medford, MA 02155

P: 781-388-8470 ~ E: sdonohue@wiley.com

Ship inserts to:

Sheridan NH (SNH)

Attn: Lisa George

TITLE NAME, Volume: _____, Issue: _____

69 Lyme Road

Hanover, NH 03755

E: lisa.george@sheridan.com