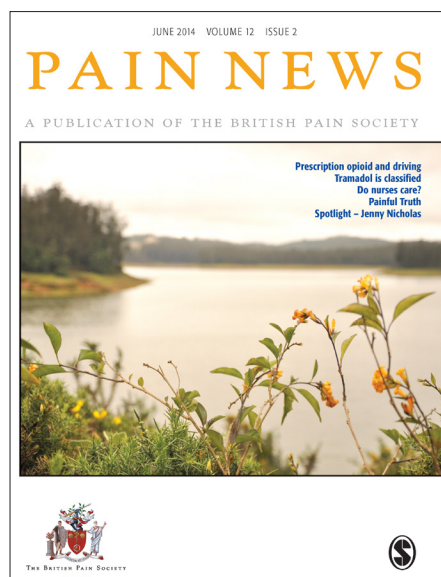


Advertising Rates And Specifications - 2015



Editor: **Dr Arasu Rayen**, *British Pain Society*

Pain News is the official newsletter of the British Pain Society. It represents the wider views of more than 1,425 members of the Society from various disciplines in Pain Management. It includes recent news in the field of pain management as well as the professional perspectives of our members.

All the healthcare professionals involved in pain management and patients actively contribute to this newsletter. It is widely read and is published four times a year.

Pain News fulfils the aims to the Society by advancing the understanding and management of pain for the benefit of patients.

Readership profile: medical pain specialists, nurses, physiotherapists, scientists, psychologists, psychiatrists, general practitioners, occupational therapists and other professionals actively engaged in the diagnosis and treatment of pain and in pain research for the benefit of patients

Journal Statistics

Print

Volume: 13

Circulation: 1,425

Frequency: The journal is published 6 times per year.

Print Geographical Distribution

UK Only

Advertising Rates & Information - 2015

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
March*	6 January 2015	13 January 2015	3 March 2015
June	7 April 2015	14 April 2015	2 June 2015
September	7 July 2015	14 July 2015	1 September 2015
December	13 October 2015	20 October 2015	1 December 2015

Bonus Distribution

- March issue: British Pain Society's 2015 Annual Scientific Meeting 21 - 23 April (Glasgow)
- March issue: 14th World Congress of the European Association of Palliative Care, 8-10 May (Denmark)

Print advertising rates – 2015:

Colour Rates

Frequency	1x	3x	6x
Full Page	£1,133	£1,049	£963
Outside Back Cover	£1,303	£1,205	£1,107
Inside Front Cover	£1,246	£1,153	£1,060
Inside Back Cover	£1,190	£1,100	£1,011
Half Page	£670	£619	£570
Double Spread	£1,983	£1,836	£1,685

Black and white rates

Frequency	1x	3x	6x
Full page	£670	£619	£570
Half Page	£402	£372	£342

Other Promotional Opportunities

Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

available. A sample must be submitted to the publisher for approval.

Outserts (product samples, brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity— only one advertising outsert is permitted per issue.

Online Advertising

Available locations/sizes:



- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £46 per

1,000 impressions, with a minimum of £460 /10,000 impressions per booking.

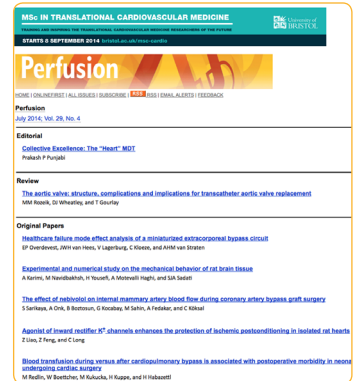
- Banner advertising may be **available across multiple publications.**
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
 - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
 - Maximum size of banners: 100KB

E-Toc alert sponsorship:

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.

The sponsor may include a hyperlink and banner advert.

- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB



Policy and Guidelines

General policy on acceptance of advertising

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.

All advertising is subject to the publisher's and society's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted.

If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

Mechanical requirements for print advertisements

Full Page

Full page, bleed
286mm x 216mm

Full page, trim size
280mm x 210mm

Full page, type area
250mm x 180mm

Half Page

Horizontal, Type Area
120mm x 180mm

Horizontal, Trim Area
140mm x 210mm

Vertical, Type Area
250mm x 85mm

Vertical, Trim Area
280mm x 105mm

Requirements for electronic delivery

Please submit advertisements as print-ready PDFs. Crop marks should be placed on all advertisements that bleed and offset.

All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.

Colour graphics must be in CMYK.

The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Double Spread

Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.

Agency commission 10%

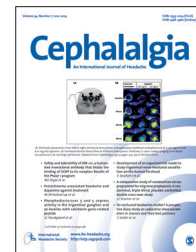
Related Journals



British Journal of Pain
bjp.sagepub.com



Palliative Medicine
pmj.sagepub.com



Cephalalgia
cep.sagepub.com

Contact Details

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