

# TOXICOLOGIC PATHOLOGY

Official Journal of the Society of Toxicologic Pathology and the British Society of Toxicological Pathologists

## ADVERTISING RATES & SPECIFICATIONS – Effective January 2011

### GENERAL INFORMATION



#### PUBLISHER AND EDITORIAL OFFICE:

SAGE Publications, 2455 Teller Road,  
Thousand Oaks, CA 91320 USA  
Phone: 805-499-0721, Fax: 805-499-  
8096, URL: www.sagepub.com

**FREQUENCY:** 7 times/year

#### ORGANIZATION AFFILIATION:

Official Journal of the Society of  
Toxicologic Pathology and the British  
Society of Toxicological Pathologists

#### DESCRIPTION:

**Toxicologic Pathology** focuses on  
the multidisciplinary elements that  
constitute toxicologic pathology,  
including spontaneous and  
experimentally induced morphological  
and functional changes, environmental

exposures, case reports, and risk assessment and investigative techniques. The journal publishes original articles, symposia papers, brief communications, current topic reviews, current issues, and fast-track articles.

#### GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

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.

#### READERSHIP PROFILE:

##### Principal Activity / STP Members

Research .....	34%
Regulatory/Risk Assessment.....	25%
Product Development/ Study Director .....	13%
Consultant .....	11%
Other .....	8%
Administration.....	6%
Teaching .....	2%

Public Health /Occupational  
Medicine/ Industrial Hygiene .....

##### Primary Research Areas / STP Members

Anatomic Pathology .....	69%
Discovery/Investigative Pathology .....	36%
Clinical Pathology.....	10%
Project Management.....	10%
Other .....	2%
Not actively involved in Toxicologic Pathology .....	2%

#### BONUS DISTRIBUTION:

Issue	Conference Distribution	Dates - 2011	Location
April	Society of Toxicologic Pathology (STP)	June 19-23	Denver, CO
October	American College of Toxicology (ACT)	November 6-9	Phoenix, AZ
	American College of Veterinary Pathologists (ACVP)	December 3-7	Nashville, TN

### ADVERTISING RATES – 2011

#### B & W

Frequency	1x	3x	6x	12x	24x
1 page	\$680	\$650	\$620	\$585	\$550
½ page	\$510	\$490	\$470	\$450	\$425
¼ page	\$325	\$310	\$295	n/a	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

#### COLOR RATES:

Standard color:.....	\$630
Pantone color:.....	\$785
4 Color:.....	\$1,050

#### INSERTS (BOUND):

2 page insert – 3 times the earned B&W rate
4 page insert – 5 times the earned B&W rate
6 page insert – 6 times the earned B&W rate
8 page insert – 8 times the earned B&W rate
Business Reply Cards – earned B&W rate

#### COVER AND PREFERRED POSITION RATES:

(non-cancelable)

Inside Front Cover: Earned B&W rate + 35%
Inside Back Cover: Earned B&W rate + 25%
Back Cover: Earned B&W rate + 50%
Facing Table of Contents: Earned B&W rate + 30%
Facing First Article: Earned B&W rate + 25%
Other specified positions: Earned B&W rate + 15%

**AGENCY COMMISSION:** 15%

**PAYMENT TERMS:** Terms for invoices are **Net 30**. Publisher reserves the right to withhold advertising from delinquent advertisers.

### CLOSING DATES – 2011

ISSUE	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
January	11/12/2010	11/17/2010	11/24/2010
February	12/9/2010	12/14/2010	12/21/2010
April	2/16/2011	2/21/2011	2/28/2011
June	4/14/2011	4/19/2011	4/26/2011
August	6/13/2011	6/17/2011	6/24/2011
October	8/17/2011	8/22/2011	8/29/2011
December	10/13/2011	10/18/2011	10/25/2011

Insertions made after printed space reservation deadline are non-cancelable.

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.

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## BANNER ADVERTISING ON JOURNAL WEBSITE

http://tpx.sagepub.com

### HOME PAGE:

The screenshot shows the home page of the journal website. At the top, there is a red banner with the text "728 x 90". Below this is the journal title "JOURNAL TITLE" in a yellow box. The page features a navigation menu with options like "Journal Home", "Online First", "Current Issue", "Past Issues", "Suppl. Materials", "Subscribe", and "Alerts". A search bar is also present. On the left side, there is a "JOURNAL COVER" section with a yellow background. On the right side, there is a "160 x 600" skyscraper banner area. The main content area includes a "Review of Educational Research" section with a list of articles and a "More about this journal" section with links to other journals by AERA.

### INTERNAL PAGES:

The screenshot shows an internal page of the journal website. At the top, there is a red banner with the text "728 x 90". Below this is the journal title "JOURNAL TITLE" in a yellow box. The page features a navigation menu with options like "Journal Home", "Online First", "Current Issue", "Past Issues", "Suppl. Materials", "Subscribe", and "Alerts". A search bar is also present. On the left side, there is a "JOURNAL COVER" section with a yellow background. On the right side, there is a "160 x 600" skyscraper banner area. The main content area includes a "Prospective ipsum dolor sit amet, consectetur adipiscing elit. Quisque consectetur tincidunt tellus." section with a list of authors and a "More about this journal" section with links to other journals by AERA.

Banner Type	Exclusive or Rotating	Location	Size	3 Month Rate		6 Month Rate		12 Month Rate	
				Advertiser	Non-Advertiser	Advertiser	Non-Advertiser	Advertiser	Non-Advertiser
<b>Banner 1: Leaderboard</b>	Rotate with no more than 2 other banners	Top of home page and top of interior pages	728 x 90	\$1,900	\$3,800	\$3,500	\$7,000	\$6,000	\$12,000
<b>Banner 2: Wide Skyscraper</b>	Rotate with no more than 2 other banners	Right Side of Home page and interior pages	160 X 600	\$1,375	\$2,750	\$2,200	\$4,400	\$3,850	\$7,700

- Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.
- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.

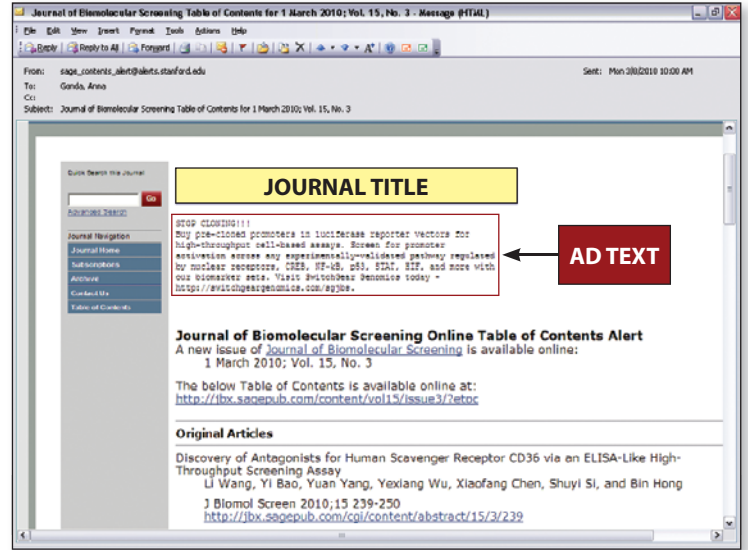
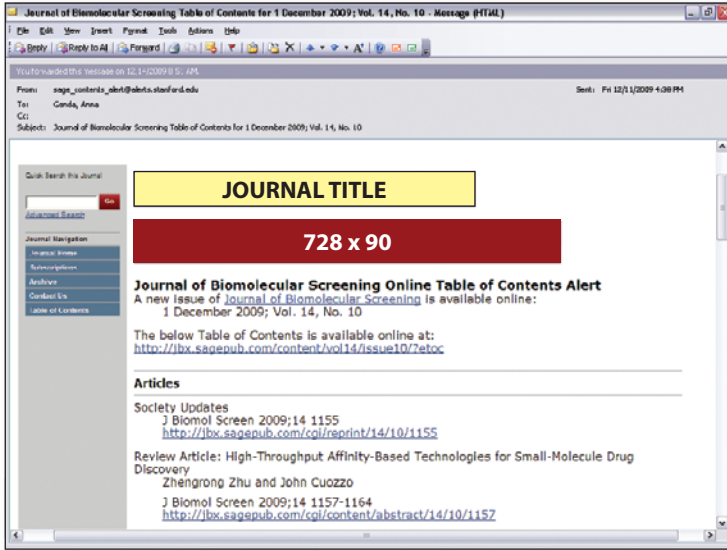
### BANNER AD SPECIFICATIONS:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement

# TOXICOLOGIC PATHOLOGY

## E-TOC 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.



e-TOCs	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850
Text ad	Up to 40 words plus logo	\$1,500	\$1,400	\$1,200	\$1,000

### BANNER AD SPECIFICATIONS FOR E-TOC:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement

# TOXICOLOGIC PATHOLOGY

## ARTWORK SPECIFICATIONS

Binding: Perfect bound  
Trim Size: 8 1/2" w x 11" h

	<b>Non-Bleed</b>	<b>Bleed</b>
Full page:	7" w x 10" h	8 5/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim • Linescreen: 133-150

### REQUIREMENTS FOR ELECTRONIC DELIVERY:

#### General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

#### Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

#### Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—[www.swop.org](http://www.swop.org)) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

#### File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

#### BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

#### POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" h x 6" w.

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

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

## ADDRESSES & NUMBERS

#### FOR ADVERTISING INQUIRIES:

Jovi Candelaria  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320  
Phone: 805-410-7132 Fax: 805-375-5282  
E-mail: [jovi.candelaria@sagepub.com](mailto:jovi.candelaria@sagepub.com)

#### FOR ARTWORK DELIVERY:

Anna Gonda  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320 USA  
Phone: 805-410-7772 • Fax: 805-499-8096  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

#### PRE-PRINTED INSERTS:

*(list journal name, issue # and quantity on boxes/skid)*

Ship to:

Mary Heiliger  
Sheridan Press  
450 Fame Avenue, Hanover, PA 17331 USA  
Phone: 800-635-7181 ext. 8145

#### FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road, Thousand Oaks, CA 91320 USA  
Phone: 805-410-7763 • Fax: 805-499-8096  
E-mail: [reprint@sagepub.com](mailto:reprint@sagepub.com)

## OTHER MARKETING OPPORTUNITIES

- **Belly bands / Cover tips** - An exclusive way to place your message front and center with each journal reader. Belly bands and cover tips allow your message to be the very first one seen by readers.
- **Outserts** - Place your brochure or a CD-ROM in the polybag of the journal and into the hands of our subscribers.
- **Journal supplements** - Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.
- **Article reprints** - Reprints of articles pertinent to your company's mission serve as excellent marketing support materials for conference hand-outs, collateral sales material, and direct mail pieces.
- **Classified advertisers** in the journal qualify for a 10% discount on advertising their positions on the Society of Toxicologic Pathology website.

Please contact the Publisher for more information about any of these opportunities.