

ADVERTISING RATES & SPECIFICATIONS - 2025



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DESCRIPTION: The Neuroradiology Journal (NRJ) is a clinical practice journal documenting the current state of diagnostic neuroradiology worldwide. NRJ publishes original clinical observations, descriptions of new techniques or procedures, case reports, and articles on the ethical and social aspects of related health care. Original research published in NRJ is related to the practice of neuroradiology. Submissions suitable for the Journal include observational studies, clinical trials, epidemiological work, reports

on health services and outcomes, and advances in applied (translational) and/or basic research. The majority of editorial board members are national leaders in the field of neuroradiology.

READERSHIP PROFILE:

Neuroradiologists, Radiologists, Neurologists, Neurosurgeons, Research Scientists with interest in Neuroradiology, Neuro Intensive Care Specialists

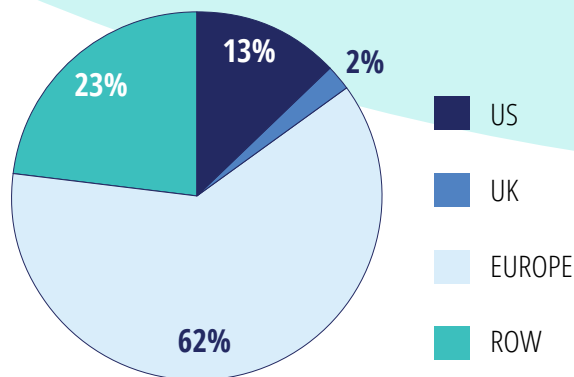
IMPACT FACTOR:
• 1.3

RANKING:
• Neuroimaging (ESCI) 14 out of 15

ONLINE:
• Average Monthly Unique Visitors: 16,932
• Average Monthly Pageviews: 21,771



ONLINE GEOGRAPHICAL DISTRIBUTION



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ADVERTISING RATES & INFORMATION

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	COPY DEADLINE	MAIL DATE
FEBRUARY	17 DECEMBER 2024	20 DECEMBER 2024	3 FEBRUARY 2025
APRIL	17 FEBRUARY 2025	18 FEBRUARY 2025	1 APRIL 2025
JUNE	11 APRIL 2025	14 APRIL 2025	2 JUNE 2025
AUGUST	17 JUNE 2025	20 JUNE 2025	1 AUGUST 2025
OCTOBER	15 AUGUST 2025	18 AUGUST 2025	1 OCTOBER 2025
DECEMBER	17 OCTOBER 2025	20 OCTOBER 2025	1 DECEMBER 2025

FULL COLOR RATES

COLOR	1X
• FULL PAGE	£4058
• OUTSIDE BACK COVER	£6956
• INSIDE FRONT COVER	£5217
• INSIDE BACK COVER	£4637
• DOUBLE SPREAD	£8155

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.

AGENCY COMMISSION: 10%

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

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing..

BANNER ADVERTISING

STANDARD

Minimum of 10,000 impressions per month

CPM

STANDARD BANNERS		£65
GEOTARGETED BANNERS		£75
STICKY BANNERS		£96
EXPANDABLE		£85
INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	£1,250 MONTHLY SPONSORSHIP

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include: 728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

Email: ukadvertising@sagepub.co.uk

All prices are gross CPM unless otherwise noted. Minimums may apply.

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Radiology channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
Sponsored Emails	Custom HTML	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250 Smaller banner sizes can be accepted but will not display optimally.	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
FULL PAGE PDF	1237 X 1631 px	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING



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Digital Advertising Examples

MECHANICAL REQUIREMENTS

FULL PAGE		HALF PAGE	
FULL PAGE, BLEED	303MM (H) X 216MM (W)	HORIZONTAL, TYPE AREA	120MM (H) X 180MM (W)
FULL PAGE, TRIM SIZE	297MM (H) X 210MM (W)	HORIZONTAL, TRIM AREA	140MM (H) X 210MM (W)
FULL PAGE, TYPE AREA	250MM (H) X 180MM (W)	VERTICAL, TYPE AREA	250MM (H) X 85MM (W)
		VERTICAL, TRIM AREA	280MM (H) X 105MM (W)

FOR ARTWORK SUBMISSION:

UK Advertising
Email: ukadvertising@sagepub.co.uk

• BANNER ADVERTISING REQUIREMENTS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

- **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.**

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