

SAGE PUBLICATIONS



ADVERTISING RATES & SPECIFICATIONS

Effective January 2008



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FOR OVER 40 YEARS, SAGE Publications has published innovative and insightful scholarly and professional journals. We offer the advertiser over 400 journals to reach specific audiences in the following markets —

- Biotechnology
- Business
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- Education
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- Medicine
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- Political science
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Through our comprehensive marketing strategy, we continually and successfully maintain highly specialized, international readerships that include physicians, nurses, scientists, scholars, researchers, policy makers, practitioners, professionals and students.

You can be confident that an ad for your products and services, placed in a SAGE journal, will reach a receptive target audience, thereby finding you new customers, new sources of revenue, and new markets.

JOURNAL LIST (U.S. OFFICE ONLY)

JOURNAL	MONTHS OF PUBLICATION	SIZE	JOURNAL	MONTHS OF PUBLICATION	SIZE
<i>(for sizes, see chart under "Mechanical Specifications")</i>			<i>(for sizes, see chart under "Mechanical Specifications")</i>		
Administration and Society	(1,3,4,5,7,9,10,11)	C	Behavior Modification	(1,3,5,7,9,11)	C
Adult Education Quarterly	(2,5,8,11)	C	Biological Research for Nursing	(1,4,7,10)	A
Advances in Developing Human Resources	(2,5,8,11)	C	BULLETIN	(3,6,9,12)	C
Affilia	(2,5,8,11)	C	Bulletin of Science, Technology, & Society	(2,4,6,8,10,12)	A
American Behavioral Scientist	(Monthly)	C	Business Communication Quarterly	(3,6,9,12)	C
*American Educational Research Journal			Business & Society	(3,6,9,12)	C
*American Journal of Alzheimer's Disease & Other Dementias			Canadian Journal of School Psychology	(6,12)	C
American Journal of Evaluation	(3,6,9,12)	B	Career Development for Exceptional Individuals	(4,7,11)	A
*American Journal of Hospice & Palliative Medicine			Child Maltreatment	(2,5,8,11)	A
*American Journal of Lifestyle Medicine			Clinical Case Studies	(2,4,6,8,10,12)	B
*American Journal of Medical Quality			Clinical Nursing Research	(2,5,8,11)	C
*American Journal of Men's Health			*Clinical Pediatrics		
*American Journal of Sports Medicine			*Clinical and Applied Thrombosis/Hemostasis		
American Politics Research	(1,3,5,7,9,11)	C	Clothing and Textiles Research Journal	(1,4,7,10)	B
American Review of Public Administration	(3,6,9,12)	B	Communication Abstracts	(2,4,6,8,10,12)	C
*Angiology			Communication Disorders Quarterly	(2,4,8,11)	A
ANNALS of the American Academy of Political and Social Science	(1,3,5,7,9,11)	C	Communication Research	(2,4,6,8,10,12)	C
Applied Psychological Measurement	(1,3,5,6,7,9,10,11)	B	Community College Review	(1,4,7,10)	C
Armed Forces & Society	(1,4,7,10)	C	Comparative Political Studies	(Monthly)	C
Asia-Pacific Journal of Public Health	(1,4,7,10)	B	*Compensation & Benefits Review		
Assessment	(3,6,9,12)	A	*Complementary Health Practice Review		
Assessment of Effective Intervention	(2,5,8,11)	A	*Cornell Hospitality Quarterly		

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<i>(for sizes, see chart under "Mechanical Specifications")</i>		
Counseling Psychologist, The	(1,3,5,7,9,11)	C
Crime & Delinquency	(1,4,7,10)	C
Criminal Justice Abstracts	(3,6,9,12)	C
*Criminal Justice & Behavior		
Criminal Justice Policy Review	(3,6,9,12)	C
Criminal Justice Review	(3,6,9,12)	B
Cross-Cultural Research	(2,5,8,11)	C
Cultural Studies/Critical Methodologies	(2,5,8,11)	C
*Diabetes Educator, The		
East European Politics and Societies	(2,5,8,11)	B
Economic Development Quarterly	(2,5,8,11)	A
Education and Urban Society	(1,3,5,7,9,11)	C
Educational Administration Quarterly	(2,4,8,10,12)	C
*Educational Evaluation and Policy Analysis		
Educational Policy	(1/2, 3,5,7,9,11)	C
Educational and Psychological Measurement	(2,4,6,8,10,12)	C
*Educational Researcher		
Environment & Behavior	(1,3,5,7,9,11)	C
Evaluation & the Health Professions	(3,6,9,12)	C
Evaluation Review	(2,4,6,8,10,12)	C
Family & Consumer Sciences Research Journal	(3,6,9,12)	B
Family Journal, The	(1,4,7,10)	A
Feminist Criminology	(1,4,7,10)	C
Field Methods	(2,5,8,11)	C
Focus on Autism and Other Developmental Disabilities	(3,6,9,12)	A
*Foot & Ankle Specialist		
Games and Culture	(1,4,7,10)	C
Gender & Society	(2,4,6,8,10,12)	C
Gifted Child Quarterly	(1,4,7,10)	A
Group & Organization Management	(2,4,6,8,10,12)	C
Health Education & Behavior	(2,4,6,8,10,12)	B
*Health Promotion Practice		
Hispanic Journal of Behavioral Sciences	(2,5,8,11)	C
*Home Health Care Management & Practice		
Homicide Studies	(2,5,8,11)	C
Human Resource Development Review	(3,6,9,12)	C
Illness, Crisis & Loss	(1,4,7,10)	C
*Integrative Cancer Therapies		
Int'l Criminal Justice Review	(3,6,9,12)	B
*Int'l Journal of Lower Extremity Wounds		
Int'l Journal of Offender Therapy & Comparative Criminology	(2,4,6,8,10,12)	C
Int'l Journal of Press & Politics	(1,4,7,10)	C
*Int'l Journal of Surgical Pathology		
Int'l Regional Science Review	(1,4,7,10)	C
Intervention in School and Clinic	(1,3,5,9,11)	A

JOURNAL	MONTHS OF PUBLICATION	SIZE
<i>(for sizes, see chart under "Mechanical Specifications")</i>		
Journal of Adolescent Research	(1,3,5,7,9,11)	C
Journal of Aging and Health	(2,3,4,6,8,9,10,12)	C
*Journal of the American Psychiatric Nurses Association		
Journal of the American Psychoanalytic Association	(3,6,9,12)	C
Journal of Applied Behavioral Science, The	(3,6,9,12)	C
Journal of Applied Gerontology	(2,4,6,8,11)	C
*Journal of Attention Disorders		
Journal of Biological Rhythms	(2,4,6,8,10,12)	A
*Journal of Biomolecular Screening		
Journal of Black Psychology, The	(2,5,8,11)	C
Journal of Black Studies	(1,3,5,7,9,11)	C
Journal of Business Communication	(1,4,7,10)	C
Journal of Business & Technical Communication	(1,4,7,10)	C
Journal of Career Assessment	(2,5,8,11)	B
Journal of Career Development	(3,6,9,12)	C
Journal of Cases in Educational Leadership (online only)		
*Journal of Cardiovascular Pharmacology and Therapeutics		
*Journal of Child Neurology		
*Journal of Clinical Pharmacology, The		
Journal of Communication Inquiry	(1,4,7,10)	C
Journal of Conflict Resolution, The	(2,4,6,8,10,12)	C
Journal of Contemporary Criminal Justice	(2,5,8,11)	C
Journal of Contemporary Ethnography	(2,4,6,8,10,12)	C
*Journal of Correctional Health Care		
Journal of Cross-Cultural Psychology	(1,3,5,7,9,11)	B
*Journal of Diagnostic Medical Sonography		
Journal of Disability Policy Studies	(3,6,9,12)	A
Journal of Early Adolescence, The	(2,5,8,11)	C
Journal of Early Intervention	(3,6,9,12)	B
*Journal of Educational and Behavioral Statistics		
Journal of Emotional and Behavioral Disorders	(2,5,8,11)	A
Journal of English Linguistics	(3,6,9,12)	C
Journal of Environment & Development, The	(3,6,9,12)	C
Journal of Family History	(1,4,7,10)	B
Journal of Family Issues	(Monthly)	C
Journal of Family Nursing	(2,5,8,11)	C
*Journal of Geriatric Psychiatry and Neurology		
Journal of Hispanic Higher Education	(1,4,7,10)	C
*Journal of Holistic Nursing		
Journal of Hospitality & Tourism Research	(2,5,8,11)	C
*Journal of Human Lactation		
Journal of Humanistic Psychology	(1,4,7,10)	C
*Journal of Intensive Care Medicine		
*Journal of the International Association of Physicians in AIDS Care		

JOURNAL LIST

JOURNAL	MONTHS OF PUBLICATION	SIZE
<i>(for sizes, see chart under "Mechanical Specifications")</i>		
Journal of Interpersonal Violence	<i>(Monthly)</i>	C
Journal of Language & Social Psychology	<i>(3,6,9,12)</i>	C
Journal of Leadership and Organizational Studies	<i>(2,5,8,11)</i>	A
Journal of Learning Disabilities	<i>(1,3,5,7,9,11)</i>	A
Journal of Macro-marketing	<i>(3,6,9,12)</i>	A
Journal of Management	<i>(2,4,6,8,10,12)</i>	C
Journal of Management Education	<i>(2,4,6,8,10,12)</i>	C
Journal of Management Inquiry	<i>(3,6,9,12)</i>	A
Journal of Marketing Education	<i>(4,8,12)</i>	A
Journal of Mixed Methods Research	<i>(1,4,7,10)</i>	B
*Journal of Pediatric Oncology Nursing		
Journal of Pharmacy Practice	<i>(2,4,6,8,10,12)</i>	A
Journal of Planning Education & Research	<i>(3,6,9,12)</i>	A
Journal of Planning History	<i>(2,5,8,11)</i>	B
Journal of Planning Literature	<i>(2,5,8,11)</i>	A
Journal of Positive Behavior Interventions	<i>(1,4,7,10)</i>	A
Journal of Psychoeducational Assessment	<i>(3,6,9,12)</i>	B
Journal of Research in Crime and Delinquency	<i>(2,5,8,11)</i>	C
Journal of Service Research	<i>(2,5,8,11)</i>	A
Journal of Special Education	<i>(2,5,8,11)</i>	A
Journal of Sport & Social Issues	<i>(2,5,8,11)</i>	C
Journal of Sports Economics	<i>(2,4,6,8,10,12)</i>	C
Journal of Studies in International Education	<i>(3,6,9,12)</i>	C
*Journal of Teacher Education		
Journal of Transcultural Nursing	<i>(1,4,7,10)</i>	A
Journal of Transformative Education	<i>(1,4,7,10)</i>	C
Journal of Travel Research	<i>(2,5,8,11)</i>	A
Journal of Urban History	<i>(1,3,5,7,9,11)</i>	B
Labor Studies Journal	<i>(3,6,9,12)</i>	C
Latin American Perspectives	<i>(1,3,5,7,9,11)</i>	C
Management Communication Quarterly	<i>(2,5,8,11)</i>	C
Medical Care Research & Review	<i>(2,4,6,8,10,12)</i>	C
*Medical Decision Making		
Men & Masculinities	<i>(2,4,6,8,10,12)</i>	C
Modern China	<i>(1,4,7,10)</i>	C
*Neurorehabilitation and Neural Repair		
*Neuroscientist, The		
Nonprofit & Voluntary Sector Quarterly	<i>(3,6,9,12)</i>	C
Nursing Science Quarterly	<i>(1,4,7,10)</i>	A
Organization & Environment	<i>(3,6,9,12)</i>	B
Organizational Research Methods	<i>(1,4,7,10)</i>	B
Personality & Social Psychology Bulletin	<i>(Monthly)</i>	A
Personality & Social Psychology Review	<i>(2,5,8,11)</i>	A
*Perspectives in Vascular Surgery and Endovascular Therapy		
Philosophy of the Social Sciences	<i>(3,6,9,12)</i>	C
Police Quarterly	<i>(3,6,9,12)</i>	C

JOURNAL	MONTHS OF PUBLICATION	SIZE
<i>(for sizes, see chart under "Mechanical Specifications")</i>		
Policy, Politics, & Nursing Practice	<i>(2,5,8,11)</i>	A
Political Research Quarterly	<i>(3,6,9,12)</i>	A
*Political Theory		
Politics & Society	<i>(3,6,9,12)</i>	C
Prison Journal, The	<i>(3,6,9,12)</i>	C
Public Finance Review	<i>(1,3,5,7,9,11)</i>	C
Public Works Management & Policy	<i>(1,4,7,10)</i>	A
Qualitative Health Research	<i>(Monthly)</i>	A
Qualitative Inquiry	<i>(1,3,4,6,7,9,10,12)</i>	C
Rehabilitation Counseling Bulletin	<i>(1,4,7,10)</i>	A
Remedial and Special Education	<i>(2,4,6,8,10,12)</i>	A
*Reproductive Sciences		
Research on Aging	<i>(1,3,5,7,9,11)</i>	C
Research on Social Work Practice	<i>(1,3,5,7,9,11)</i>	A
*Review of Educational Research		
Review of Public Personnel Administration	<i>(3,6,9,12)</i>	A
Review of Radical Political Economics	<i>(3,6,9,12)</i>	B
Science Communication	<i>(3,6,9,12)</i>	C
Science, Technology, & Human Values	<i>(1,3,5,7,9,11)</i>	C
*Seminars in Cardiothoracic and Vascular Anesthesia		
Sexual Abuse	<i>(3,6,9,12)</i>	C
Simulation & Gaming	<i>(3,6,9,12)</i>	C
Small Group Research	<i>(2,4,6,8,10,12)</i>	C
Social Science Computer Review	<i>(2,5,8,11)</i>	B
Sociological Methods & Research	<i>(2,5,8,11)</i>	C
Space & Culture	<i>(2,5,8,11)</i>	B
*Surgical Innovation		
Television & New Media	<i>(1,3,5,7,9,11)</i>	C
Topics in Early Childhood Special Education	<i>(2,5,8,11)</i>	A
*Toxicologic Pathology		
Trauma, Violence & Abuse	<i>(1,4,7,10)</i>	A
Traumatology	<i>(3,6,9,12)</i>	A
*Trends in Amplification		
Urban Affairs Review	<i>(1,3,5,7,9,11)</i>	C
Urban Education	<i>(1,3,5,7,9,11)</i>	C
*Vascular and Endovascular Surgery		
Violence Against Women	<i>(Monthly)</i>	C
Western Journal of Nursing Research	<i>(2,3,4,6,8,10,11,12)</i>	C
Work & Occupations	<i>(2,5,8,11)</i>	C
Written Communication	<i>(1,4,7,10)</i>	C
Young Exceptional Children	<i>(3,6,9,12)</i>	A
Youth & Society	<i>(3,6,9,12)</i>	C
Youth Violence & Juvenile Justice	<i>(1,4,7,10)</i>	B

***Special advertising rates and specifications apply to journals listed in bold. Please see individual rate card for each of these journals.**

DEADLINES

SPACE RESERVATIONS — 1st of the month, two months prior to the publication month.

AD MATERIALS — 5th of the month, two months prior to the publication month (i.e., the deadline for a September issue would be July 1st for reservations and July 5th for ad materials). Since journals close at different times throughout the month, please call to verify actual closing dates. If the above dates fall on weekends, then the deadlines will be on the preceding Friday.

The above deadlines apply to all journals unless otherwise specified on the individual journals' rate cards. Cancellations not accepted after closing dates for space reservations and must be submitted in writing.

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.

ADVERTISING RATES

The following advertising rates apply to all SAGE journals EXCEPT those designated with asterisks, which have special rates.

Ad Insertions/Year	1x	3x	6x	12x	24x
Full page	\$480	\$450	\$405	\$380	\$355
Half page	\$360	\$345	\$330	\$315	\$300
Quarter page (<i>"A" size journals only</i>)	\$285	\$275	\$265	n/a	n/a

FREQUENCY DISCOUNTS:

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

COLOR RATES (available on certain journals):

Additional Standard Color (Cyan, Magenta, Yellow), per ad, extra	\$510
Additional Pantone Color, per ad, extra	\$650
3 or 4 color, per ad, extra	\$935

AGENCY COMMISSION: 15%

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 + 25%
Facing Inside Front Cover	Earned B&W rate + 25%
Other specified positions	Earned B&W rate + 10%

Outserts, loose inserts, gatefolds, tip-ins, die cuts and business reply cards are available. Please call for rates.

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

MECHANICAL SPECIFICATIONS

"A" SIZE JOURNALS (Trim Sizes of 8" x 10 7/8" to 8 1/2" x 11"):

Ad sizes:	Inches	Millimeters
Full Page:	7" w x 10" h	177 mm w x 254 mm h
1/2 Page horizontal:	7" w x 4 7/8" h	177 mm w x 124 mm h
1/2 Page vertical:	3 3/8" w x 10" h	85 mm w x 254 mm h
1/4 Page vertical:	3 3/8" w x 4 7/8" h	85 mm w x 124 mm h

"B" SIZE JOURNALS (Trim Sizes of 7" x 10"):

Ad sizes:		
Full Page:	5 1/2" w x 8 3/4" h	140 mm w x 222 mm h
1/2 Page:	5 1/2" w x 4 1/4" h	140 mm w x 107 mm h

"C" SIZE JOURNALS (Trim Sizes of 5 1/2" x 8 1/2" to 6" x 9"):

Ad sizes:		
Full Page:	4 1/2" w x 7 1/2" h	115 mm w x 190 mm h
1/2 Page:	4 1/2" w x 3 1/2" h	115 mm w x 90 mm h

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) 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 AND ARTWORK DELIVERY:

Advertising Coordinator
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-410-7772
Fax: 805-499-8096
E-mail: advertising@sagepub.com

DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)
Please contact SAGE to verify this address.

FOR REPRINT 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

FOR SUPPLEMENT SALES:

Carolyn Saenz
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 215-279-7597
Fax: 805-499-8096
E-mail: carolyn.saenz@sagepub.com

ONLINE ADVERTISING OPPORTUNITIES

<http://online.sagepub.com>

(then select the journal site of your choice)

BANNER ADVERTISING	3 months	6 months	12 months
Advertiser Rate	\$315	\$450	\$795
Non-Advertiser Rate	\$630	\$900	\$1,590

- Maximum of 3 banners will rotate at any given time.
- The pricing above applies to all banner sizes and locations.
- Advertiser rate applies to those companies advertising 3 or more times in the print journal during the current calendar year.

AVAILABLE LOCATIONS/SIZES:

Home page square banner (1) – 140 x 140 pixels
Home page base banner (2) – 220 x 40 pixels
Content pages banner (2) – 170 x 60 pixels

ACCEPTABLE FILE FORMATS: GIF, Animated GIF, JPG, PNG

E-TOC ALERT SPONSORSHIPS:

Sponsored e-TOC alerts may be available. Price for 1 issue sponsorship is equal to the earned 1x B/W 1 page print rate. Sponsor may include up to 40 words of text plus a logo and hyperlink.