

Advertising Rates 2019

Learned Publishing is the journal of the Association of Learned and Professional Society Publishers (ALPSP). It provides an authoritative medium for the communication of research data, informed opinion and high-quality information on all aspects of academic publishing for the international scholarly and professional community. www.learned-publishing.org

We offer print and digital advertising.

ALPSP members receive a 10% discount on standard prices.

To reserve advertising or request further information: please contact Diane French on diane.french@alpsp.org or +44 (0)1827 709188

Advertising – Online

Learned Publishing is hosted by the Wiley Online Library (WOL). Charges are per based upon the number of impressions (ie the number of times your advertisement is presented on relevant pages).

2019 Rates

Pricing is per CPM (cost per 1000 impressions). Targeted regional advertising is also available at a cost of £68.00 per CPM. Please contact Diane French (diane.french@alpsp.org) for details. The average number of impressions available per month for *Learned Publishing* is 13,000.

Leaderboard (728 x 90 pixels)	£59.00
Mid Page (MPU) (300 x 250 pixels)	£59.00

Technical specification/Creative required

- Leaderboard dimensions: 728 x 90 pixels
- MPU dimensions 300 x 250 pixels
- Maximum file size: 200kb
- 1 x 1 pixel border is required for creative with white or light background
- File types accepted: GIF, JPG, PNG
- Double click tags preferred
- Click through URLs must be provided with files

Member discount - ALPSP members receive 10% discount on the above prices.

VAT is payable at the current rate and will be added to the total cost where applicable

Payment terms: 30 days

Advertising - Print

Frequency: Quarterly
 Format: American A4 (210 x 280 mm)

2019 Rates

Full page b&w text pages	210 x 276 mm	£628.00
Full page colour text pages	210 x 276 mm	£826.00
Inside front cover colour	210 x 276 mm	£965.00
Inside back cover colour	210 x 276 mm	£965.00
Back cover colour	210 x 276 mm	£1,242.00
Half page b&w text pages	177 x 115 mm	£363.00
Half page colour text pages	177 x 115 mm	£463.00
Insertion of leaflet	quote provided on request	

VAT or sales tax where applicable is payable in addition to the rates shown
Payment terms: 30 days.

Member discount - ALPSP members receive 10% discount on the above prices.

Special positions - Aside from inside back cover, inside front cover and back cover, special positions cannot be guaranteed although we will try to meet requests.

A discount of 25% is also available for a series of four consecutive print bookings. Contact diane.french@alpsp.org for bundled deals (online and print) opportunities. Plus there is a further 10% discount for ALPSP members

Copy dates

<i>Issue</i>	<i>Booked by</i>	<i>Artwork by</i>
January	12 November 2018	14 November 2018
April	15 February 2019	21 February 2019
July	16 May 2019	22 May 2019
October	16 August 2019	22 August 2019

Creative specification and terms:

- Advertisements should be supplied as press quality PDF files (600dpi) with bleed and tick marks incorporated.
- Artwork supplied will not normally be re-proofed to the advertiser.
- Additional setting or artwork will be charged at cost plus VAT.

Bundled deal for Print and Online Advertising available

The start date for impressions and date for print advertisement(s) to be chosen at time of booking. Please contact ALPSP for details (email diane.french@alpsp.org)



Learned Publishing Advertising - Booking Form 2019

Online Advertising

Please reserve

Leaderboard / Mid Page (MPU) * (*delete as appropriate)

Indicate number of impressions required for each month (in hundreds)

January February March April May June
 July August September October November December

Or, do you have a monthly budget? Specify your budget and we will let you know how many impressions this will provide
I have a monthly budget of _____

Journal Print Advertising

Please reserve the following in *Learned Publishing* Volume 32, 2019

Date
 January April July October

Format
 Half Page Full Page Colour Black & White

Special positions:
 Back Cover Inside Back Cover Inside Front Cover

- Single leaflet insert (maximum size 210 x 276mm)
- ALPSP Membership Discount claimed
- Multiple issue discount claimed (advertisement in 4 successive issues)
- Discount for Bundled deal for Print and Online Advertising

VAT is payable at current rate and will be added to the total cost where applicable

Contact name:

Organization/company

Billing address

.....

.....

Postcode Telephone Fax.....

Email

Signature Date

Do you have any other requests regarding advertising in *Learned Publishing*?

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Please refer to the attached Terms and Conditions.

For any queries please contact: Diane French at diane.french@alpsp.org or +44 (0)1827 709188



Terms and Conditions

Learned Publishing advertising – online/print/inserts

The acceptance of orders is subject to the availability of space, and the Association of Learned and Professional Society Publishers (The Association) retains the right to refuse or withdraw advertisements as it sees fit. It is the advertisers' responsibility to ensure the advertisement is submitted in the correct format for use, as specified by the Association at the time of booking. All orders must be confirmed in writing.

Online: Advertisers may book impressions for one month or multiple consecutive or multiple selected months. If more than one month of impressions is booked the current creative will be repeated unless new instructions have been received.

Print: Advertisers may book space for one issue or a series of four consecutive issues. For a series of four issues, when insertion is due, current creative will be repeated unless new instructions have been received in time for press.

Inserts: Advertisers may book to have an insert placed in the print copy of *Learned Publishing*, it is their responsibility to supply the ready printed inserts to the printer, or provide artwork for these to be printed by a printer contracted by the Association at cost.

The Association reserves the right to vary the advertisement rates and the terms of the contract regarding space or frequency of insertion or other matters at any time, and orders are accepted on the basis that any alteration or amendment becomes effective immediately on any outstanding insertion. In such an event the Advertiser would have the option of cancelling the balance of contract without surcharge.

If an advertisement is received in an incorrect format and alteration involves radical changes in layout or typesetting it will be charged at cost.

Cancellation:

For a single issue: If an advertiser cancels after the booking deadline (print or online) the full charge is payable.

For a series: If an advertiser cancels a balance of contract for a series, a surcharge will be raised to adjust the rate to the individual rate as published. We will refund the difference between the adjusted cost and the full price paid.

The Advertiser will indemnify the Association from any claims or actions arising from the appearance of an advertisement.

The Association accepts no liability for consequences occasioned either by the non-appearance of any particular advertisement or by any printers' errors.

For any queries on the above please contact:

Diane French at diane.french@alpsp.org or +44 (0)1827 709188