

Learned Publishing Advertising Rates 2017

Learned Publishing, the journal of the Association of Learned and Professional Society Publishers (ALPSP), 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.

Advertising - Print

Learned Publishing is received by all ALPSP members (often in multiple copies) as well as a number of universities, libraries and other organizations connected with academic and professional publishing. Members are specialist publishers of journals, books and electronic services in science, technology, medicine and the humanities as well as related organizations. Readers include senior managers, editors, production, marketing and distribution specialists, and librarians. Pass-on readership is high.

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

Rates

Full page b&w text pages	210 x 276 mm	£591 + VAT
Full page colour text pages	210 x 276 mm	£778 + VAT
Inside front cover colour	210 x 276 mm	£909 + VAT
Inside back cover colour	210 x 276 mm	£909 + VAT
Back cover colour	210 x 276 mm	£1,170 + VAT
Half page b&w text pages	177 x 115 mm	£342 + VAT
Half page colour text pages	177 x 115 mm	£436 + VAT
Insertion of leaflet		quoted on request

Member discount - ALPSP members 10% discount

Multiple insertions - 4 consecutive issues - 25% discount

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.

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

Copy dates:

Issue	Booked by	Artwork by
January	12 November 2016	18 November 2016
April	15 February	21 February
July	16 May	22 May
October	16 August	22 August

Artwork specification and terms:

Advertisements should be supplied as press quality PDF files (600dpi) with bleed and tick marks incorporated, if possible. Artwork supplied will not normally be re-proofed to the advertiser. Additional setting or artwork will be charged at cost plus VAT. Payment terms: 30 days.

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



Learned Publishing **ADVERTISING BOOKING FORM**

Journal (print) advert booking

Please reserve (tick as appropriate) in *Learned Publishing* Volume 30, 2017

- | | | | |
|------------------------------------|--|-------------------------------|----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> April | <input type="checkbox"/> July | <input type="checkbox"/> October |
| <input type="checkbox"/> Half Page | <input type="checkbox"/> Full Page | | |
| <input type="checkbox"/> Colour | <input type="checkbox"/> Black and White | | |

Special positions: Back cover Inside back cover Inside Front cover

- Single issue inserts (maximum size 210 x 280mm)
- Multiple insertions discount claimed (*4 successive issues*)
- ALPSP Membership discount claimed

Contact name:

Signature

Organization/company

Billing address

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Postcode Telephone Fax

Email

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

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Terms and Conditions

***Learned Publishing* advertising – 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.

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 copy 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 space has been booked and confirmed in writing, 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.

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.

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