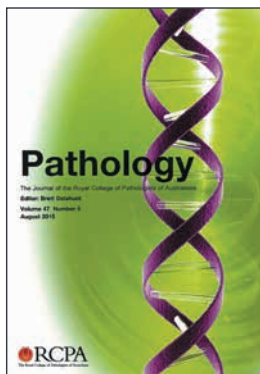


MEDIA KIT 2017

Pathology

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Pathology is committed to publishing peer-reviewed, original articles related to the science of pathology in its broadest sense, including anatomical pathology, chemical pathology and biochemistry, cytopathology, experimental pathology, forensic pathology and morbid anatomy, genetics, haematology, immunology and immunopathology, microbiology and molecular pathology.

Editor-in-Chief: Brett Delahunt

ADVERTISING RATES (excl GST)

Position	Casual	Per placement (x3)	Per placement (x5)
Full page colour	\$2,111	\$2,056	\$2,007
Half page colour	\$1,615	\$1,582	\$1,549
Double page spread colour	\$4,200	n/a	n/a
Full page B&W*	\$1,119	\$1,064	\$1,014
Half page B&W*	\$623	\$590	\$557
Inserts	Pricing on request		

x3 includes a skyscraper advertisement on *Pathology's* HealthAdvance website for 6 months.

x5 includes a leaderboard advertisement on *Pathology's* website for 1 year.

* Black and White available for recruitment and events advertising

Pathology's HealthAdvance URL: www.pathologyjournal.rcpa.edu.au

ADVERTISING DEADLINES

Issue	Advertising Material Deadline	Cover Date
49/1	28 November 2016	January 2017
49/2	19 December 2016	February 2017
49/3	27 February 2017	April 2017
49/4	28 April 2017	June 2017
49/5	28 June 2017	August 2017
49/6	28 August 2017	October 2017
49/7	30 October 2017	December 2017

Rates exclude GST. Online advertising available, price on application. Please remember that the dates are approximate.

Please check advertising sizes and print specifications on the next page.

Conditions. All advertising material is subject to the approval of the publisher and College, who reserves the right to decline any material. We cannot accept responsibility for print quality if digital specifications are not followed. Costs will be incurred for any amendments or alterations made by Elsevier as a result of incorrect advertisement specifications.

Impact Factor: **2.968**
Impact Factor Ranking
30 of 75 Pathology
Circulation: **3,395**

Official Journal of The Royal College of Pathologists of Australasia (RCPA)

www.elsevier.com/locate/pathol

For more information, please contact:

Linnea Mitchell-Taverner

T +61 2 9422 8587

M +61 448 008 159

E l.mitchell-taverner@elsevier.com

Editorial enquiries

E journalsadvertising.au@elsevier.com

ADVERTISING SIZES

The journal size is **210 x 297 mm (A4)**. An allowance of **3–5 mm** on each outside edge in addition to the trim size is required for all full pages and all DPS. Text should not come within **10 mm** of the trim size of the journal.

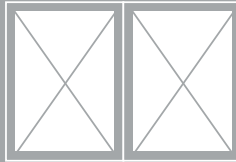
Full page



Half page landscape



Double page spread



DPS adverts must be supplied as 2 separate full pages with 5 mm bleed and a 3 mm clearance on the inside gutter margin. This is a Perfect Bound publication which requires gluing of the inside page margin – please be aware of this when designing your DPS advert. See the “Document” section below for further info.

Specification	Trim size [w x h]	Type area [w x h]	Bleed size [w x h]
Full page	210 x 297 mm	190 x 277 mm	220 x 307 mm
Half page landscape	210 X 148 mm	190 x 128 mm	220 x 158 mm
Double page spread	420 x 297 mm	197 x 277 mm per page	430 x 307 mm

PRINT SPECIFICATIONS

Software

We advise customers to generate or amend artwork in the following design programs: Adobe InDesign, Adobe Illustrator, Adobe Photoshop or QuarkXpress.

We accept

- We accept press ready, high resolution PDF files generated from native design programs through 3DAPv2 settings. The free 3DAPv2 Distiller settings for Windows and MacOS can be downloaded at www.3dap.com.au.

PDF checklist/preflight

- Artwork must be supplied in **CMYK only**, convert all images to **CMYK**
- Check all images/logos are minimum **300 dpi** (lesser resolution will reproduce poorly)
- Check trim size of full page adverts are 210 x 297 mm (A4)
- Include at least **3 mm bleeds** (5 mm preferable)
- Flatten all transparency
- Save as an Acrobat 4 (PDF 1.3) compatible file, PRESS ready and NOT PRINT ready

* If you are generating PDFs through InDesign, Illustrator or Photoshop please flatten any transparent areas within the files before postscripting. For a complete reference and troubleshooting guide on how transparency affects output please refer to Achieving Reliable Print Output from Adobe Applications with Transparency at www.adobe.com/studio/print. There are also other invaluable guides under the headings of Print Resources, PDF & Printing and Colour & Transparency.

We do not accept

- PDFs generated from **Office packages such as Word, Excel, Publisher or Powerpoint**.
- Any native files or Quickcut.

Fonts

- We cannot guarantee the best printed results from Photoshop text.
- We do not accept TrueType or CID fonts. Use Postscript fonts or create an Outline of the fonts in Illustrator. Include all printer and screen fonts.

Colours

- **CMYK** only for both colour images and illustrations.
- When saving files in the Photoshop EPS format do not include halftone screen, transfer function and do not embed colour profiles.
- It is recommended that all black type be made up using process black only, not four colours.
- The maximum total ink weight of the file in any area should not exceed 310% with a 90% black maximum, should use UCR and allow for a 14–18% dot gain.
- Overprint white text should be set to knockout.
- Knockout black should be set to overprint.

Resolution

- Four-colour CMYK – 300 dpi at 100% print size.
- Black & White Line Art – 1200 dpi at 100% print size.
- Please ensure that all images are properly cropped and scaled to as near to 100% of the final advertisement size as possible.

Document

- All live copy must be kept within the type area. This includes all text, images, keylines, key numbers and borders.
- Avoid running small type across the gutter. For headings that need to run across the gutter please allow a minimum of 1 mm clearance on both sides of the gutter. Allow 3 mm clearance on both sides of the gutter for Perfect Bound publications.

Proofing

- In order to accurately reproduce your digital file we require a content proof to be supplied.
- Documents must be set and proofed to the correct size.

Delivery of material

- Email preferred.
- Option to burn onto CD or DVD. CDs and DVDs will not be returned.
- All CDs & DVDs must be clearly marked and should be accompanied by material instructions including details of the original applications.
- It is also a requirement that material be delivered on time so that quality checking procedures can take place. Late material is liable to incur additional production costs. Additionally, Elsevier cannot take responsibility for the accurate reproduction of ads if material has been supplied late.
- We also accept files via ftp or secure ftp delivery sites eg, www.hightail.com or www.dropbox.com

Disclaimer

- Elsevier cannot be held responsible for the reproduction of material that does not adhere to any specifications outlined within this document.

Updated March 2017.