

WORLD POLICY JOURNAL

The Flagship Publication of the World Policy Institute

ADVERTISING RATES & SPECIFICATIONS

Effective January 2011

GENERAL INFORMATION



PUBLISHER AND EDITORIAL OFFICE:
SAGE Publications, 2455 Teller Road,
Thousand Oaks, CA 91320 USA
Phone: 805-499-0721, Fax: 805-499-8096,
URL: www.sagepub.com

FREQUENCY: Quarterly

EDITORIAL:

World Policy Journal, founded in 1983, is the flagship publication of the World Policy Institute (www.worldpolicy.org), a leading global think tank. The Journal's pages, home to both distinguished and emerging thinkers from around the globe, are known for lively, intelligent writing that challenges conventional wisdom and offers new perspectives on crucial but

often under-reported world issues. Essays and reportage consider such issues as geopolitical and economic shifts, global security, conflict and peacebuilding, immigration, resource scarcity, and cultural and social change.

ABOUT THE SOCIETY:

The World Policy Institute, a non-partisan global think tank based in New York City, engages fresh ideas and new voices from around the world to address critical shared challenges. Since 1961, WPI has provided a forum for solution-focused policy analysis and public debate on ways to achieve inclusive and sustainable global market economy, effective and equitable global governance, and collaborative approaches to security. It focuses on critical shared issues that require cooperation and information sharing across borders.

CIRCULATION: 6,200 Paid, Print
• 3,300 subscribers
• 2,400 newsstandcopies

READERSHIP:

Foreign relations scholars and practitioners, government workers, policy advisors, journalists, international business community, diplomats and interested public.

ADVERTISING RATES – 2011

ACADEMIC RATES – B&W:

Frequency	1x	4x	8x	12x
1 page	\$775	\$740	\$705	\$665
½ page	\$580	\$560	\$540	\$515

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.

ADDITIONAL COLOR CHARGE (for cover positions only):

Standard color:	\$630
Pantone color:	\$785
4 Color:	\$1,050

CORPORATE RATES – B&W:

Frequency	1x	4x	8x	12x
1 page	\$1,395	\$1,332	\$1,269	\$1,197
½ page	\$1,044	\$1,008	\$972	\$927

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.

ADDITIONAL COLOR CHARGE (for cover positions only):

Standard color:	\$1,134
Pantone color:	\$1,413
4 Color:	\$1,890

COVER AND PREFERRED POSITION RATES (non-cancelable):

Inside Back Cover: Earned B&W rate + 35%
Back Cover: Earned B&W rate + 50%
Other specified positions: Earned B&W rate + 15%

AGENCY COMMISSION: 15%

INSERTS (BOUND):

2 page insert – 3 times the earned black/white rate
4 page insert – 5 times the earned black/white rate
6 page insert – 6 times the earned black/white rate
8 page insert – 8 times the earned black/white rate

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.

CLOSING DATES – 2011

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	INSERTS DUE
March	1/30/2011	2/4/2011	2/11/2011
June	5/1/2011	5/6/2011	5/13/2011
September	7/31/2011	8/5/2011	8/12/2011
December	10/24/2011	10/28/2011	11/4/2011

Insertions made after printed space reservation deadline are non-cancelable.

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.

GENERAL POLICY:

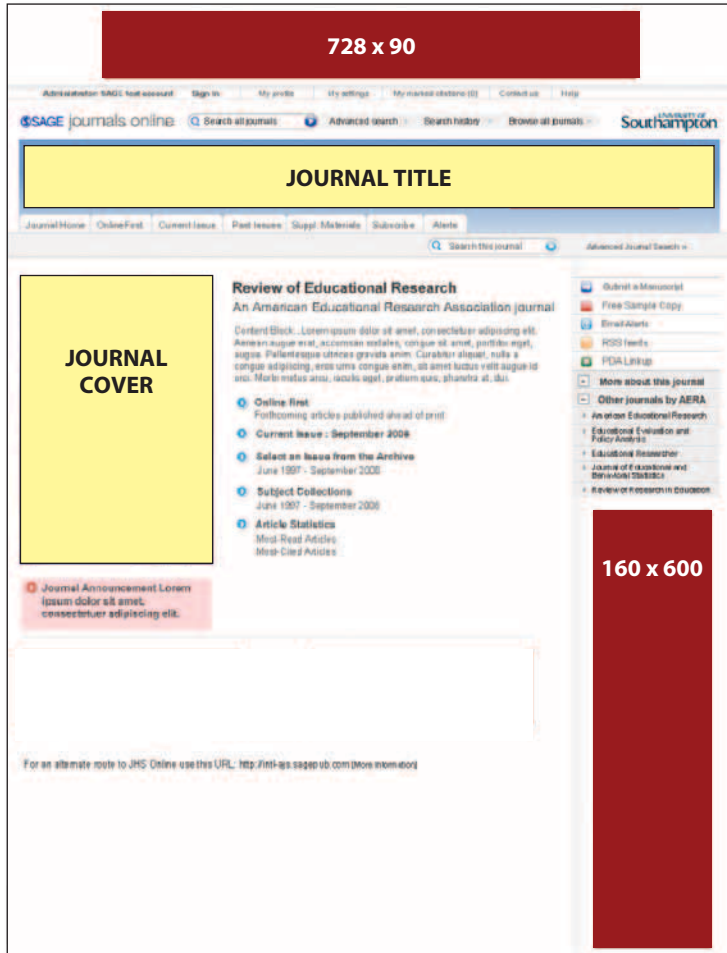
All advertising is subject to the publisher's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

WORLD POLICY JOURNAL

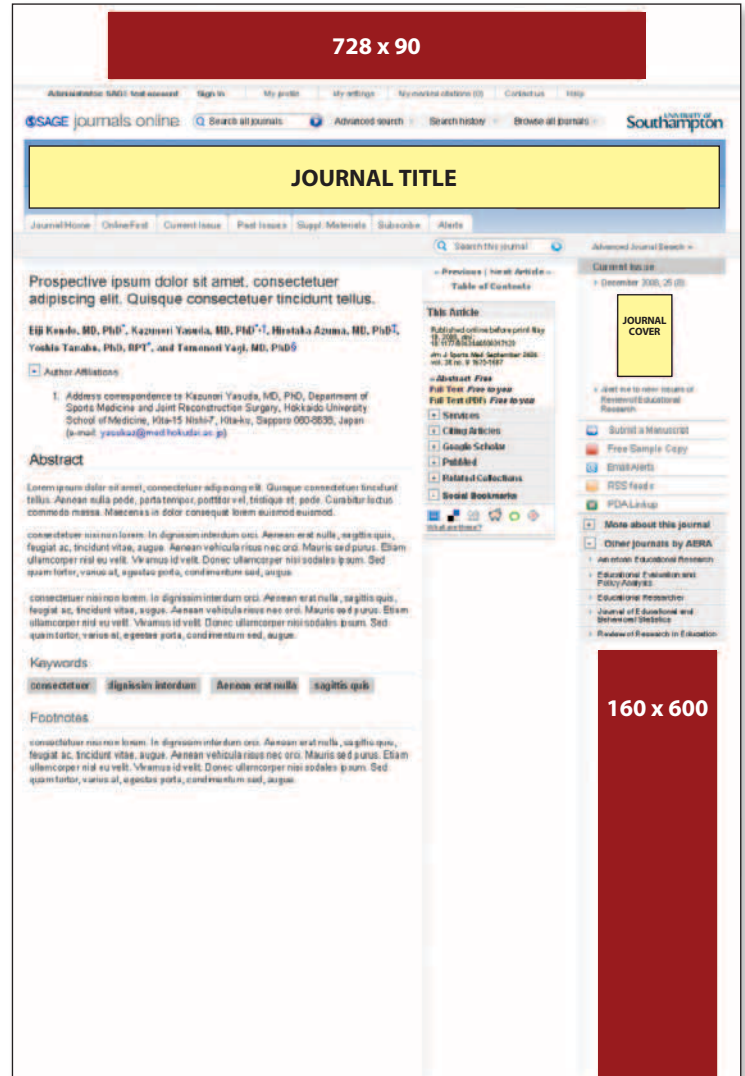
BANNER ADVERTISING ON JOURNAL WEBSITE

http://wpj.sagepub.com

HOME PAGE:



INTERNAL PAGES:



Banner Type	Exclusive or Rotating	Location	Size	3 Month Rate		6 Month Rate		12 Month Rate	
				Advertiser	Non-Advertiser	Advertiser	Non-Advertiser	Advertiser	Non-Advertiser
Banner 1: Leaderboard	Rotate with no more than 2 other banners	Top of home page and top of interior pages	728 x 90	\$1,150	\$2,300	\$2,100	\$4,200	\$4,000	\$8,000
Banner 2: Wide Skyscraper	Rotate with no more than 2 other banners	Right Side of Home page and interior pages	160 x 600	\$925	\$1,850	\$1,700	\$3,400	\$3,200	\$6,400

- Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.
- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.

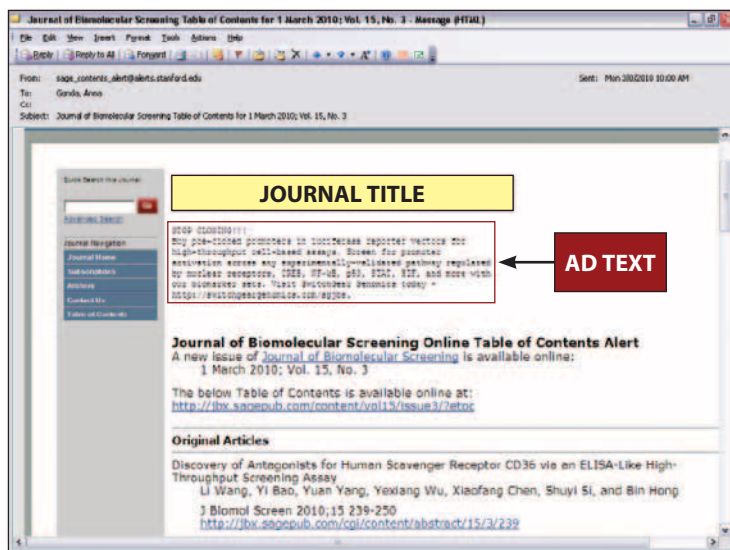
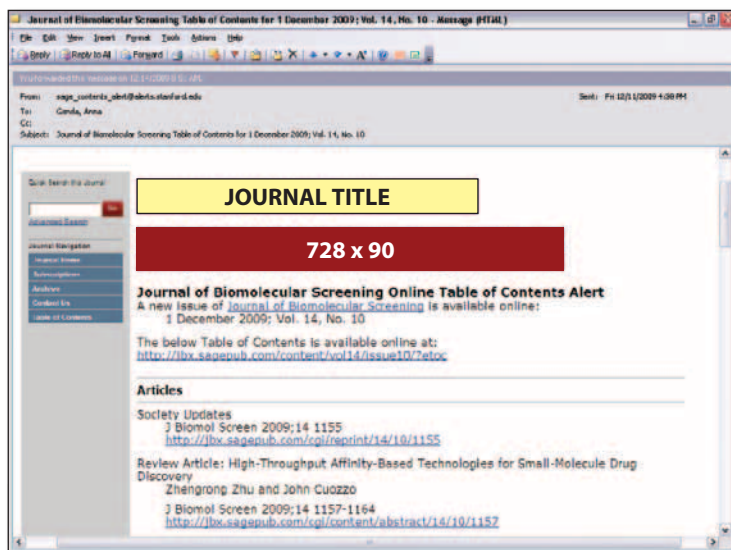
BANNER AD SPECIFICATIONS:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement

WORLD POLICY JOURNAL

E-TOC SPONSORSHIP

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.



e-TOCs	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$750	\$725	\$675	\$650
Text ad	Up to 40 words	\$850	\$825	\$800	\$775

BANNER AD SPECIFICATIONS FOR E-TOC:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement

OTHER MARKETING OPPORTUNITIES

Belly bands / Cover tips: An exclusive way to place your message front and center with each journal reader. Belly bands and cover tips allow your message to be the very first one seen by the readers.

Outserts (Product Samples, Brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity - only one advertising outsert permitted per issue!

Reprints: Reprints of articles can serve as excellent promotional pieces for your products and services. These reprints may be used for sales support materials, exhibit handouts, seminar literature, and direct mail inserts.

Supplements: Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

WORLD POLICY JOURNAL

ARTWORK SPECIFICATIONS

Trim Size: 7 3/8" w x 9 7/8" h

	Inches	Millimeters
Full page:	6" w x 8 1/2" h	152 mm w x 216 mm h
½ page horizontal:	6" w x 4 1/2" h	152 mm w x 102 mm h

Live matter: ¼" (6 mm) from trim
Linescreen: 133-150

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 ¼" 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 ¼" 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:

Jovi Candelaria
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7132
Fax: 805-375-5282
E-mail: jovi.candelaria@sagepub.com

FOR ARTWORK DELIVERY:

Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7772
Fax: 805-410-7009
E-mail: advertising@sagepub.com

DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)

Ship to:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: 800-635-7181 ext. 8145

FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: 805-410-7763
Fax: 805-410-7009
E-mail: reprint@sagepub.com

BONUS DISTRIBUTION

Issue	Editorial Theme	Conference Distribution	2011 Date & Location
Spring (March)	Global Economy	World Bank Group and the International Monetary Fund	April 16-17 Washington, DC
Summer (June)	Consumption		
Fall (September)	Innovation		
Winter (December)	Faith		