Advertising Rates 2019

• Published quarterly
• Available online or through PMC
• High-quality content, vigorously peer reviewed
• New, improved submission system and short submission to publication times
• Fast-track pathway to publish work in HIV, HBV, HCV, other viral infections including HPV, polio, herpes, flu, Ebola, Zika and coronavirus
• Eminent international Editorial Board and Panel
• Embracing papers on epidemiological, immunological, virological, pharmacological, preclinical, clinical and in vitro research
• Open-access journal entering its fifth year
• Online portal for abstract supplements – published in PMC
• Readership: growing international community involved in the prevention and management of viral infections
• Partnership with Australasian Society for HIV, Viral Hepatitis and Sexual Health (ASHM)

Promotional Opportunities
Advertisements – print and online
Supplements • Advertorials • Inserts • Wrappers

www.viruseradication.com
editorial@viruseradication.com
Name: ____________________________________________ Email: ____________________________________________
Institution/company name: ________________________________________________________________________________
Address: ________________________________________________________________________________________________
_______________________________________________________________________________________________________
Telephone: ____________________________________________ Fax: ______________________________________________

Delivery/invoice instructions (if different from above address) NB: We cannot deliver to a PO Box Number
Two copies of the journal will be sent to the company inclusive in the above advertising rate. This applies to booking adverts in the journal

METHOD OF PAYMENT □ By cheque: (UK customers only) Please make all cheques payable to Mediscript Ltd
□ By credit card – please complete the form below
□ Direct transfer Bank: National Westminster Plc, 190 The Broadway, Muswell Hill, London N10 3SD
Account name: Mediscript Limited. Account no: 03737713 Sort code: 50-21-08
IBAN: GB19 NWBK 5021 0803 7377 13 BIC: NWBK GB 2L

Card type: American Express □ Mastercard □ Visa □ Solo/Maestro/Switch □
Card number: _____________________________ (last 3 digits on reverse)
Issue no: __________________________ (s/m/sw only) Valid from: __________________________ (s/m/sw only) Expiry date: __________________________ (all cards)

Name of cardholder* ____________________________________________ Date: __________________________
*(if different from above)

Signature: ____________________________________________ Date: __________________________

Invoices will be raised in £ sterling. No refunds will be made for cancellations during the year
Payment may be made by direct transfer, or a sterling cheque/banker’s draft drawn on a UK bank

PLEASE RETURN THIS ORDER FORM BY EMAIL OR POST TO: Mediscript Ltd, 1 Mountview Court, 310 Friern Barnet Lane, London N20 0LD, UK.
Telephone: +44 20 8446 8898 Facsimile: +44 20 8446 9194 Email: info@mediscript.ltd.uk

### Technical Information

- **Bleed allowance (colour adverts)**: 3mm on each edge – plus 7mm clear gutter all-round
- **Half page horizontal**: 210mm x 144mm
- **Half page vertical**: 100mm x 297mm
- **Bleeds**
  - **10% extra for special positions**
  - **20% extra for loose insert (up to 20g)**
  - **Mailing**: £400
  - **Bound-in insert**: £650
  - **Wrapper**: £650
  - **Bookmark**: £650

### Online Advertising Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>£700</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>£500</td>
</tr>
<tr>
<td>Mini-Skyscraper</td>
<td>£300</td>
</tr>
<tr>
<td>MPU</td>
<td>£700</td>
</tr>
</tbody>
</table>

### Discounts

- **Series discount** 4 issues: 10%
- **Series discount** 2 issues: 5%

### Print Advertising Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page spread 4-colour</td>
<td>£1,620</td>
</tr>
<tr>
<td>Page 4-colour</td>
<td>£1,000</td>
</tr>
<tr>
<td>Half page 4-colour</td>
<td>£600</td>
</tr>
<tr>
<td>Advertorial, whole-page colour</td>
<td>£1,250*</td>
</tr>
<tr>
<td>Advertorial, double-page colour</td>
<td>£1,750*</td>
</tr>
<tr>
<td>Page mono</td>
<td>£500</td>
</tr>
<tr>
<td>Half page mono</td>
<td>£300</td>
</tr>
<tr>
<td>Spot colour (per colour)</td>
<td>£240</td>
</tr>
</tbody>
</table>

### Online Technical Information

Acceptable file formats are GIF, JPEG, Flash, and third party tags (preferably HTML/javascript code).

We can accommodate animated GIF. Animation must be a maximum of 3 screens and a minimum of 5 seconds between each screen change. For interactive banners, please supply a link to further information. This link must be in the form of a URL of another webpage. Banner sizes:

- **Leaderboard**: 728 x 90
- **Skyscraper**: 120 x 600 or 160 x 600
- **Mini-Skyscraper**: 160 x 120 or 160 x 320
- **MPU**: 300 x 250
- **Maximum file size**: 39 KB

For Flash creative please contact the team prior to build to ensure files meet ad-server guidelines or requirements.

Please send all online information and queries to: info@mediscript.ltd.uk