

MEDIA KIT

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General Information

Description: The Scandinavian Journal of Laboratory Animal Science advances knowledge about comparative medicine and laboratory animal science through the publication of scholarly articles about animal models, animal biology, laboratory animal medicine, laboratory animal pathology, animal behaviour, animal biotechnology and related topics. Articles include reports and reviews about basic and applied laboratory investigations, clinical investigations, and case studies, as well as informed and thoughtful opinions relevant to the humane care and use of laboratory animals. It also includes a selection of refereed articles on clinical, technical, managerial, and philosophical topics related to laboratory animal science, and a section of Scand-LAS Association news.

Distribution: Quarterly

Circulation: All Scand-LAS members and subscribers (750 in total)

Audience: Animal care supervisors, managers, technicians, technologists, veterinarians, senior scientists, faculty, and researchers in colleges, universities, pharmaceutical companies, government and private research laboratories, veterinary and medical schools and animal hospitals.

Other Information: Initial publication date: 1985.

Average pages per issue: Around 70 pages and the content of the journal has recently increased by 35%.

Dimensions: 24 x 17 cm.

Binding: Perfect bound.

Ad Rates and Specifications

Price per advert per quarterly issue

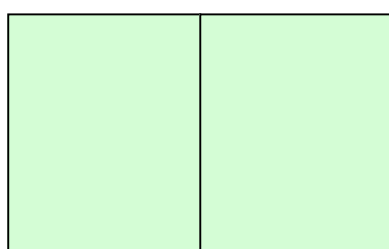
Dimensions and binding: 24 x 17 cm. Perfect bound. See p. 2 for submission requirements.

Ad	Size	Price in DKK / EUR
Full page 1/1	24 x 17 cm (corner to corner)	3,270.00 / 430.00
Half page 1/2	12 x 17 cm	2,400.00 / 315.00
Back cover page ¹	24 x 17 cm (corner to corner)	16,000.00 / ³ 2,100.00
Back of front cover page ²	24 x 17 cm (corner to corner)	15,000.00 / ³ 2,000.00
Colour surcharge		3,200.00 / 420.00
Quantity discount for minimum one ad in each of the four annual issues 10%		

¹Please ask for availability

²New from 2008. Please contact SJLAS@tele2adsl.dk for availability.

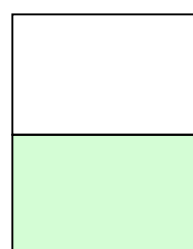
³Available in colour only (price incl. colour surcharge)



Spread



Full page



1/2 page horz

Classifieds

Recruitment classifieds are accepted. *Price EUR 200.00*

Ad Inserts

Inserts must be smaller than 18 x 13,5 cm. Submit a full-size sample of the insert, printed on the same stock weight and bulk as the final furnished inserts, to the Editorial & Advertising Office at SJLAS in advance of publication for approval; do not proceed with printing until mock-up is approved. *Initial price EUR 1,600.00* depending on weight etc.

Submission Deadline

Issue no.	Date
1	November
2	February
3	May
4	August

Publication dates

Issue no.	Date
1	December
2	March
3	June
4	September

Subscription Prices in EUR 2007

	EUROPE	OVERSEAS
One year	145.00	145.00
Postage and handling	29.00	36.00
TOTAL	174.00	181.00

Submission and Requirements

Display Ads

Files must be submitted in Adobe Acrobat® PDF or TIFF format. Use the Pantone® colour matching system and Postscript Type I fonts.

- **Adobe Acrobat® PDF Files:** Preferred file type for all colour ads. Embed fonts and use high-resolution images. Postscript Type I fonts (both screen and printer fonts) must be embedded or converted to outlines/curves. All images included must have a **resolution of at least 300 dpi**. Files must be submitted in the appropriate colour format.
- **TIFF Format:** Preferred file type for all black and white ads. Please include typefaces. File, and all images included, must have a resolution of at least 300 dpi. Files must be greyscale or CMYK.

Ads submitted which do not meet the above listed specifications will either be returned to the advertiser to correct or will incur digital production charges at EUR 40/hour. Tech support will also be billed at EUR 40/hour.

Sending Files and Disks

Send files via e-mail or CD. Matchprint™ at 100% scale, including marks and file information and indicating colour where appropriate, should accompany the ad to ensure proper colour match on press. A colour laser proof is acceptable, but does not ensure accurate colour. SJLAS will not be held responsible for inaccurate colour without a Matchprint™. Send by post Matchprints™ and colour laser proofs to our printer: Kandrup Bogtrykkeri A/S, Att.: Thomas Lafrenz, Aarhusgade 88, DK-2100 Copenhagen EO, Denmark. Materials are not returned unless requested and will be destroyed upon your request.

- E-mail: Send files to our printer: tryk@kandrup.dk. And to the SJLAS Advertising and Editorial

Office: SJLAS@tele2adsl.dk for follow-up.

- CD: Mark all disks clearly with company name and file name of ad. Send to our printer (see address above). If you send a CD, please e-mail a copy of the sent file to: SJLAS (see address above).

Ad Inserts

Before sending inserts please consult the SJLAS Advertising and Editorial Office.

Billing Information

Payment must be received within 15 days after invoice date. All adverts are paid in advance. Advertising space booked for all four issues will be invoiced once.

Cancellation Policy

Booked advertising space for all four issues may be cancelled, but the advertiser is charged for the reserved space. Individually booked advertising space may be cancelled 60 days prior to the closing date for ad materials. Advertisers who cancel after this date will be charged for the reserved ad space. It is the advertiser's responsibility that the files meet the specifications stated above. It is the responsibility of the advertiser to make corrections and resubmit. If an approved ad is not submitted by the materials deadline, additional charges may be applied. If an approved ad is not received, it will be considered a cancellation and charged as such.