

# Journal of Clinical Engineering

**88**  
Total Subscribers

**2,616**  
Average Monthly Visits

## Website

<http://www.jcejournal.com/>

## Content Focus

This quarterly journal keeps hospital clinical engineers, biomedical equipment technicians, health care planners and consultants current on topics including industry trends and developments, clinical engineering management, FDA regulation, quality control, legal developments, device management and biomedical assessment. For more than two decades, the *Journal of Clinical Engineering* has been the leading independent journal in the field providing a balance of practical, theoretical, and applied papers, as well as focused, hands-on feature articles. Specialists read the journal for advice on running a clinical engineering department, cost-effective resource management, hazard analysis and quality assurance, regulatory affairs and civil litigation, applying today's research to the clinical setting, and more.



## Editor-in-Chief

Michael Levin-Epstein, JD, MEd

## Frequency

4 issues / year

## Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

## Distribution

<b>Print Circulation:</b>	78
<b>Electronic-Only Circulation:</b>	10
<b>Total Subscribers:</b>	<b>88</b>

## Website Engagement

<b>Average Monthly Visits:</b>	2,616
<b>Average Monthly Page Views:</b>	3,829

## Run of Book Rates

Rates apply to inclusion in Print issues. A HealthProfessionsJobsPlus 30-day Standard Job Posting will be included for all recruitment ads.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	\$1,030	\$1,030	\$705	\$705

## Cover and Preferred Position Rates

**Cover 2:** 50% of earned B/W (PI) page rate

**Cover 3:** 25% of earned B/W (PI) page rate

**Cover 4:** 35% of earned B/W (PI) page rate

**Other Preferred Positions:** 25% of earned B/W (PI) page rate

## Insert Rates

**2-page:** 2.5 times earned B/W (PI) page rate

**4-page:** 4.5 times earned B/W (PI) page rate

**Larger units, gatefolds, BRCs:** Consult Sales Specialist.

## Agency Commission

15% agency discount should be applied. All prices shown as gross.

## Online and Email Rates

Please contact your Sales Representative for digital rates and availability.

### Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

### Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions.

Exclusive advertisers can run different ads in each position for maximum exposure.

### 3rd Party Emails

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

### eNewsletters

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

## Premium Sponsorship Opportunities

- Print and Digital Supplements

- Cover Tips, Cover Wraps, Belly Bands, Inserts and Outserts

- Job Boards: premium posting packages, social media job optimization, job wraps and job feeds are available.

- Meeting Reporters: extend your message beyond physical attendees by providing in-depth conference coverage.

- Resource Centers: a multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.

- Webinars: product demos, Q&A, KOL presentations – the content possibilities are endless.

- Sponsored Videos: host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum impact.

- Point-of-care: branded anatomical charts, tear pads, and additional products to add value to your HCP relationships.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

## Reprints

Print and digital reprints are available. Contact your Sales Representative for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

## Closing Dates

Issue	Run of Book Space	Run of Book Print Materials	Insert Materials	Approximate Mail Date
Jan/Mar	12/4/2019	12/10/2019	12/18/2019	1/3/2020
Apr/June	3/6/2020	3/12/2020	3/20/2020	4/3/2020
July/Sept	6/5/2020	6/11/2020	6/19/2020	7/3/2020
Oct/Dec	9/3/2020	9/10/2020	9/18/2020	10/2/2020

To inquire about extension dates, please contact your [Sales Representative](#).

## Online Specifications

[Download Online Advertising Specs](#)

## Print Specifications

### Journal Trim Size

7 3/4" x 10 3/4". Safety allowance for live matter: 1/2" from trim.

### Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page spread:	15"	x	9 7/8"	15 3/4"	x	11"
Full page:	6 7/8"	x	9 7/8"	8"	x	11"
1/2 page horizontal:	6 7/8"	x	4 7/8"		x	
1/2 page vertical:	3 3/8"	x	9 7/8"		x	

### Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

### Insert Requirements

**Acceptance:** Sample of insert must be submitted to Sales Representative for approval.

**Availability:** Two to twelve pages. All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding. Contact the Production Associate for insert specifications, quantity, and instructions.

**Shipping Address:** Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

### Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

## Advertising Representative (U.S.)

**Name:** Kelle Gray

**Phone:** 843-261-4221

**Email:** [kelle.gray@wolterskluwer.com](mailto:kelle.gray@wolterskluwer.com)

## Advertising Representative (Europe)

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## Recruiting Representative (U.S.)

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**Phone:** 215-521-8468

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## Recruiting Representative (Europe)

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## Reprints Representative (Europe)

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## Advertising Coordinator

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## Production Associate

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