

UROLOGY PRACTICE

17,801
Total Subscribers

Website

<http://www.auajournals.org/>

Content Focus

An Official Journal of the American Urological Association (AUA), *Urology Practice* focuses on clinical trends, challenges and practice applications in the four areas of Business, Health Policy, the Specialty and Patient Care. Information that can be used in everyday practice will be provided to the Urology community via peer-reviewed clinical practice articles (including best practices, reviews, clinical guidelines, select clinical trials, editorials and white papers), "research letters" (brief original studies with an important clinical message), the business of the practice of urology, urology health policy issues, urology education and training, as well as content for urology care team members.



Original work published in *Urology Practice* includes primary clinical practice articles and addresses a wide array of topics categorized as follows:

- *Business of Urology* - articles address topics such as practice operations and opportunities, risk management, reimbursement (Medicare, Medicaid and private insurers), contracting, new technology and financial management.
- *Health Policy* - articles address topics such as organization, financing and delivery of health care services from governmental and private payer policy perspectives, governmental and legislative activities influencing urology care, government affairs and policy analyses.
- *the Specialty* - articles address topics such as education and training, ABU certification, implementation of clinical guidelines and best practices across all sub-specialty societies within urology and all specialty areas outside urology relative to contributions to the practice of urology.
- *Patient Care* - articles address topics such as treatment choices, best practices, reviews, detailed analysis of clinical guidelines, evidence-based quality of care, select clinical trials, clinical implications of basic research, international health care and content for urology care team members.

Organizational Affiliation

Official Journal of the American Urological Association (AUA)

Editor-in-Chief

Carl A. Olsson, MD, FACS

Frequency

Bimonthly

Advertising Guidelines

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

Distribution

Print Circulation:	8,021
Electronic-Only Circulation:	9,780
Total Subscribers:	17,801

Audience

Urologists, urologic surgeons, pediatric urologists, nephrologists, oncologists, radiation oncologists, gynecologists, residents and interns.

Run of Book Rates

Urology Practice

Rates apply to inclusion in Print issues.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	\$4,065	\$2,510	\$2,880	\$1,325
3x	\$3,950	\$2,395	\$2,825	\$1,270
6x	\$3,875	\$2,320	\$2,800	\$1,245
12x	\$3,750	\$2,195	\$2,750	\$1,195
24x	\$3,595	\$2,040	\$2,710	\$1,155
36x	\$3,500	\$1,945	\$2,650	\$1,095

Cover and Preferred Position Rates

Cover 2: 30% of earned B/W (PI) page rate

Cover 3: 20% of earned B/W (PI) page rate

Cover 4: 40% of earned B/W (PI) page rate

Other Preferred Positions: Contact Sales Representative.

Insert Rates

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

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

6-page insert or larger: 5 times earned B/W (PI) page rate

Urology Practice/The Journal of Urology Combination Rates

Rates apply to inclusion in Print issues of *Urology Practice* and *The Journal of Urology*.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1x	\$8,577	\$5,513	\$6,619	\$3,555
3x	\$8,397	\$5,333	\$6,503	\$3,439
6x	\$8,288	\$5,224	\$6,439	\$3,375
12x	\$8,097	\$5,033	\$6,327	\$3,263
24x	\$7,860	\$4,796	\$6,199	\$3,135
36x	\$7,714	\$4,650	\$6,098	\$3,034

Agency Commission

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

Career & Events Section Rates

Urology Practice

Rates apply to inclusion in Print issues and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your Recruiting Representative for volume discounts.

Full Page	1/2 Page	1/4 Page
\$3,715	\$2,525	\$2,005

Urology Practice/The Journal of Urology Combination Rates

Rates apply to inclusion in Print issues of *Urology Practice* and *The Journal of Urology*, and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your Recruiting Representative for volume discounts.

Full Page	1/2 Page	1/4 Page
\$5,295	\$4,165	\$3,455

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.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/23/2020	11/18/2020	11/30/2020	12/3/2020	12/21/2020
March	1/26/2021	1/21/2021	1/29/2021	2/3/2021	2/22/2021
May	3/26/2020	3/23/2020	3/31/2020	4/3/2020	4/21/2020
July	5/26/2021	5/21/2021	6/1/2021	6/4/2021	6/22/2021
September	7/27/2021	7/22/2021	7/30/2021	8/4/2021	8/20/2021
November	9/27/2021	9/22/2021	9/30/2021	10/5/2021	10/21/2021

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

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Perfect

Journal Trim Size

8 1/8" x 10 7/8". 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	10"	16 1/2"	x	11 1/8"
Full page:	7"	x	10"	8 3/8"	x	11 1/8"
1/2 page horizontal:	7"	x	5"	8 3/8"	x	5 1/2"
1/2 page vertical:	3 1/2"	x	10"	4 1/4"	x	11 1/8"

Career & Events Section Page Sizes

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

[Download Career & Events Section guidelines](#)

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

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.

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