

# UROLOGY PRACTICE

18,258

Total Subscribers

386,713

Urology Specialty Average Monthly Visits

## Format

Print and Online

## Website

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

## Specialty

Urology

## Audience

Clinical urologists

## 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:

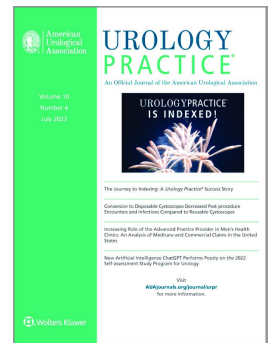
- *Business of Urology* - articles address topics such as practice operations and opportunities, risk management, reimbursement (Medicare, Medicaid and private insurers), contracting, new technology and financial management.
- *Health Policy* - articles address topics such as organization, financing 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

J. Stephen Jones, MD, FACS, MBA



## Frequency

Bimonthly

## Advertising Guidelines

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

## Distribution

	US	ROW	TOTAL
Total Subscribers	13,441	4,817	18,258
Print Circulation	9,337	39	9,376
Online-Only Circulation	4,104	4,778	8,882

## Digital Audience Engagement

	US	ROW	TOTAL
Urology Specialty Average Monthly Visits	180,127	206,586	386,713
Urology Specialty Average Monthly Page Views	286,346	379,765	666,111

## Digital Advertising

### 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.

### AUA Branded Spotlight Enewsletter

You pick the topic, we find the article content. eNewsletters capitalize on quality content and offer an efficient way to market your product as a sponsor of the qualified opt-in audience of urologists. Average sends: 7,200 / Average open rate: 25%.

### Custom Emails

100% advertiser-provided email sent to Lippincott's opt-in specialty audience. Over 130+ specialty audiences to choose from.

### Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

## Premium Sponsorship

### Conference Coverage

Daily updates on the latest clinical research presented during key society meetings. Wolters Kluwer collaborates with experienced medical writers to attend meeting and provide summaries on highlights from sessions on a specific topic. Daily updates delivered through newsletters to our engaged subscribers in the target specialty area. Summaries are hosted online roadblocked with client banner ads at 100% SOV.

### Resource Centers

Custom-created therapeutic microsite addressing target HCP's or patients' needs for the most current information on disease states, procedures, and effective treatments. Content is curated from multiple sources such as journal articles, book chapters, downloadable patient education materials and multi-media assets such as podcasts, webinars, and videos. Sponsors may provide assets and run of site banner advertisements at 100% SOV.

## Webinars/Virtual Round Tables

A virtual discussion or presentation focused on education or promotion of a product or service. Engage with audience through surveys, giveaways, polls & quizzes to assess learning efficacy. Produced as On-Demand or Simulive. Audio-only or video options available.

## Podcasts

Exclusive opportunity to align with top of class podcast content by directly speaking to target audience through a brief 15 second audio ad read by the podcast host at the beginning of the episode.

## Videos

Exclusive opportunity to drive brand awareness and education through a video focused on a specific therapeutic area or disease state. Video is hosted on journal's home page. Advertiser provides video asset.

## Interactive Infographics

Collaborate with Lippincott to create an interactive educational infographic with dynamic content in the form of text, tables and charts, images, and media to deepen engagement and enhance readers' understanding of complex data.

## Research Review Club

Disease focused journal club featuring the latest in evidence-based clinical information and commentary from a KOL. Exclusive sponsorship opportunity at 100% SOV. Wolters Kluwer collaborates with customer to select a KOL to host a journal review club focused on a customer-selected strategic medical topic.

## Point-of-Care Solutions

Integrate your brand into the patient's exam room experience and place your brand alongside the information patients take home to their loved ones. Sponsor branded anatomical charts, tear pads, disease state brochures, and more.

## Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

# Journal Advertising

## Print Ads

Place your message within our award-winning publications and peer-reviewed journals in medical, nursing, and allied health. Multiple sizes available as well as premium positions.

## Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

## Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

## Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements may be developed in print as well as electronic formats, enabling inclusion of supplemental digital

content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

## Reprints

### Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

### Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

## Run of Book Rates

### Urology Practice

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$4,485	\$2,780	\$3,175	\$1,470
3 x	\$4,405	\$2,700	\$3,135	\$1,430
6 x	\$4,325	\$2,620	\$3,095	\$1,390
12 x	\$4,250	\$2,545	\$3,055	\$1,350
24 x	\$4,175	\$2,470	\$3,015	\$1,310
36 x	\$4,105	\$2,400	\$2,980	\$1,275

### Cover and Preferred Position Rates

**Cover 2:** 35% of earned B/W (PI) page rate

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

**Cover 4:** 50% 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

**8-page:** 8.5 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*. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$9,466	\$6,098	\$7,298	\$3,930
3 x	\$9,286	\$5,918	\$7,186	\$3,818
6 x	\$9,109	\$5,741	\$7,077	\$3,709
12 x	\$8,941	\$5,573	\$6,968	\$3,600
24 x	\$8,776	\$5,408	\$6,863	\$3,495
36 x	\$8,618	\$5,250	\$6,762	\$3,394

## 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. All rates include free color. Contact your [Sales Representative](#) for volume discounts.

Full Page	1/2 Page	1/4 Page
\$3,905	\$2,655	\$2,110

### Urology Practice/The Journal of Urology Combination Rates

Rates apply to inclusion in Print issues of *Urology Practice* and *The Journal of Urology*. All rates include free color. Contact your Sales Representative for volume discounts.

Full Page	1/2 Page	1/4 Page
\$5,670	\$4,375	\$3,030

## Agency Commission

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

## Digital Rates

Please contact your Sales Representative for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

## Reprints Rates

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
<b>January</b>	11/27/2023	11/20/2023	12/5/2023	12/7/2023	12/21/2023
<b>March</b>	1/26/2024	1/23/2024	2/5/2024	2/6/2024	2/21/2024
<b>May</b>	3/27/2024	3/22/2024	4/4/2024	4/5/2024	4/22/2024
<b>July</b>	5/28/2024	5/22/2024	6/5/2024	6/6/2024	6/21/2024
<b>September</b>	7/26/2024	7/23/2024	8/5/2024	8/6/2024	8/21/2024
<b>November</b>	9/25/2024	9/20/2024	10/3/2024	10/4/2024	10/21/2024

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; Open Type 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.

## Advertising Representative (U.S.)

**Name:** Tanya Wilson

**Phone:** 410-776-5890

**Email:** [tanya.wilson@wolterskluwer.com](mailto:tanya.wilson@wolterskluwer.com)

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