

# 2021 Advertising Rate Card

## Pain Practice



**Pain Practice**, the official journal of the World Institute of Pain, publishes international multidisciplinary articles on pain and analgesia that provide its readership with up-to-date research, evaluation methods, and techniques for pain management. Special sections including the Consultant's Corner, Images in Pain Practice, Case Studies from Mayo, Tutorials, and Evidence-Based Medicine combine to give pain researchers, pain clinicians and pain fellows in training a systematic approach to continuing education in pain medicine.

### Advertising & Sales Office

#### Cunningham Associates, Inc.

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### Publishing & Editorial Office

#### Wiley

101 Station Landing, Suite 300, Medford, MA 02155

**Brian Coughlin**: Journal Publishing Manager

### Circulation

**Total Circulation:** Online Only

**Coverage:** United States and International

**Markets Served:** Anesthesiologists, Neurologists, Physical Medicine and Rehabilitation Specialists, and Pain Management Specialists.

### Editorial Information

**Editor-in-Chief:** Craig T. Hartrick

**Origin of Editorial:** 100% submitted. Acceptance of articles is solely determined based on rigorous peer review.)

**2018 Impact Factor:** 2.486

**ISI Journal Citation Reports® Ranking 2018:** 17/31

(Anesthesiology); 110/199 (Clinical Neurology)

### Advertising Information

Connect with buyers and make a lasting impression. Wiley offers unique value to advertisers through print and online advertising opportunities. Contact your Wiley representative to learn how we can help you.

## Digital Advertising Opportunities

### Banner Advertising

- **Pain Practice** averages over 64,000 impressions per month
- Rates: \$70 US/\$65 Global CPM
- Leaderboards: 728 x 90 pixels, fixed or rotating
- MPU (square) 300 x 250 pixels, available on all website pages
- Include your URL with ad creative file
- Maximum size: 200 KB
- Accepted file formats: GIF, JPG, PNG and HTML5
- 3rd party tags and geotargeting accepted



### Issue Alerts

Sent to opt-in subscribers, it is a preview of upcoming articles in a mobile friendly email. Four (4) positions are available in each issue.

- Rates: \$3,000 Top position/\$2,000 Middle position/\$1,000 Bottom position per deployment
- MPU (square): 300 x 250 pixels
- Include your URL with ad creativefile
- Maximum size: 200 KB
- Accepted file formats: static GIF, JPG, and PNG
- No 3rd party tags accepted



For detailed digital specifications: <https://goo.gl/mQJHjV>

### Issue Dates

**Frequency:** 8x per year

**2021 Closing Dates:**

Vol/Iss	Cover Date	Published Online
20:1	January	1/3/21
20:2	February	2/5/21
20:3	March	3/4/21
20:4	April	4/6/21
20:5	June	6/3/21
20:6	July	7/4/21
20:7	September	9/5/21
20:8	November	11/4/21

### Contacts

#### Contracts & Insertion Orders:

##### Cunningham Associates

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#### Send digital advertising files to:

[OnlineAdTraffic@wiley.com](mailto:OnlineAdTraffic@wiley.com)

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