

European Urology Today

Advertising Rate Card 2012

European Urology Today (EUT) is the official newsletter of the European Association of Urology. It is produced six times a year and is distributed to thousands of addresses world-wide. First printed in 1991, this newsletter has a long tradition of bringing together the opinions of the world's leading urologists and is a perfect platform for discussion and exchange of experience.

EUT publishes a wide range of articles - news, EAU updates, interviews, study results, editorials, reviews, case studies and technology insights. Urology conference reports receive extensive coverage, as well as EAU-organised fellowship and exchange programmes. Separate sections for European urology residents and the European Association of Urology Nurses (EAUN) are included in each issue. European Urology Today is mailed out together with European Urology, the official journal of the EAU.

Editor-in-Chief	Prof. Manfred Wirth
Print-run	Around 12,500 in print (excluding distribution via website)
Online publication	http://www.uroweb.org/publications/european-urology-today/
Frequency	5 issues per year
Target group	European urologists, urological residents and urological nurses
Editorial office	European Urology Today PO Box 30016 6803 AA Arnhem The Netherlands T +31 (0)26 389 0680 F +31 (0)26 389 0674 eut@uroweb.org

Issues 2012			
Issue	Publication	Reservation deadline	Submission deadline**
23-6/24-1 December 2011/February 2012*	11 January	1 November	1 December
24-2 March/May 2012	11 May	1 March	1 April
24-3 June/July 2012	11 July	1 May	1 June
24-4 August/September 2012	11 September	1 July	15 July
24-5 October/November 2012	9 November	1 September	1 October
*) Pre-congress issue; because of the timing of the Annual EAU Congress, two issues are combined into one			
**) Listed dates refer to advertisements. Submission of text for advertorials should be sent two weeks earlier due to correction round.			

Measurements			
	Width	Height	
Full Page (1/1+)	295 mm	420 mm	3 mm bleed allowance
Page (1/1)	270 mm	392.4 mm	non-bleed
Half Page (1/2)	270 mm	194.3 mm	non-bleed

Quarter Page (1/4)	133.4 mm	194.3 mm	non-bleed
Teaser Advert (1/8)	133.4 mm	95 mm	non-bleed

Advertising Rates

There are no surcharges for full colour advertisements. Discounts for taking out multiple advertisements have been applied in the rate overview below.

Rates for inserts (i.e. flyers, CD-ROMS, product samples, etc.) and advertorials are available upon request. All rates listed are exclusive of VAT (if applicable) and valid as of 1 January 2012.

Number of issues	1	2	3	4	5
Full Page (1/1+)	€ 6,800	€ 12,920	€ 18,870	€ 24,480	€ 28,900
Page (1/1)	€ 6,200	€ 11,780	€ 17,205	€ 22,320	€ 26,350
Half Page (1/2)	€ 3,100	€ 5,890	€ 8,602.50	€ 11,160	€ 13,175
Quarter Page (1/4)	€ 1,550	€ 2,945	€ 4,301.25	€ 5,580	€ 6,587.50
Teaser Advert (1/8)	€ 775	€ 1,472.50	€ 2,150.75	€ 2,790	€ 3,293.75

Digital Requirements

File formats:	Preferred format: PDF Also acceptable: Adobe InDesign, QuarkXpress, Adobe Illustrator
	Please assure that all fonts and links are embedded
	Images must be High Resolution (≥ 300 dpi at 100% scale) and CMYK
File transfer:	E-mail (only files ≤ 10 Mb): eut@uroweb.org If you wish to send files ≥ 10 Mb, please send an email to eut@uroweb.org and a guest account will be created for you to upload the file on the official EAU upload website.

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