

# European Urology Today

## Advertising Rate Card 2017

European Urology Today (EUT) is the official newsletter of the European Association of Urology (EAU). It is published five times per year, in full-colour newspaper format, offering EAU members timely updates on upcoming meetings, congress reports and other EAU information, including its Section Offices. EUT also offers book reviews, popular or (semi-)scientific articles, interviews, sections on new technologies, “My View” articles by world experts and brief summaries of recently published key articles, all within the field of urology. Separate sections for the EAU Guidelines Office, Young Academic Urologists Office and the European Association of Urology Nurses (EAUN) are included in each issue.

Editor-in-Chief	Prof. Manfred Wirth
Print-run	Around 10,000
Online publication	On <a href="http://www.uroweb.org">www.uroweb.org</a> , section Our Publications
Frequency	5 x per year
Target group	European urologists, urological residents and urological nurses
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Issues 2017			
Issue	Publication	Reservation deadline	Submission deadline***
Vol. 29 No. 1 Jan/Feb 2017*	11 February	1 December	16 January 2017
Vol. 29 No. 2 March/May 2017**	24 May	1 April	17 April 2017
Vol. 29 No. 3 June/July 2017	11 July	1 June	12 June 2017
Vol. 29 No. 4 Aug/Sep 2017	11 September	1 August	14 August 2017
Vol. 29 No. 5 Oct/Dec 2017	11 December	1 November	13 November 2017
*) Pre-congress issue; EAU Annual Congress, 24-28 March 2017, London (UK)			
**) Post-congress issue			
***) Listed dates refer to advertisements. Submission of text for advertorials should be sent two weeks earlier due to an extra 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 2017.*

Number of issues	1	2	3	4	5
Full Page (1/1+)	€ 7,620	€ 14,478	€ 21,145	€ 27,432	€ 32,385
Page (1/1)	€ 7,020	€ 13,338	€ 19,480	€ 25,272	€ 29,835
Half Page (1/2)	€ 3,510	€ 6,669	€ 9,740	€ 12,636	€ 14,917
Quarter Page (1/4)	€ 1,755	€ 3,335	€ 4,870	€ 6,318	€ 7,458
Teaser Advert (1/8)	€ 888	€ 1,687	€ 2,464	€ 3,196	€ 3,774

## Digital Requirements

<b>File formats:</b>	Digital files in PDF (preferred) 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
<b>File transfer:</b>	E-mail (only files ≤ 10 Mb): <a href="mailto:eut@uroweb.org">eut@uroweb.org</a> If you wish to send files ≥ 10 Mb, please send an email to <a href="mailto:eut@uroweb.org">eut@uroweb.org</a> .

Please visit <http://uroweb.org/all-publications/> to read European Urology Today online and to find previous issues.

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