

Listy klinické logopedie

časopis Asociace klinických logopedů ČR, ISSN 2570-6179

ADVERTISING RULES

All advertising content is subject to approval by the Editorial Board and must comply with the following: if advertising content related to pharmaceuticals or food supplements has been approved by the relevant regulatory authority (e.g. the Czech Institute for Drug Control, SÚKL) it will usually be accepted without changes. Otherwise, all claims contained in the advertising content must be substantiated by relevant supporting references (studies published in peer-reviewed sources such as journals and presentations at recognized scientific conferences).

Advertising content must include the generic name and prescribing information. We prefer advertising content in the languages of our majority readership, namely Czech and Slovak. Advertising content for tobacco, alcohol, recreational drugs or for any illegal products will not be accepted.

Advertising content that is spuriously worded as being the recommendation or professional opinion of the journal will not be accepted.

All printed and online advertisements must be labelled “Reklamní sdělení” (Advertisement). Commercial banner advertising must be clearly identifiable as such and the name of the advertiser is to appear on the banner.

The assessment of the suitability of all advertising content rests on the editorial integrity, profile and reputation of journals and websites.

Advertising content must comply with the professional and scientific nature of the journals and comply with all applicable laws.

The principle of editorial independence from commercial influence remains our priority. Thus, the journal does not allow advertising to influence editorial decisions: the content of the planned issue of the journal is decided independently of the advertising planned for that issue. No information about the content of the planned issue shall be provided to any potential advertiser therein.

The number of published advertisements per issue is influenced by the total number of pages and the final decision not to accept further advertising in the issue is the sole decision of the Editorial Board – neither the journal nor the website are to appear to the reader as too full of advertising.

We accept advertising messages for the June issues of the journal by mid-April at the latest, and for the December issues by mid-October at the latest.

Advertising rates are governed by the price list below:

Advertising extent in the electronic journal (in pdf format)

Full page ad: CZK 5000.-

1/2 page: CZK 2500.-

1/3 page: CZK 1600.-

1/4 page: CZK 1200.-

Each repetition of an advertisement in other issues is at 10% discount off list price.

The advertisement prices apply solely to fully publication-ready advertisements.

For advertisements needing to be prepared in a graphic studio assigned by the journal a surcharge is set by the graphic studio for preparation (scanning, computer rendering).

Placement of advertising on the advertiser's website and/or information text about the advertiser's product on the main page of the journal website:

Banner incl. animated (including a link to the advertiser's website and informative text)
located on the website main page:

Price for 3 months: CZK 1000.- for 6 months: CZK – 2000.- for 1 year: CZK 4000.-

The price list was approved by the Board of AKL ČR z.s. at its meeting of 1 March 2017