

ADVERTISING RATES & SPECIFICATIONS - 2025



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DESCRIPTION: Established in 1984, The American Journal of Cosmetic Surgery (AJCS) fulfills the need for a publication of significant thought, opinion, technique, and research on the subjects of cosmetic surgery and related modalities. The journal is hospitable to different points of approach and encourages original, creative endeavors in the various fields encompassing the achievement of beauty no matter how diversified the interests.

Since its inception in 1985, the American Academy of Cosmetic Surgery (AACCS) has become the leading educational platform for cosmetic surgery practitioners from a diverse array of medical specialties. AACCS is comprised of medical and dental professionals who pursue educational and training opportunities in cosmetic surgery to ensure consistently high quality patient care.

AFFILIATIONS: American Academy of Cosmetic Surgery

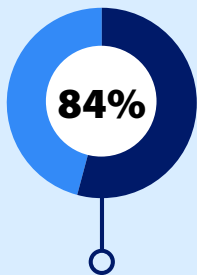
READERSHIP PROFILE: Readers include cosmetic and plastic surgeons, otolaryngologists, dermatologists, obstetricians and gynecologists, general surgeons, ophthalmic surgeons and oral & maxillofacial surgeons.

PRINT:

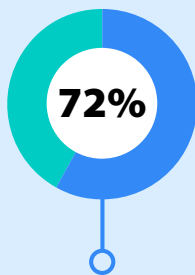
- Circulation: 1,143
- Frequency: 4



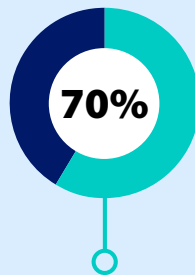
Actions taken after viewing an advertisement for a medical product, procedure, or treatment



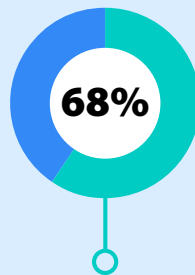
learn something new or recall facts about advertised product



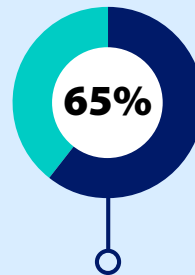
discuss the product with colleagues



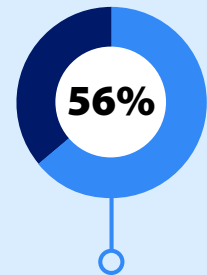
discussed product with a rep



research the product or another website or offline resource



go to the advertised brand's website



start using the product

CONTACTS



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SUPPLEMENTS AND SPECIAL SALES

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Email: Hamish.McDougall@sagepub.co.uk



PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE	\$3,376	\$3,156	\$2,907	\$2,825	\$2,663
• HALF PAGE	\$2,942	\$2,912	\$2,693	\$2,617	\$2,478
• QUARTER PAGE	\$2,252	\$2,234	\$2,101	\$2,055	\$1,973

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
MARCH	9 JANUARY 2025	13 JANUARY 2025	29 JANUARY 2025
JUNE	11 APRIL 2025	15 APRIL 2025	30 APRIL 2025
SEPTEMBER	11 JULY 2025	15 JULY 2025	30 JULY 2025
DECEMBER	10 OCTOBER 2025	14 OCTOBER 2025	29 OCTOBER 2025

BANNER ADVERTISING

STANDARD

Minimum of 10,000 impressions per month

		CPM
STANDARD BANNERS		\$100
GEOTARGETED BANNERS		\$105
STICKY BANNERS		\$130
EXPANDABLE		\$125
INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

All prices are gross CPM unless otherwise noted. Minimums may apply.

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include: 728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

Email: advertising@sagepub.com

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Plastic & Cosmetic Surgery channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
Sponsored Emails	Custom HTML	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250 Smaller banner sizes can be accepted but will not display optimally.	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
FULL PAGE PDF	1237 X 1631 px	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING



Digital Advertising Examples

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	8" X 10.5"	8.75" X 11.25"
• HALF PAGE VERTICAL	3.75" X 10.5"	N/A
• HALF PAGE HORIZONTAL	8" X 5"	N/A
• QUARTER PAGE VERTICAL	3.75" X 5"	N/A

• **TRIM SIZE:** 8.5" X 11"

• **BINDING:** Perfect Bound

- All advertising is subject to AACS approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim
- For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
- All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

• **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid

SHIP TO:

Mary Heiliger, CSR
 Sheridan Press
 450 Fame Avenue
 Hanover, PA 17331 USA
 Phone: (800) 635-7181 ext 8145

• **BANNER ADVERTISING REQUIREMENTS**

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• **ARTWORK DELIVERY**

Email: advertising@sagepub.com

• **A high-resolution press-ready PDF is required for all electronic ad submissions.**

• **All fonts must be embedded.**

• **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

RELATED TITLES

