

ADVERTISING RATES & SPECIFICATIONS 2025



CONTACTS

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2025 ADVERTISING RATES & INFORMATION

The following advertising rates apply to all Sage Journals listed in the full list of journals EXCEPT those with links to individual rate cards, which have special rates.

FULL COLOR

AD INSERTIONS/YEAR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• ONE PAGE	\$2,860	\$2,693	\$2,501	\$2,437	\$2,316
• ONE PAGE	£1,848	£1,742	£1,618		
• HALF PAGE	\$2,530	\$2,507	\$2,338	\$2,281	\$2,176
• QUARTER PAGE	\$2,008	\$1,991	\$1,893	\$1,858	\$1,794

SPECIAL POSITION PREMIUMS

• Inside front cover	Earned rate + 35%
• Inside back cover	Earned rate + 25%
• Back cover	Earned rate + 35%
• Facing TOC	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% for US / 10% for UK

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.

MECHANICAL REQUIREMENTS

ARTWORK SPECIFICATIONS - US TITLES

A	B	C
TRIM SIZES OF 8" X 10.875" TO 8.5" X 11" NON-BLEED	TRIM SIZES OF 7" X 10" NON BLEED	TRIM SIZES OF 5.5" X 8.5" TO 6" X 9" NON BLEED
• FULL PAGE 7" (W) X 10" (H)	• FULL PAGE 6" (W) X 9" (H)	• FULL PAGE 4.5" (W) X 7.5" (H)
• HALF PAGE HORIZONTAL 7" (W) X 4.875" (H)	• HALF PAGE 6" W X 4.25" (H)	• HALF PAGE 4.5" (W) X 3.5" (H)
• HALF PAGE VERTICAL 3.375" (W) X 10" (H)		
• QUARTER PAGE VERTICAL 3.375" (W) X 4.875" (H)		

- All advertising is subject to approval
 - 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.

ARTWORK SPECIFICATIONS - UK TITLES

FULL PAGE	HALF PAGE
• FULL PAGE, BLEED 286MM (H) X 216MM (W)	• HORIZONTAL, TYPE AREA 120MM (H) X 180MM (W)
• FULL PAGE, TRIM SIZE 280MM (H) X 210MM (W)	• HORIZONTAL, TRIM AREA 140MM (H) X 210MM (W)
• FULL PAGE, TYPE AREA 250MM (H) X 180MM (W)	• VERTICAL, TYPE AREA 250MM (H) X 85MM (W)
	• VERTICAL, TRIM AREA 280MM (H) X 105MM (W)

BANNER ADVERTISING

STANDARD

Minimum of 10,000 impressions per month

CPM

STANDARD BANNERS	£65	€80	\$100	AUD \$125
GEOTARGETED BANNERS	£75	€90	\$105	AUD \$145
STICKY BANNERS	£96	€115	\$130	AUD \$185
EXPANDABLE	£85	€105	\$125	AUD \$165

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: ukadvertising@sagepub.co.uk

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites 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

SITE TAKEOVER

BUY EVERY DIGITAL POSITION AVAILABLE 100% SOV. MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MECHANICAL REQUIREMENTS - BANNERS

- 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.

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For additional information on our suite of solutions and examples of our digital advertising capabilities, visit our dedicated website at advertising.sagepub.com.



To browse our complete list of journals, visit our website, journals.sagepub.com

