

ADVERTISING RATES & SPECIFICATIONS - 2026



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DESCRIPTION: Journal of Cutaneous Medicine and Surgery (JCMS) aims to reflect the state of the art in cutaneous biology and dermatology by providing original scientific writings, as well as a complete critical review of the dermatology literature for clinicians, trainees, and academicians.

The Canadian Dermatology Association (CDA), founded in 1925, represents Canadian dermatologists. The association exists to advance the science and art of medicine and surgery related to the care of the skin, hair and nails; provide continuing professional development for its members, support and advance patient care, provide public education on sun protection and other aspects of skin health, and promote a lifetime of healthier skin, hair, and nails.

AFFILIATIONS: Canadian Dermatology Association

READERSHIP PROFILE: All members of the Canadian Dermatology Association and Dermatology residents across Canada, as well as institutions, libraries and underdeveloped countries around the world.



IMPACT FACTOR:
3.9

RANKING:
Dermatology
14 out of 96

FREQUENCY:
6

CIRCULATION:
910

**AVERAGE
MONTHLY
IMPRESSIONS:**
71,664

**AVERAGE
MONTHLY
PAGEVIEWS:**
9,236

PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	\$3,642	\$3,428	\$3,177	\$3,087	\$2,926
• HALF PAGE	\$3,213	\$3,177	\$2,957	\$2,884	\$2,741
• QUARTER PAGE	\$2,514	\$2,496	\$2,365	\$2,317	\$2,234

Prices shown in Canadian Dollars

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
JANUARY	17 NOVEMBER 2025	21 NOVEMBER 2025	18 DECEMBER 2025
MARCH	16 JANUARY 2026	26 JANUARY 2026	16 FEBRUARY 2026
MAY	18 MARCH 2026	27 MARCH 2026	17 APRIL 2026
JULY	20 MAY 2026	29 MAY 2026	17 JUNE 2026
SEPTEMBER	20 JULY 2026	24 JULY 2026	14 AUGUST 2026
NOVEMBER	21 SEPTEMBER 2026	25 SEPTEMBER 2026	16 OCTOBER 2026

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 CDA-ACD 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



BANNER ADVERTISING • www.journals.sagepub.com/home/cms

STANDARD

Minimum of 10,000 impressions per month

CPM/Cost Per Thousand

STANDARD BANNERS

\$100

GEOTARGETED BANNERS

\$105

STICKY BANNERS

\$130

EXPANDABLE

\$125

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

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

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing. All prices shown in Canadian dollars.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS

300 X 250 px - 700 X 700 px

MONTHLY SPONSORSHIP 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

CHANNEL BUYS

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

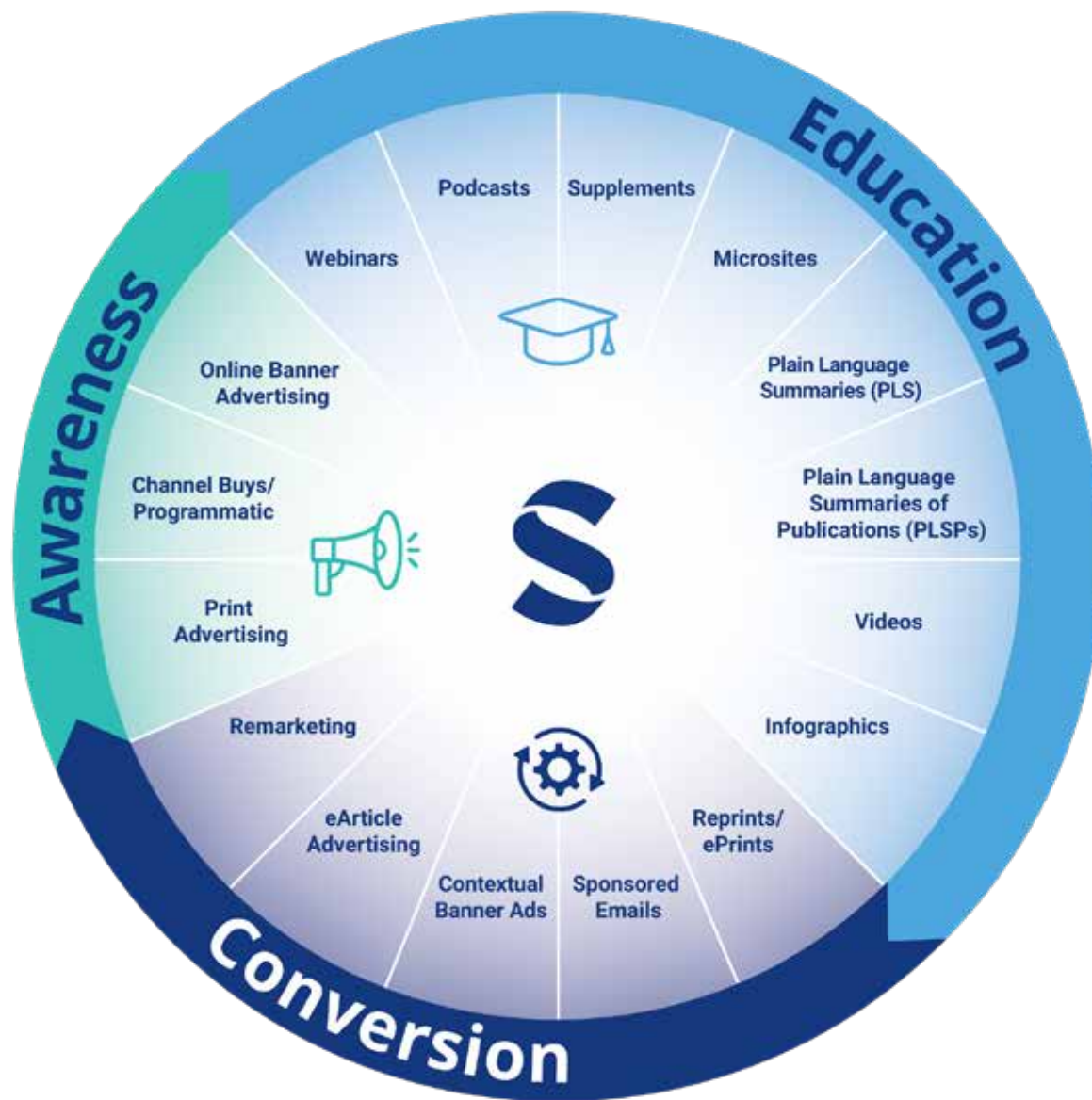
CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords. Contact your sales representative for pricing.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



CONTACTS



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