

ADVERTISING RATES & SPECIFICATIONS - 2026



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DESCRIPTION: Educational Researcher, established in 1971, is the flagship publication of AERA. It is published nine times per year and is received by all members of AERA. It contains scholarly articles that come from a wide range of disciplines and are of general significance to the educational research community.

The American Educational Research Association (AERA), founded in 1916 and based in Washington, D.C., aims to advance knowledge about education, to encourage scholarly inquiry related to education, and to promote the use of research to improve education and serve the public good. As the national interdisciplinary research society in education, AERA is dedicated to strengthening education research capacity by promoting research of the highest quality, undertaking education and training programs, and advancing sound research and science policy.

AFFILIATIONS: American Educational Research Association

READERSHIP PROFILE: Educational Researcher is read by the AERA membership, which consists of faculty, researchers, graduate students, and other distinguished professionals with rich and diverse expertise in education research. They work in a range of settings from universities and other academic institutions to research institutes, federal and state agencies, school systems, testing companies, and nonprofit organizations.



IMPACT FACTOR: 4.9	RANKING: Education & Educational Research 27 out of 756	FREQUENCY: 9	CIRCULATION: 1,078	AVERAGE MONTHLY IMPRESSIONS: 198,882	AVERAGE MONTHLY PAGEVIEWS: 25,136
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PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	\$5,063	\$4,945	\$4,509	\$4,367	\$4,089
• HALF PAGE	\$4,370	\$4,316	\$3,964	\$3,844	\$3,623
• QUARTER PAGE	\$3,265	\$3,236	\$3,020	\$2,955	\$2,818

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.

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SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
FEBRUARY	24 DECEMBER 2025	28 DECEMBER 2025	12 JANUARY 2026
MARCH	7 FEBRUARY 2026	13 FEBRUARY 2026	26 FEBRUARY 2026
APRIL	27 FEBRUARY 2026	3 MARCH 2026	18 MARCH 2026
MAY	26 MARCH 2026	30 MARCH 2026	14 APRIL 2026
JULY	24 MAY 2026	30 MAY 2026	12 JUNE 2026
SEPTEMBER	29 JULY 2026	2 AUGUST 2026	17 AUGUST 2026
OCTOBER	27 AUGUST 2026	31 AUGUST 2026	15 SEPTEMBER 2026
NOVEMBER	26 SEPTEMBER 2026	2 OCTOBER 2026	15 OCTOBER 2026
DECEMBER	24 OCTOBER 2026	30 OCTOBER 2026	12 NOVEMBER 2026

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.875" X 10.375"	8.625" X 11.125"
• HALF PAGE VERTICAL	3.675" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.875" X 5"	N/A
• QUARTER PAGE VERTICAL	3.675" X 5"	N/A

• **TRIM SIZE:** 8.375" X 10.875"

• **BINDING:** Saddle Stitched

- All advertising is subject to AERA 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:

Rob Daniels
Sheridan NH
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 653-7253

• **BANNER ADVERTISING REQUIREMENTS**

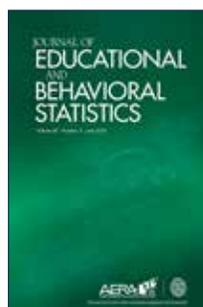
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• **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/edr

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.

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 **Education 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

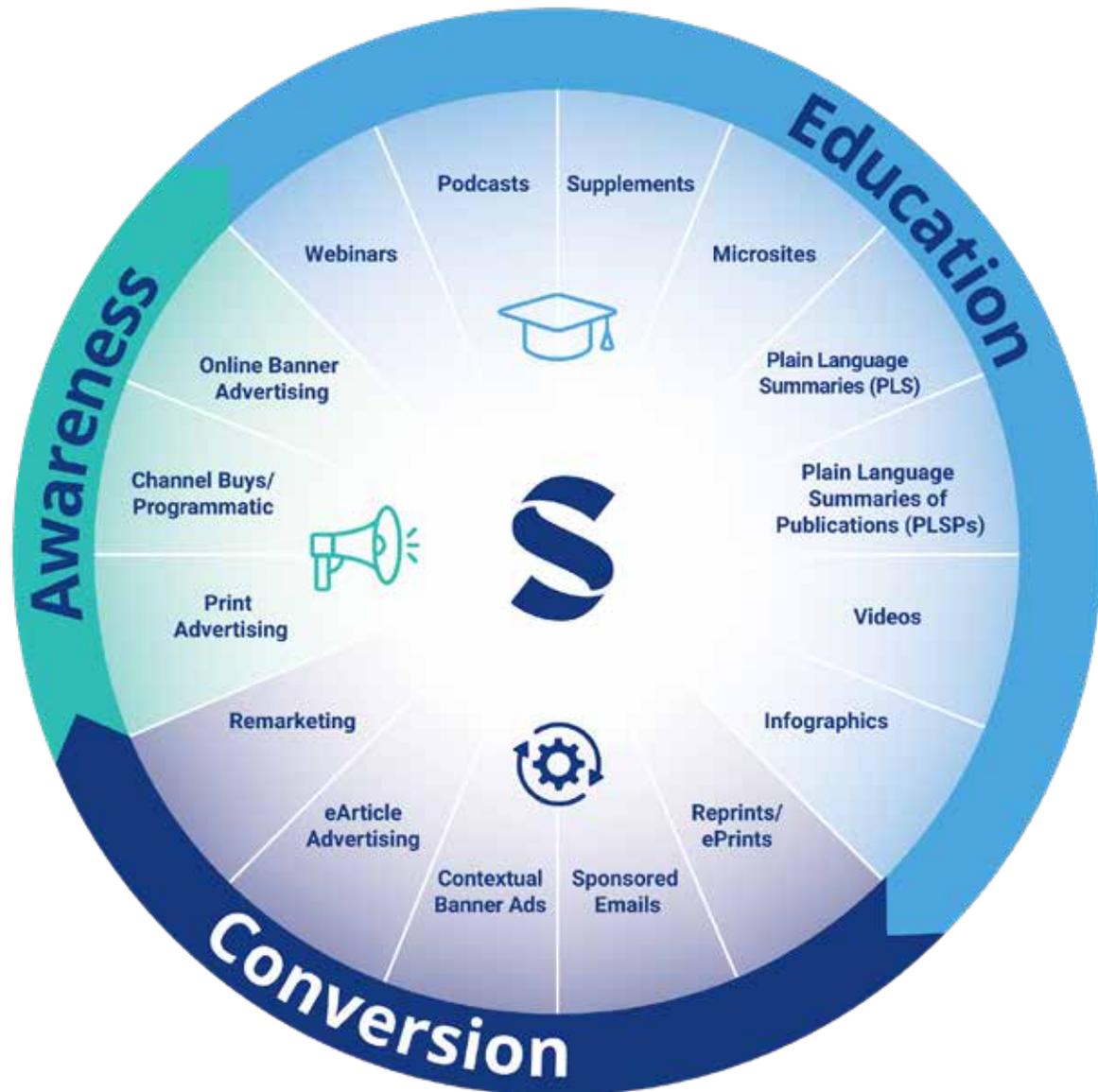
CONTEXTUAL ADVERTISING

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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