

ADVERTISING RATES & SPECIFICATIONS 2026



CONTACTS

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2026 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	\$2,946	\$2,773	\$2,576	\$2,510	\$2,385
• ONE PAGE	£1,903	£1,794	£1,667		
• HALF PAGE	\$2,606	\$2,582	\$2,408	\$2,349	\$2,241
• QUARTER PAGE	\$2,069	\$2,051	\$1,949	\$1,913	\$1,848

SPECIAL POSITION PREMIUMS

• Inside front cover • Inside back cover • Back cover • Facing TOC • Facing first text page • Other specified positions	- Earned rate + 35% - Earned rate + 25% - Earned rate + 35% - Earned rate + 30% - Earned rate + 25% - 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.
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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) • HALF PAGE HORIZONTAL 7" (W) X 4.875" (H) • HALF PAGE VERTICAL 3.375" (W) X 10" (H) • QUARTER PAGE VERTICAL 3.375" (W) X 4.875" (H)	• FULL PAGE 6" (W) X 9" (H) • HALF PAGE 6" W X 4.25" (H)	• FULL PAGE 4.5" (W) X 7.5" (H) • HALF PAGE 4.5" (W) X 3.5" (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.
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ARTWORK SPECIFICATIONS - UK TITLES

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

BANNER ADVERTISING • JOURNALS.SAGEPUB.COM

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

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
- 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.
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

ARTWORK DELIVERY

Email: advertising@sagepub.com

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

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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**

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

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SITE TAKEOVER

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

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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

