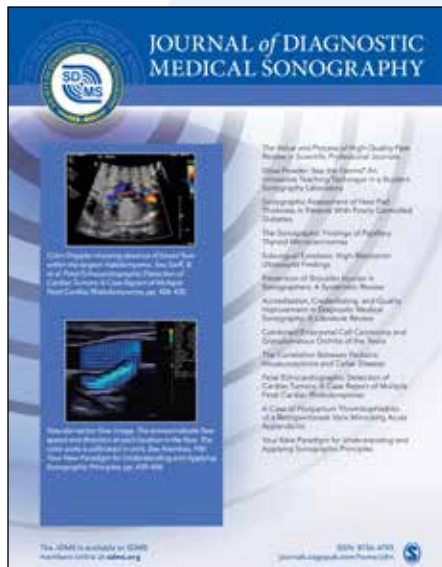


ADVERTISING RATES & SPECIFICATIONS - 2026



EDITOR: Kevin D. Evans, PhD, RT(R)(M)(BD), RDMS, RVS, FSDMS, FAIUM, The Ohio State University, USA

DESCRIPTION: Journal of Diagnostic Medical Sonography (JDMS) provides for the continuing medical education of diagnostic medical sonographers, serving as a forum for discussion of issues important to the development of the profession by publishing peer-reviewed articles of the highest caliber.

The Society of Diagnostic Medical Sonography (SDMS) was founded in 1970 to promote, advance, and educate its members and the medical community in the science of diagnostic medical sonography.

AFFILIATIONS: Society of Diagnostic Medical Sonography

READERSHIP PROFILE: Clinical sonographers, educators, research sonographers, radiologic technologists, sonography students, physicians, nurses, administrators and sonography-related businesses.



IMPACT FACTOR:
0.4

RANKING:
Radiology,
Nuclear Medicine &
Medical Imaging
196 out of 204

FREQUENCY:
6

CIRCULATION:
17,292

AVERAGE MONTHLY IMPRESSIONS:
66,074

AVERAGE MONTHLY PAGEVIEWS:
9,232

PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	\$6,483	\$6,394	\$5,844	\$5,736	\$5,480
• HALF PAGE	\$5,611	\$5,546	\$5,098	\$4,954	\$4,668
• QUARTER PAGE	\$4,220	\$4,179	\$3,916	\$3,827	\$3,653

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	24 NOVEMBER 2025	11 DECEMBER 2025
MARCH	8 JANUARY 2026	12 JANUARY 2026	27 JANUARY 2026
MAY	18 MARCH 2026	27 MARCH 2026	10 APRIL 2026
JULY	14 MAY 2026	19 MAY 2026	8 JUNE 2026
SEPTEMBER	10 JULY 2026	14 JULY 2026	29 JULY 2026
NOVEMBER	4 SEPTEMBER 2026	14 SEPTEMBER 2026	28 SEPTEMBER 2026

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.625" X 10.375"	8.375" X 11.125"
• HALF PAGE VERTICAL	3.5" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.5" X 5"	N/A
• QUARTER PAGE VERTICAL	3.5" X 5"	N/A

• TRIM SIZE: 8.125" X 10.875"

• BINDING: Perfect Bind

- All advertising is subject to SDMS 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 Press
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 653-7253

• ARTWORK DELIVERY

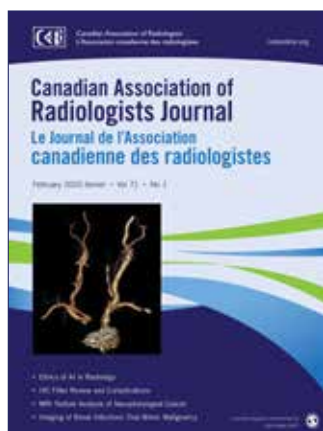
Email: advertising@sagepub.com

• **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/jdm

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 **Radiology 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

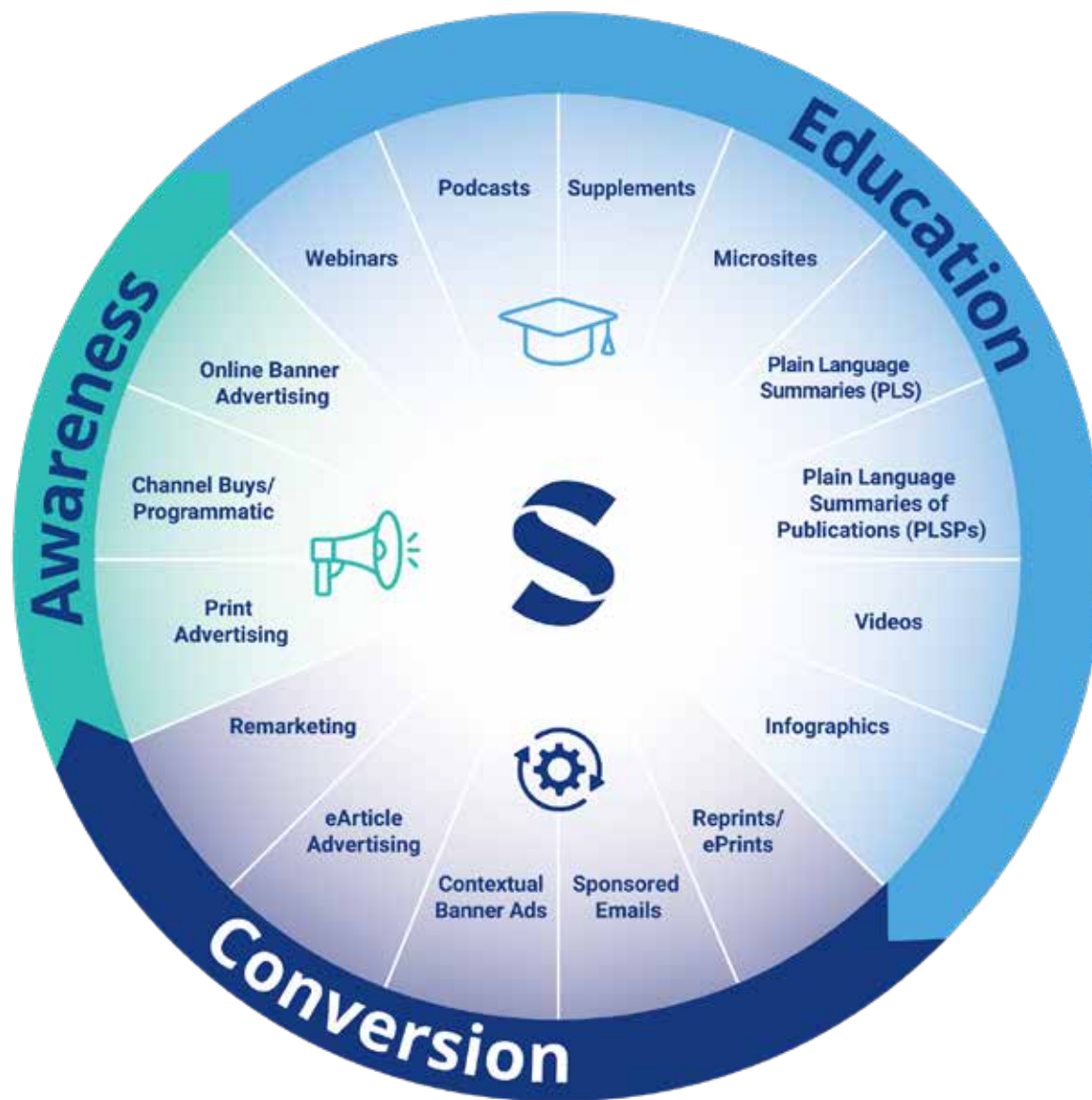
CONTEXTUAL ADVERTISING

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



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