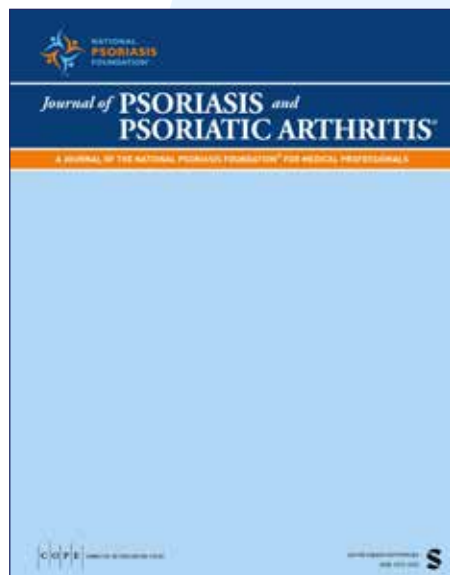


# ADVERTISING RATES & SPECIFICATIONS - 2026



**EDITOR:** Bruce Strober, MD, PhD, Clinical Professor of Dermatology, Yale University, New Haven, CT; Central Connecticut Dermatology, Cromwell, CT, USA

**DESCRIPTION:** The Journal of Psoriasis and Psoriatic Arthritis (JPPA) is a peer-reviewed specialty journal of the National Psoriasis Foundation for its professional members and for dermatology and rheumatology specialists and community. The purpose of the journal is to provide the latest research and practical treatment information about psoriasis, psoriatic arthritis and related comorbidities and conditions in a concise and easy-to-read format.

National Psoriasis Foundation (NPF) is the world's largest nonprofit serving those with psoriatic disease. In addition to serving 2.1 million people annually through our education and advocacy initiatives, NPF has funded more than \$24 million in psoriatic disease research grants and fellowships.

**AFFILIATIONS:** National Psoriasis Foundation

**READERSHIP PROFILE:** Experts in psoriasis and psoriatic arthritis research and care, HCP offices, and related professionals.



**FREQUENCY:**  
4

**CIRCULATION:**  
591

**AVERAGE MONTHLY IMPRESSIONS:**  
10,161

**AVERAGE MONTHLY PAGEVIEWS:**  
256

## PRINT ADVERTISING

|                | COLOR   | 1 INSERTION | 3 INSERTIONS | 6 INSERTIONS | 12 INSERTIONS |
|----------------|---------|-------------|--------------|--------------|---------------|
| • FULL PAGE*   | 4 COLOR | \$4,600     | \$4,400      | \$4,150      | \$3,900       |
| • HALF PAGE    | 4 COLOR | \$4,000     | \$3,800      | \$3,600      | \$3,300       |
| • QUARTER PAGE | 4 COLOR | \$3,000     | \$2,800      | \$2,650      | \$2,400       |

## 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     | 12 DECEMBER 2025   | 19 DECEMBER 2025  | 1 JANUARY 2026 |
| APRIL       | 13 MARCH 2026      | 20 MARCH 2026     | 2 APRIL 2026   |
| JULY        | 19 JUNE 2026       | 23 JUNE 2026      | 8 JULY 2026    |
| OCTOBER     | 18 SEPTEMBER 2026  | 22 SEPTEMBER 2026 | 7 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 NPS 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](mailto: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.**

## BANNER ADVERTISING • [www.journals.sagepub.com/home/jps](http://www.journals.sagepub.com/home/jps)

### 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](mailto: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**

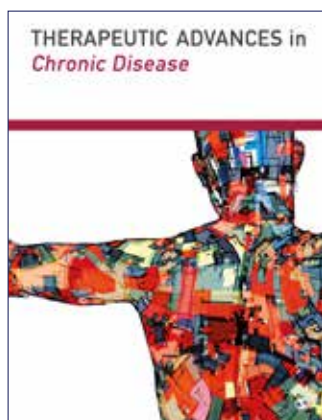
## CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Dermatology channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

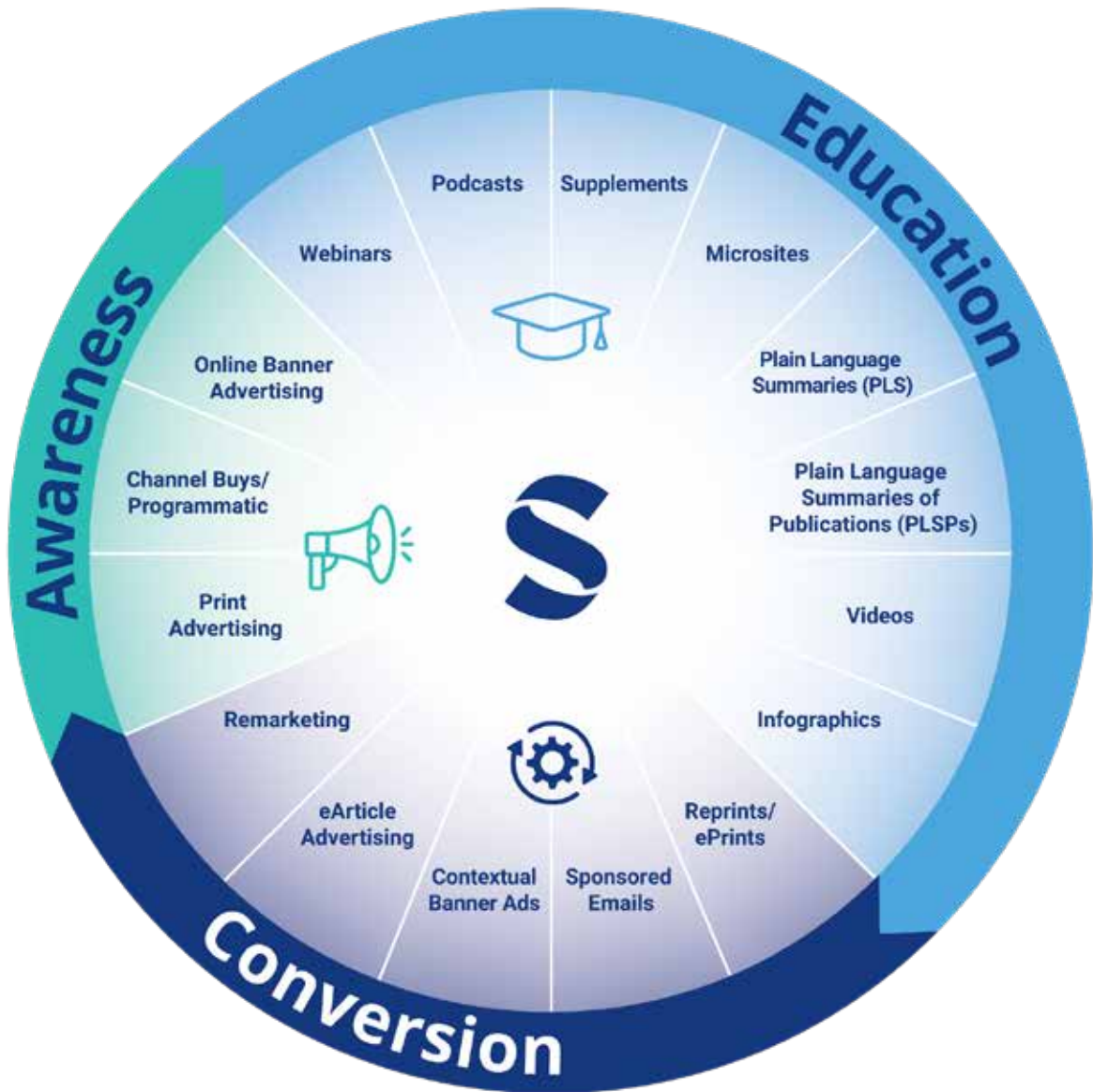
## CONTEXTUAL ADVERTISING

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.

## RELATED TITLES



MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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