

ADVERTISING RATES & SPECIFICATIONS - 2026



EDITOR: Timothy G. Murray, MD, MBA, FACS, FARVO, FASRS, Murray Ocular Oncology and Retina, Miami, FL, USA

DESCRIPTION: JVRD focuses exclusively on publishing original basic, translational, and clinical research papers across the spectrum of vitreoretinal diseases. It includes full-length and brief research articles, clinical trials, case series, review articles, editorials, letters to the editor, and features regarding retinal controversies (pro and con) to bring the community high-quality and trustworthy scientific research.

ASRS is the largest retinal organization in the world. More than 4 out of every 5 retina specialists in the United States are ASRS members. ASRS also has members in 63 countries around the world.

AFFILIATION: American Society of Retina Specialists

READERSHIP PROFILE: Physician members of the American Society of Retina Specialists (ASRS) that are either:

- Practicing retina specialists: Board-certified ophthalmologists who have completed a vitreo-retinal fellowship of 1 to 2 years, and whose major professional activity is devoted to patient care in the field of vitreoretinal diseases.
- Retina fellows in training: Physicians who have completed an approved residency in ophthalmology and are engaged in a 1- or 2-year fellowship in vitreoretinal diseases.



IMPACT FACTOR:
0.8

RANKING:
Ophthalmology
83 out of 98

FREQUENCY:
6

CIRCULATION:
3,534

AVERAGE MONTHLY IMPRESSIONS:
25,735

AVERAGE MONTHLY PAGEVIEWS:
2,255

PRINT ADVERTISING

	COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	4 COLOR	\$5,900	\$5,805	\$5,201	\$4,998	\$4,616
• HALF PAGE	4 COLOR	\$4,950	\$4,872	\$4,389	\$4,228	\$3,924
• QUARTER PAGE	4 COLOR	\$3,428	\$3,386	\$3,094	\$2,998	\$2,813

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
FEBRUARY	10 DECEMBER 2025	15 DECEMBER 2025	29 DECEMBER 2025
APRIL	11 FEBRUARY 2026	17 FEBRUARY 2026	2 MARCH 2026
JUNE	6 APRIL 2026	10 APRIL 2026	24 APRIL 2026
AUGUST	5 JUNE 2026	12 JUNE 2026	25 JUNE 2026
OCTOBER	12 AUGUST 2026	17 AUGUST 2026	31 AUGUST 2026
DECEMBER	8 OCTOBER 2026	13 OCTOBER 2026	27 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 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**

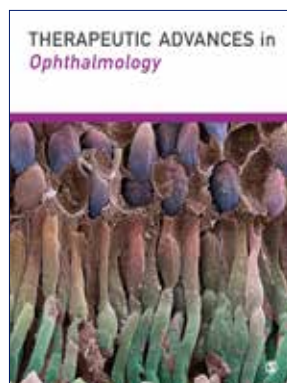
Email: advertising@sagepub.com

• **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/vrd

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.

\$750 monthly sponsorship

FULL PAGE PDF

1237 X 1631 px

\$750 monthly sponsorship

CHANNEL BUYS

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

eBLASTS

Email Alerts

728 X 90 px

\$1,250 monthly sponsorship

Sponsored Emails

Custom HTML

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

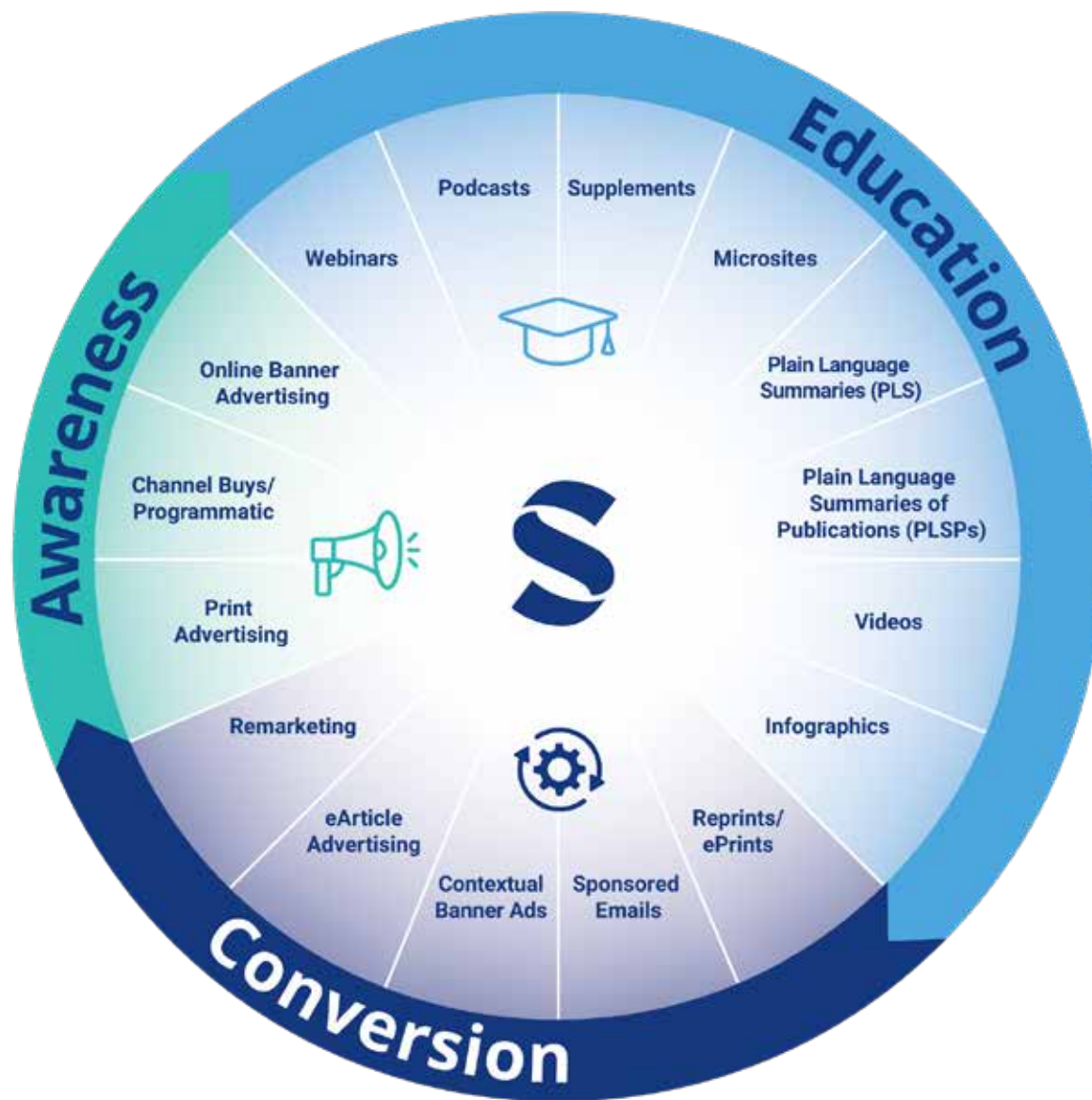
CONTEXTUAL ADVERTISING

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

\$90/K

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



CONTACTS



ADVERTISING
Elisabetta Palanghi Sheffield
+44 (0) 207.324.8752
Elisabetta.Sheffield@sagepub.co.uk



SUPPLEMENTS AND SPECIAL SALES
Stacey Wayne
805.410.7065
Stacey.Wayne@sagepub.com



REPRINTS
Wendy Worman
805.410.7635
reprint@sagepub.com



PUBLISHING SOLUTIONS
Hamish McDougall
+44 (0) 203 215 0152
Hamish.Mcdougall@sagepub.co.uk

