

# Mary Ann Liebert

A Part of Sage

## Advertising Rates & Specifications - 2026



**EDITOR-IN-CHIEF: Anthony Gaspari, MD**, Sidney Kimmel Medical College of Thomas Jefferson University, Philadelphia, PA

**DESCRIPTION:** *Dermatitis*® is the leading peer-reviewed scientific journal in contact dermatitis, and is the only journal in its field that publishes leading research in atopic, contact, occupational, environmental, and drug dermatitis. The journal, which features up to eight original studies per issue, serves the community of practitioners who see patients with skin conditions caused by contact with substances in the workplace, over-the-counter products, plants, and a long list of allergens.

**AFFILIATIONS:** American Contact Dermatitis Society

**AUDIENCE INCLUDES:**

- Dermatologists
- Allergists
- Fellows/Residents in training



[liebertpub.com/derm](http://liebertpub.com/derm)



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## RATES

Position / Rates	1X
B/W Full Page	\$2,955
*Sponsored Content	\$2,955

\*Writing fee may apply.

The following rates are to be added to the earned b/w rate

Preferred Position Rates			
Cover 4	\$520	Belly Band	\$5,995
Cover 3	\$263	Cover Tip	\$4,995
Cover 2	\$473	Insert	Call for quote
Opposite Cover 2	\$158		
Opposite TOC	\$184	<b>Color Rates</b>	
Opposite Editorial Board	\$131	4-Color	\$815
Opposite Editorial Text	\$158		

\*15% for agencies on all rates.

## SPECS

	Inches	Millimeters
<b>Trim Size</b>	8½" x 11"	216mm x 279mm
<b>Full Page</b>	8½" x 11"	216mm x 279mm
Bleed	¼"	6mm
Live Material	8" x 10½"	203mm x 267mm
<b>Half Page</b>	8½" x 5¼"	216mm x 133mm
Bleed	¼"	6mm
Live Material	7½" x 5"	191mm x 127mm
<b>Double Page Spread</b>	17" x 11"	432mm x 279mm
Bleed	¼"	6mm
Live Material	16" x 10½"	406mm x 267mm
<b>Cover Tip</b>	up to 8½" x 5"	14mm x 127mm
<b>Belly Band</b>	19¼" x 5"	489mm x 127mm
<b>Insert</b>		
Loose	8⅜" x 10⅞"	213mm x 276mm
Bound	8¾" x 11¼" add ¼" for trim	222mm x 286mm
Bleed	¼"	6mm
Live Material	8" x 10"	203mm x 254mm

## CLOSING DATE DEADLINES (6 issues per year)

Issue	Space	Materials
February	12/12/25	12/15/25
April	2/10/26	2/16/26
June	4/10/26	4/13/26
August	6/9/26	6/12/26
October	8/14/26	8/17/26
December	10/6/26	10/12/26

Space reservations due at least one week prior to closing date deadline. All dates subject to change.

## MATERIAL REQUIREMENTS

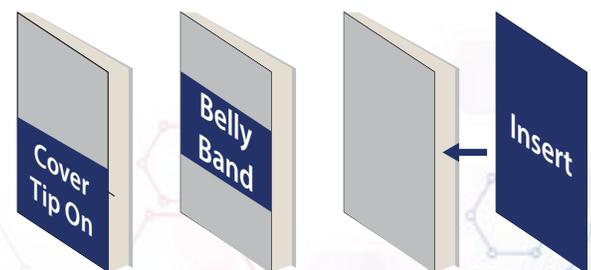
All advertising is subject to approval.

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.

## SUBMIT MATERIALS TO

**Print and Digital Production**  
[advertising@sagepub.com](mailto:advertising@sagepub.com)

*Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.*



## BANNER ADVERTISING

Position	Size(s)	1X
Leaderboard*	728x90 and 320x50	\$1,750
Medium Rectangle*	300x250	\$1,630
Large Rectangle*	300x600	\$2,095
*Video	See below for specs	An additional \$595 to include video
Persistent Footer**	728x90 and 320x50	\$1,400

### 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).

**Creative should be sent to [advertising@sagepub.com](mailto:advertising@sagepub.com)**

\*Minimum 25,000 impressions

\*Video compatible with Medium Rectangle only

\*\*Persistent footer is 30-day ROS

\*Rates are net

## HIGH IMPACT ADVERTISING

**INTERSTITIAL BANNERS**      300 X 250 px - 700 X 700 px      Monthly sponsorships available. 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 sponsorships available. Contact your sales representative for pricing.

Full Page PDF      1237 X 1631 px      Monthly sponsorships available. 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 Life Sciences channel, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

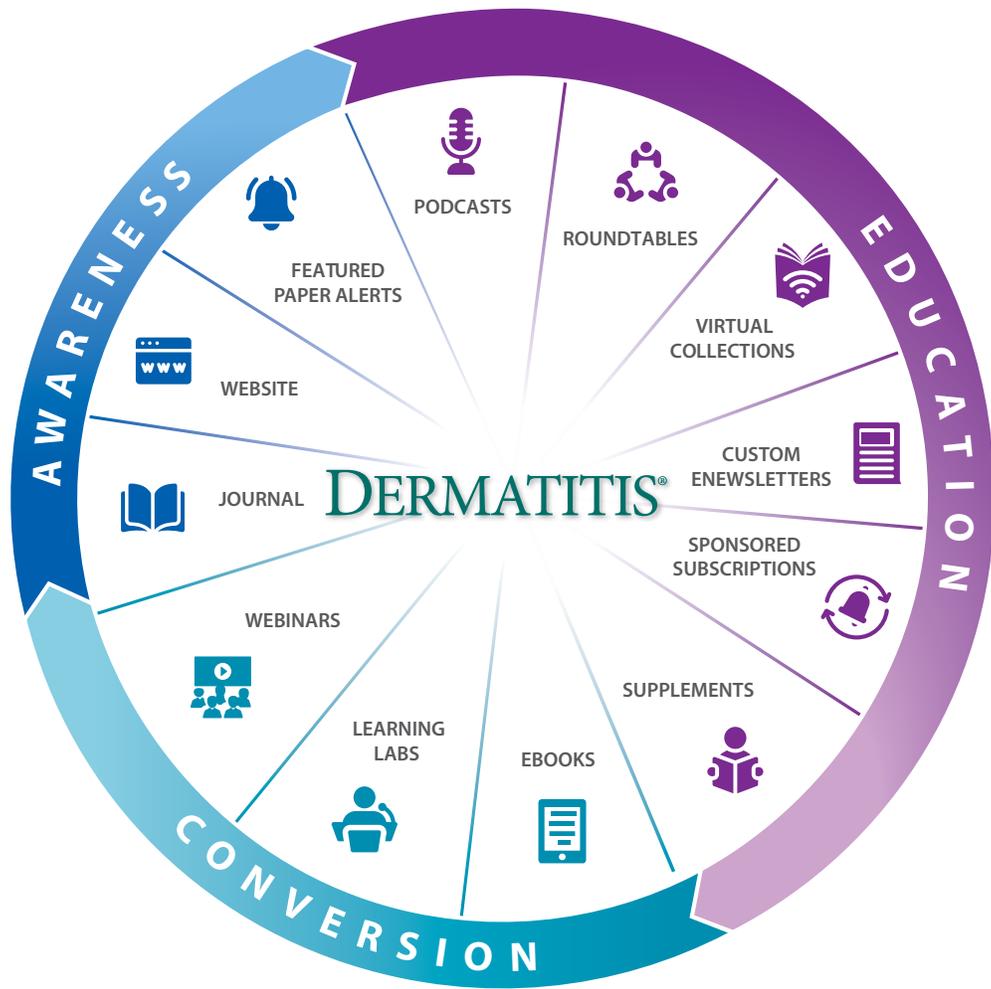
## eBLASTS

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.



RELATED TITLES

