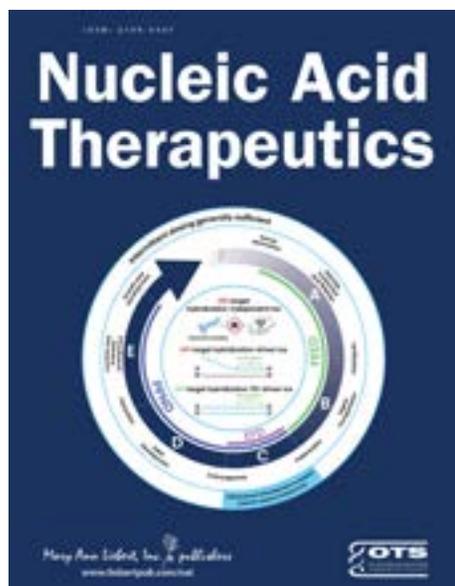


# Mary Ann Liebert

A Part of Sage

## Advertising Rates & Specifications - 2026



**CO-EDITORS-IN-CHIEF: Bruce A. Sullenger, PhD**, Director, Duke Translational Research Institute, Joseph and Dorothy Beard Professor, Department of Surgery, Duke University Medical Center, Durham, NC  
and **Annemieke Aartsma-Rus, PhD**, Professor of Translational Genetics, Department of Human Genetics, Leiden University Medical Center, Leiden, Netherlands

**DESCRIPTION:** Nucleic Acid Therapeutics is the leading journal in its field focusing on cutting-edge basic research, therapeutic applications, and drug development using nucleic acids or related compounds to alter gene expression. The Journal examines many new approaches for using nucleic acids as therapeutic agents or in modifying nucleic acids for clinical purposes including: oligonucleotides, gene modification, aptamers, RNA nanoparticles, and ribozymes.

**AFFILIATIONS:** The Oligonucleotide Therapeutics Society

### AUDIENCE INCLUDES:

- Society Members of OTS
- Geneticists
- Biologists
- Pharmacologists
- Immunologists
- Oncologists
- Biochemists
- Physician/Surgeons
- Directors of Corporate Research & Development
- Directors of Medical Research
- Chairs/Deans and Faculty



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



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## RATES

Position / Rates	1X
B/W Full Page	\$1,970
*Sponsored Content	\$1,970

\*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

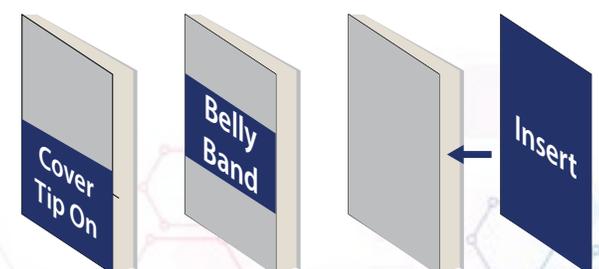
All advertising is subject to approval.

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	\$1,015
Medium Rectangle*	300x250	\$930
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

\*Rates are net

\*Video compatible with Medium Rectangle only

\*\*Persistent footer is 30-day ROS

## 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.

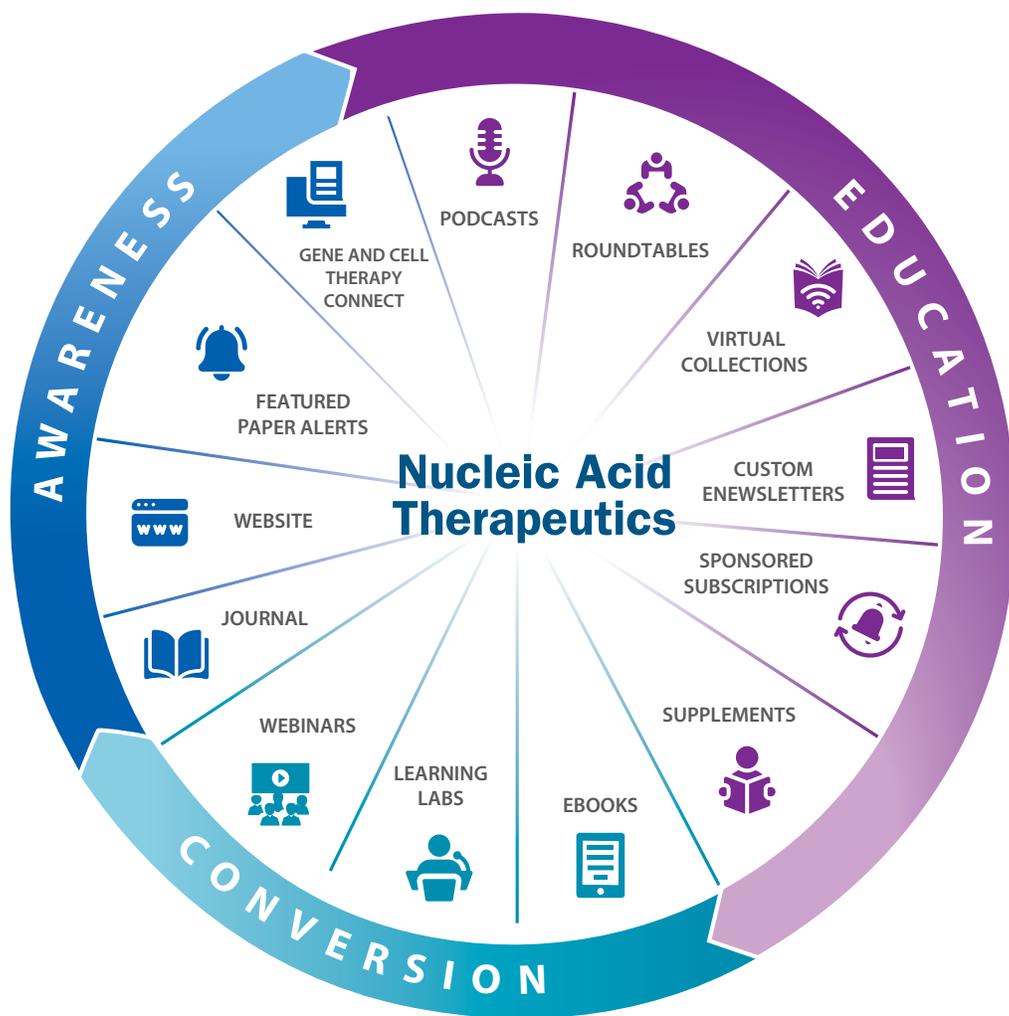
Sponsored Emails

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

