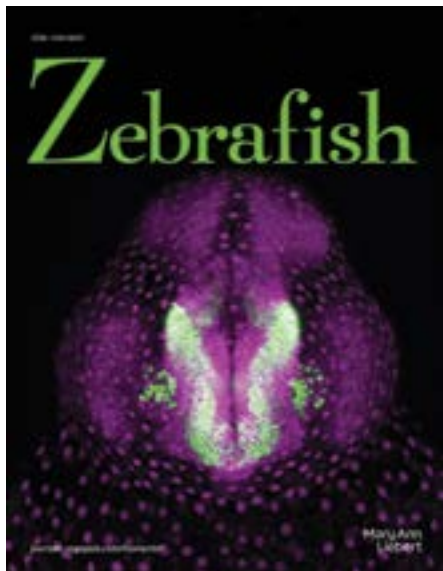


Mary Ann Liebert

A Part of Sage

Advertising Rates & Specifications - 2026



EDITOR-IN-CHIEF: Stephen C. Ekker, PhD, University of Texas at Austin, Austin, TX

DESCRIPTION: Zebrafish is the only peer-reviewed journal dedicated to the central role of zebrafish and other aquarium species as models for the study of vertebrate development, evolution, toxicology, and human disease.

AUDIENCE INCLUDES:

We reach an informed, engaged, and diverse audience of scientists and educators dedicated to furthering the field of zebrafish research:

- Molecular Biologists
- Geneticists
- Cell Biologists
- Biotechnologists
- Reproductive and Developmental Biologists
- Post-doctoral Researchers
- Data Analysts
- Fellows
- Others allied to the field



liebertpub.com/zeb



1.2
Latest
Impact factor

YOUR MARKETING SUCCESS TEAM



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RATES

Position / Rates	1X
B/W Full Page	\$2,170
*Sponsored Content	\$2,170

*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	Color Rates	
Opposite Editorial Board	\$131	4-Color	\$815
Opposite Editorial Text	\$158		

*15% for agencies on all rates.

SPECS

	Inches	Millimeters
Trim Size	8½" x 11"	216mm x 279mm
Full Page	8½" x 11"	216mm x 279mm
Bleed	¼"	6mm
Live Material	8" x 10½"	203mm x 267mm
Half Page	8½" x 5¼"	216mm x 133mm
Bleed	¼"	6mm
Live Material	7½" x 5"	191mm x 127mm
Double Page Spread	17" x 11"	432mm x 279mm
Bleed	¼"	6mm
Live Material	16" x 10½"	406mm x 267mm
Cover Tip	up to 8½" x 5"	14mm x 127mm
Belly Band	19¼" x 5"	489mm x 127mm
Insert		
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	11/28/25	12/1/25
April	1/27/26	1/30/26
June	3/27/26	3/30/26
August	5/29/26	6/1/26
October	7/31/26	8/3/26
December	9/22/26	9/25/26

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

MATERIAL REQUIREMENTS

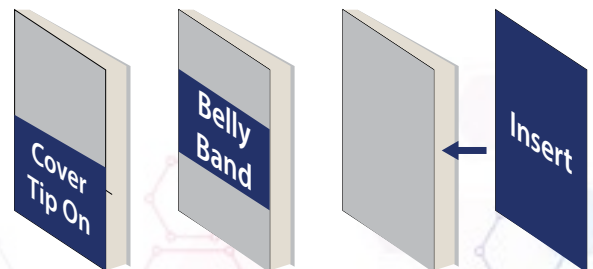
All advertising is subject to approval.

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

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	\$1,360
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

*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.

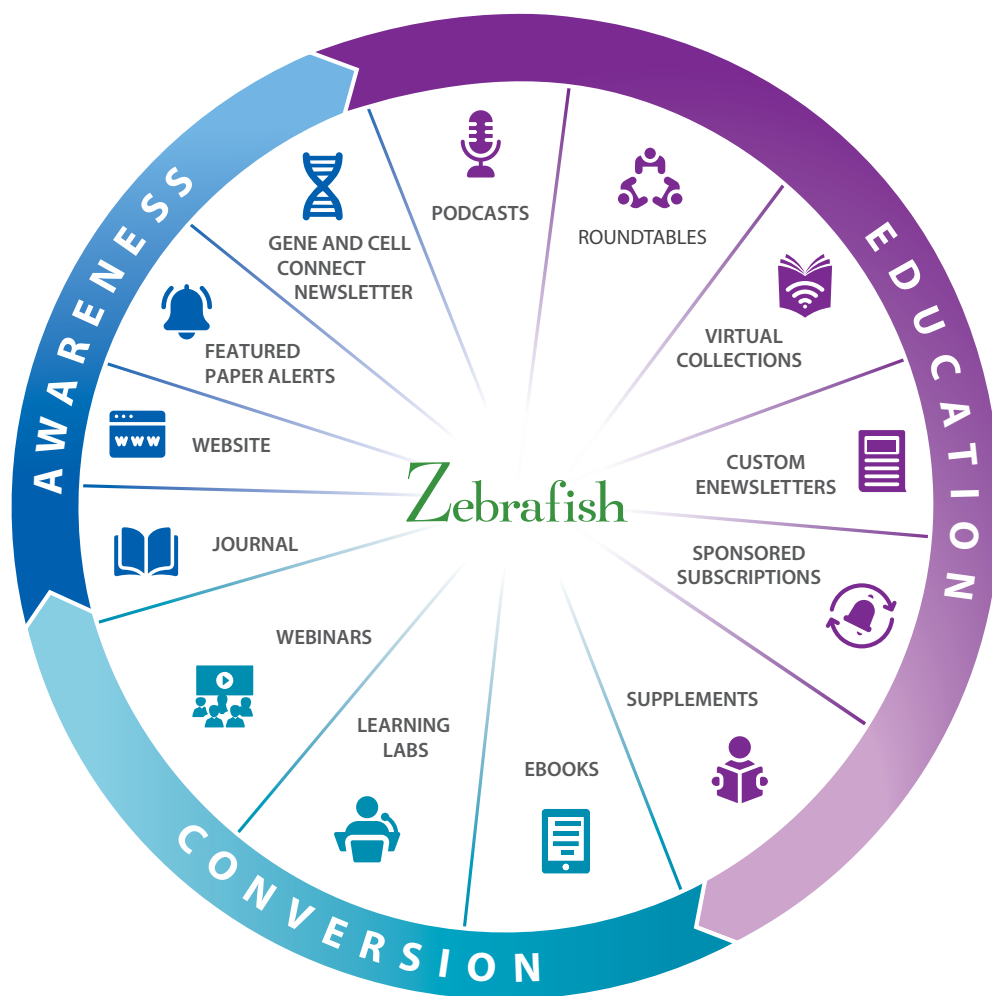
Sponsored Emails

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

