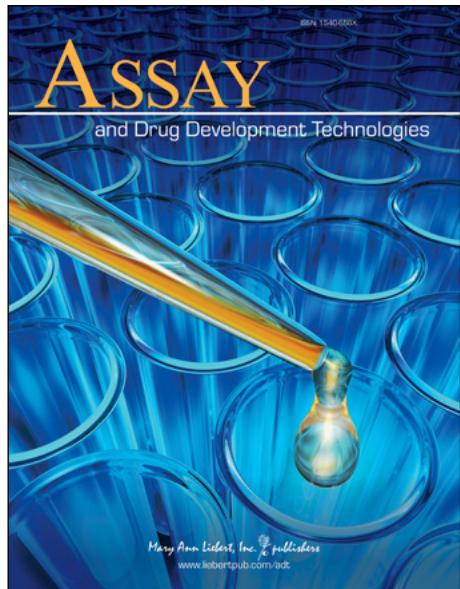


# Mary Ann Liebert

A Part of Sage

## Advertising Rates & Specifications - 2026



**EDITOR-IN-CHIEF:** **Wai Hong (Kevin) Lo, PhD**, Associate Professor

Department of Medicine, University of Connecticut Health Center, Farmington, CT

**DESCRIPTION:** **ASSAY and Drug Development Technologies** provides access to novel techniques and robust tools that enable critical advances in early-stage screening. This research published in the Journal leads to important therapeutics and platforms for drug discovery and development.

### AUDIENCE INCLUDES:

- Drug Discovery and Assay Development Scientists
- Drug Delivery and Formulation Specialists
- Molecular and Behavioral Pharmacologists
- Pharmaceutical and Biotechnology Researchers
- Disease Foundation Advocates
- Directors of Corporate Research and Development
- Academic Department Chairs, Deans and Faculty
- Other top-level decision-makers allied to the field



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**1.7**  
Latest  
Impact factor



**8,471**  
Average Monthly  
Impressions

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# PRINT ADVERTISING

## 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                     | 8¾" x 10¾"                 | 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

(8 issues per year)

| Issue     | Space    | Materials |
|-----------|----------|-----------|
| January   | 10/24/25 | 10/27/25  |
| March     | 12/23/25 | 12/26/25  |
| April     | 1/27/26  | 1/30/26   |
| June      | 3/27/26  | 3/30/26   |
| July      | 4/27/26  | 4/28/26   |
| September | 6/26/26  | 6/29/26   |
| 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

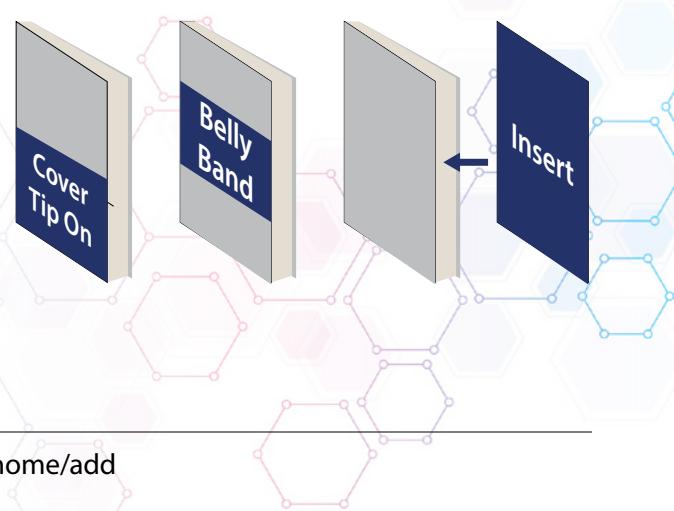
All advertising is subject to approval.

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](mailto:advertising@sagepub.com)

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



# DIGITAL ADVERTISING

## BANNER ADVERTISING

### STANDARD

Minimum of 10,000 impressions per month

### CPM/Cost Per Thousand

|                     |       |
|---------------------|-------|
| STANDARD BANNERS    | \$100 |
| GEOTARGETED BANNERS | \$105 |
| PERSISTENT FOOTER   | \$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 net 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 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

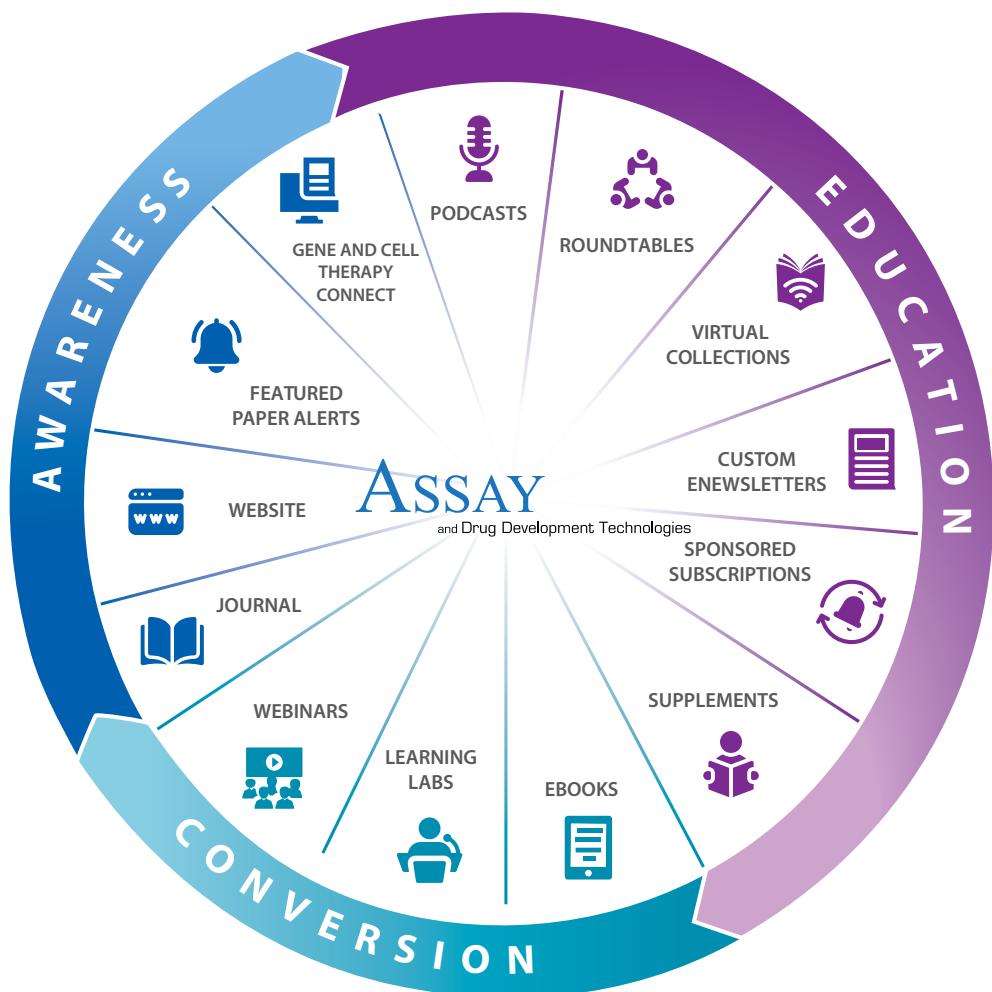
Custom HTML

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.

# MULTICHANNEL MARKETING SOLUTIONS



## RELATED TITLES

