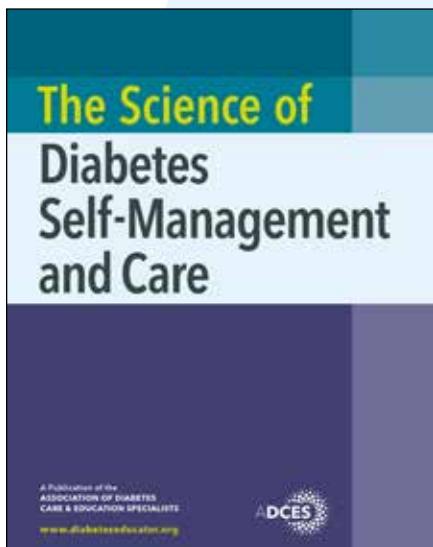


ADVERTISING RATES & SPECIFICATIONS - 2026



EDITOR: James Fain, PhD, RN, BC-ADM, FAAN, FADCES

DESCRIPTION: The Science of Diabetes Self-Management and Care, previously The Diabetes Educator, is the official research publication of the Association of Diabetes Care and Education Specialists (ADCES). ADCES publishes papers on aspects of patient education; professional education; population, cardiometabolic and public health; and technology-based needs while serving as a reference for the art and science of diabetes self-management education and support.

- **IMPACT FACTOR:** 2.2

- **RANKING:** Endocrinology & Metabolism 143 out of 186 Public, Environmental & Occupational Health 239 out of 403

- **AVERAGE MONTHLY IMPRESSIONS:** 32,698

- **AVERAGE MONTHLY PAGEVIEWS:** 5,910

CIRCULATION: 10,500

AFFILIATION: Association of Diabetes Care and Education Specialists (ADCES)

READERSHIP PROFILE: Read by registered nurses, nurse practitioners, registered pharmacists, registered dietitians, exercise specialists, and other members of ADCES.

Titles are available online and as digital issues for members only.

DIGITAL EDITION ADVERTISING RATES

FREQUENCY	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE	\$5,733	\$5,668	\$5,596	\$5,143	\$4,994
• HALF PAGE	\$5,009	\$4,957	\$4,585	\$4,463	\$4,226
• QUARTER PAGE	\$3,855	\$3,820	\$3,600	\$3,524	\$3,385

CALL TO ACTION BANNER: Banner ad at the top of page with clickable URL. Included with your ad space.

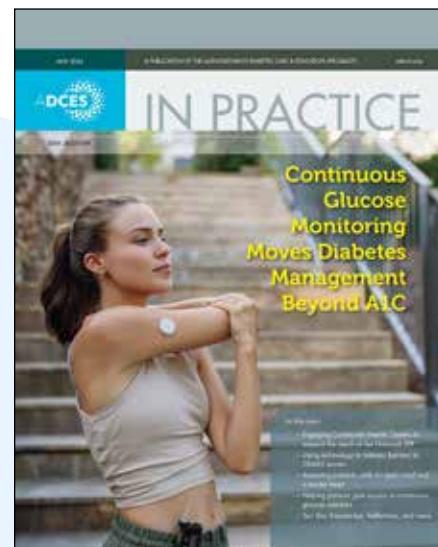
SPECIAL POSITION PREMIUMS

- 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.



EDITOR: Teresa L. Pearson, MS, RN, CDCES, FADCES

DESCRIPTION: ADCES in Practice (AIP) is the official magazine of the Association of Diabetes Care and Education Specialists (ADCES). It is a peer-reviewed publication dedicated to providing practical tools and strategies that directly apply current research and best practices. ADCES in Practice only publishes original articles.

- **AVERAGE MONTHLY IMPRESSIONS:** 8,760

- **AVERAGE MONTHLY PAGEVIEWS:** 1,125

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	JOURNAL
JANUARY	10 DECEMBER 2025	15 DECEMBER 2025	AIP
FEBRUARY	11 DECEMBER 2025	15 DECEMBER 2025	TDE
APRIL	11 FEBRUARY 2026	17 FEBRUARY 2026	TDE
MAY	30 MARCH 2026	3 APRIL 2026	AIP
JUNE	10 APRIL 2026	14 APRIL 2026	TDE
JULY	22 MAY 2026	29 MAY 2026	AIP
AUGUST	10 JUNE 2026	16 JUNE 2026	TDE
OCTOBER	14 AUGUST 2026	18 AUGUST 2026	TDE
NOVEMBER	18 SEPTEMBER 2026	25 SEPTEMBER 2026	AIP
DECEMBER	8 OCTOBER 2026	13 OCTOBER 2026	TDE

MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)	• TRIM SIZE: 8.375 x 10.875
• FULL PAGE	7.875" X 10.375"	8.625" X 11.125"	• All advertising is subject to ADCES approval
• HALF PAGE VERTICAL	3.675" X 10.375"	N/A	• Ad dimensions are listed in inches
• HALF PAGE HORIZONTAL	7.875" X 5"	N/A	• All live copy should be no closer than 1/4" from trim
• QUARTER PAGE VERTICAL	3.675" X 5"	N/A	

• 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.**

BANNER ADVERTISING

STANDARD	CPM/Cost Per Thousand	BANNER ADVERTISING REQUIREMENTS
Minimum of 10,000 impressions per month		
STANDARD BANNERS	\$100	• Standard banner positions include: 728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
GEOTARGETED BANNERS	\$105	• Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
STICKY BANNERS	\$130	• Maximum size of banners: 100KB
EXPANDABLE	\$125	• 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	\$3,000/MONTHLY SPONSORSHIP
eARTICLE ADVERTISING	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
DYNAMIC SUPER LEADERBOARD	1237 X 1631 px	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
FULL PAGE PDF		

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Endocrinology 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.

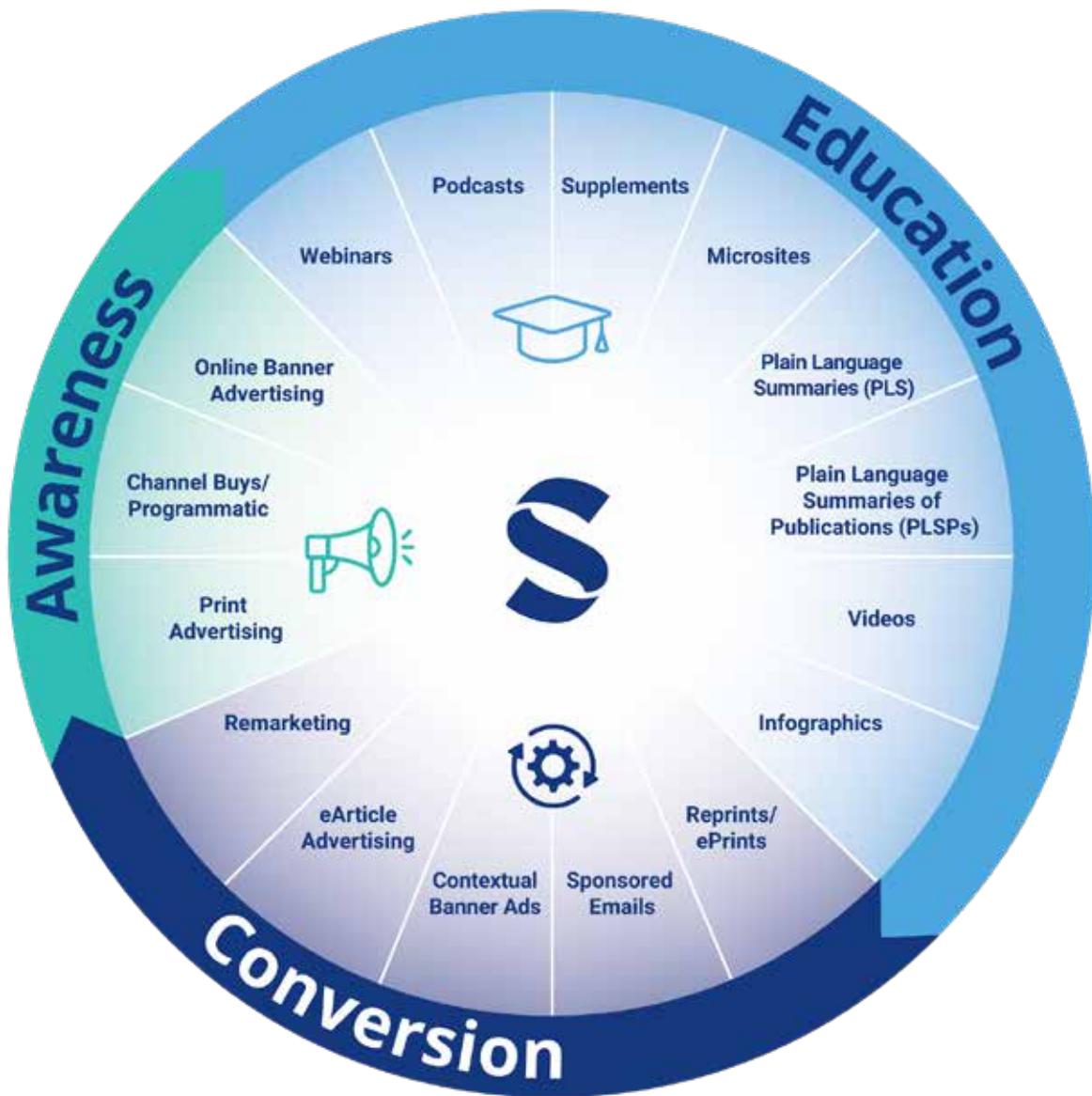
RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

RELATED TITLES



MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



CONTACTS



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



SUPPLEMENTS AND SPECIAL SALES
Manuela Brun
+44 (0) 207.324.8579
Manuela.Brun@sagepub.co.uk



REPRINTS
Wendy Worman
805.410.7635
reprint@sagepub.com



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

