

# Mary Ann Liebert

A Part of Sage

## Advertising Rates & Specifications - 2026



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**DESCRIPTION:** *Respiratory Care* is the official science journal of the American Association for Respiratory Care (AARC). It deals with the subject area of the same name, and thus publishes articles pertaining to disorders affecting the cardiorespiratory system, including their pathogenesis, pathophysiology, manifestations, diagnostic assessment, monitoring, prevention, and management. Because the practice of respiratory care prominently involves equipment and devices, the development, evaluation, and use of these things feature prominently in what the Journal publishes. However, as indicated by the word "care" in its name, the Journal also emphasizes the patient, and on improving all aspects of the care of individuals affected by respiratory disease.

**AFFILIATIONS:** American Association for Respiratory Care

### AUDIENCE INCLUDES:

- Respiratory Therapists
- Pulmonologists
- Critical Care Physicians
- Physiotherapists
- Physicians/MDs
- Nurses
- Executives/Directors/Managers
- Professors/Academic Lead
- Others practicing respiratory care



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## BANNER ADVERTISING

### STANDARD

Minimum of 10,000 impressions per month

### CPM/Cost Per Thousand

STANDARD BANNERS	<b>\$100</b>
GEOTARGETED BANNERS	<b>\$105</b>
PERSISTENT FOOTER	<b>\$130</b>
EXPANDABLE	<b>\$125</b>

### 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](mailto: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

<b>INTERSTITIAL BANNERS</b>	300 X 250 px - 700 X 700 px	Monthly sponsorships available. Contact your sales representative for pricing.
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### 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

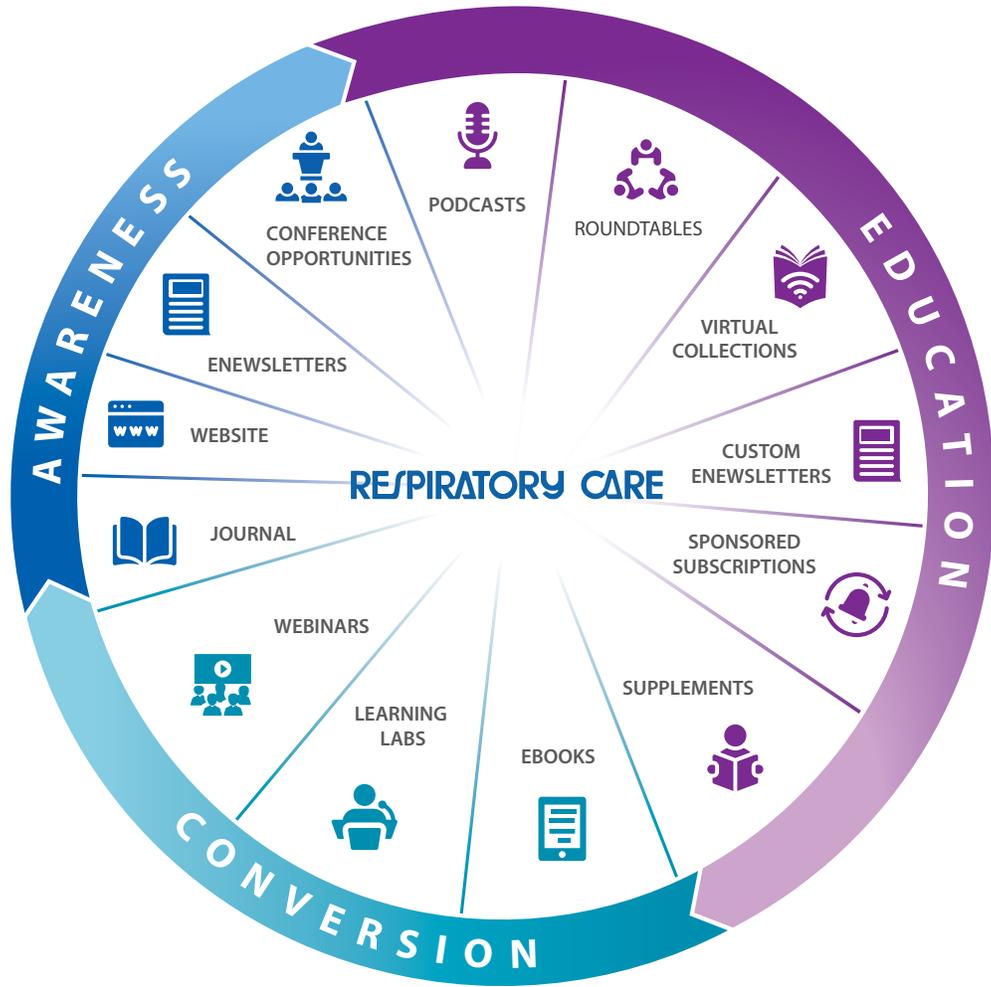
Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the Life Sciences channel, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

### 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.



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