

Mary Ann Liebert

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Advertising Rates & Specifications - 2026



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DESCRIPTION: *Respiratory Care Reports (RCR)* is a fully Open Access, peer-reviewed journal dedicated to providing an inclusive platform for the global respiratory care community. By ensuring free and unrestricted access to research, the journal welcomes contributions from respiratory therapists, physicians, researchers, educators, managers, and others at all levels of practice. Respiratory Care Reports values diverse perspectives and aims to foster collaboration across disciplines, settings, and regions to support the advancement of respiratory care worldwide.

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



2,500
Average Monthly
Impressions

YOUR MARKETING SUCCESS TEAM



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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.
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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

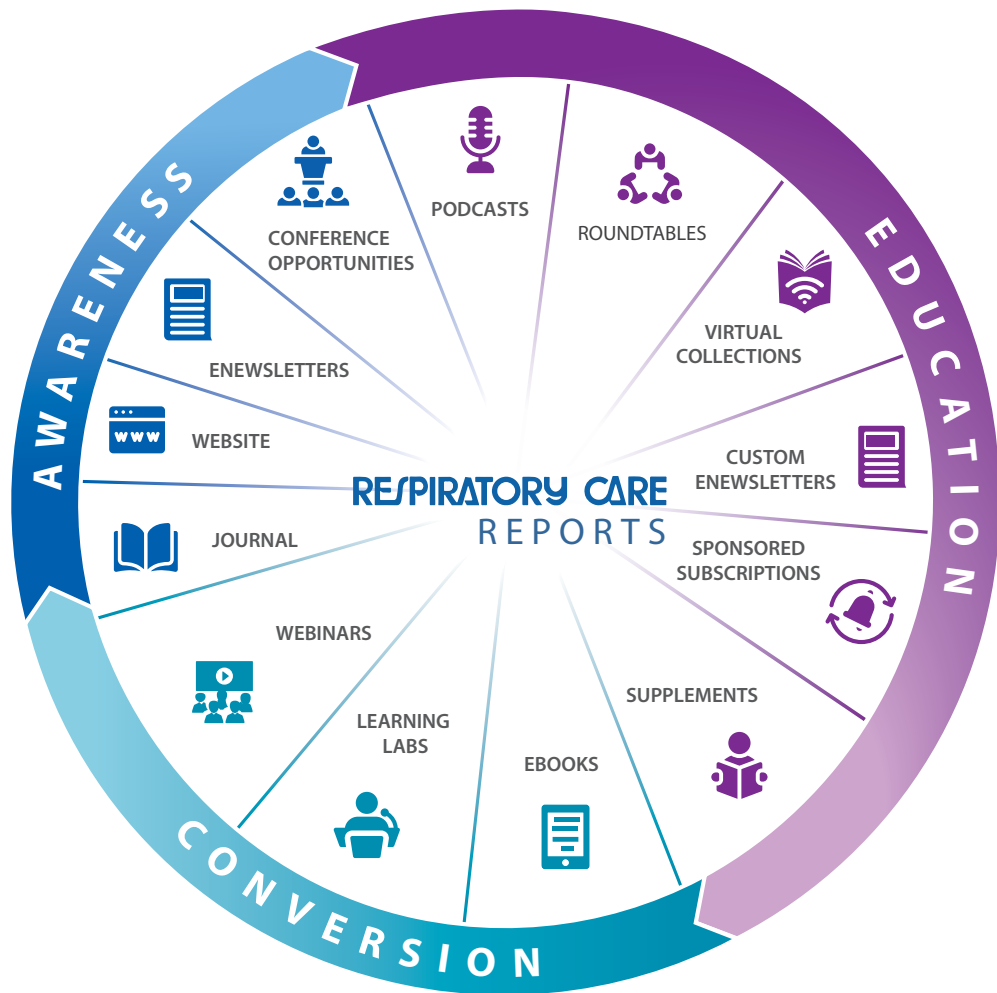
Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the Life Sciences channel, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

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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