ADVERTISING RATES & SPECIFICATIONS - 2027



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DESCRIPTION: Established in 1984, The American Journal of Cosmetic Surgery (AJCS) fulfills the need for a publication of significant thought, opinion, technique, and research on the subjects of cosmetic surgery and related modalities. The journal is hospitable to different points of approach and encourages original, creative endeavors in the various fields encompassing the achievement of beauty no matter how diversified the interests.

Since its inception in 1985, the American Academy of Cosmetic Surgery (AACS) has become the leading educational platform for cosmetic surgery practitioners from a diverse array of medical specialties. AACS is comprised of medical and dental professionals who pursue educational and training opportunities in cosmetic surgery to ensure consistently high quality patient care.

AFFILIATIONS: American Academy of Cosmetic Surgery

READERSHIP PROFILE: Readers include cosmetic and plastic surgeons, otolaryngologists, dermatologists, obstetricians and gynecologists, general surgeons, opthalmic surgeons and oral & maxillofacial surgeons.

FREQUENCY: 4

CIRCULATION: 1,054

AVERAGE MONTHLY IMPRESSIONS: 6,424

AVERAGE MONTHLY PAGEVIEWS: 2,443

PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	$3,720	$3,478	$3,204	$3,114	$2,935
• HALF PAGE	$3,242	$3,210	$2,967	$2,884	$2,731
• QUARTER PAGE	$2,482	$2,462	$2,315	$2,265	$2,175

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.

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
MARCH	11 JANUARY 2027	13 JANUARY 2027	29 JANUARY 2027
JUNE	12 APRIL 2027	14 APRIL 2027	29 APRIL 2027
SEPTEMBER	12 JULY 2027	14 JULY 2027	29 JULY 2027
DECEMBER	11 OCTOBER 2027	13 OCTOBER 2027	27 OCTOBER 2027

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	8" X 10.5"	8.75" X 11.25"
• HALF PAGE VERTICAL	3.75" X 10.5"	N/A
• HALF PAGE HORIZONTAL	8" X 5"	N/A
• QUARTER PAGE VERTICAL	3.75" X 5"	N/A

• TRIM SIZE: 8.5" X 11"

• BINDING: Perfect Bound

- All advertising is subject to AACS approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim
- For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
- 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.

• PRE-PRINTED INSERTS

List journal name, issue # and quantity on boxes/skid

SHIP TO:

Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext 8145

• 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.

RELATED TITLES







BANNER ADVERTISING • www.journals.sagepub.com/home/acs

STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**$105**
GEOTARGETED BANNERS	**$110**
EXPANDABLE	**$130**
STICKY BANNERS	**$140**
PERSISTENT FOOTER	**$140**

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 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	**MONTHLY SPONSORSHIP 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 SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
FULL PAGE PDF	1237 X 1631 px	**MONTHLY SPONSORSHIP 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 **Plastic Surgery channel,** maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

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.

WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

EBOOKS

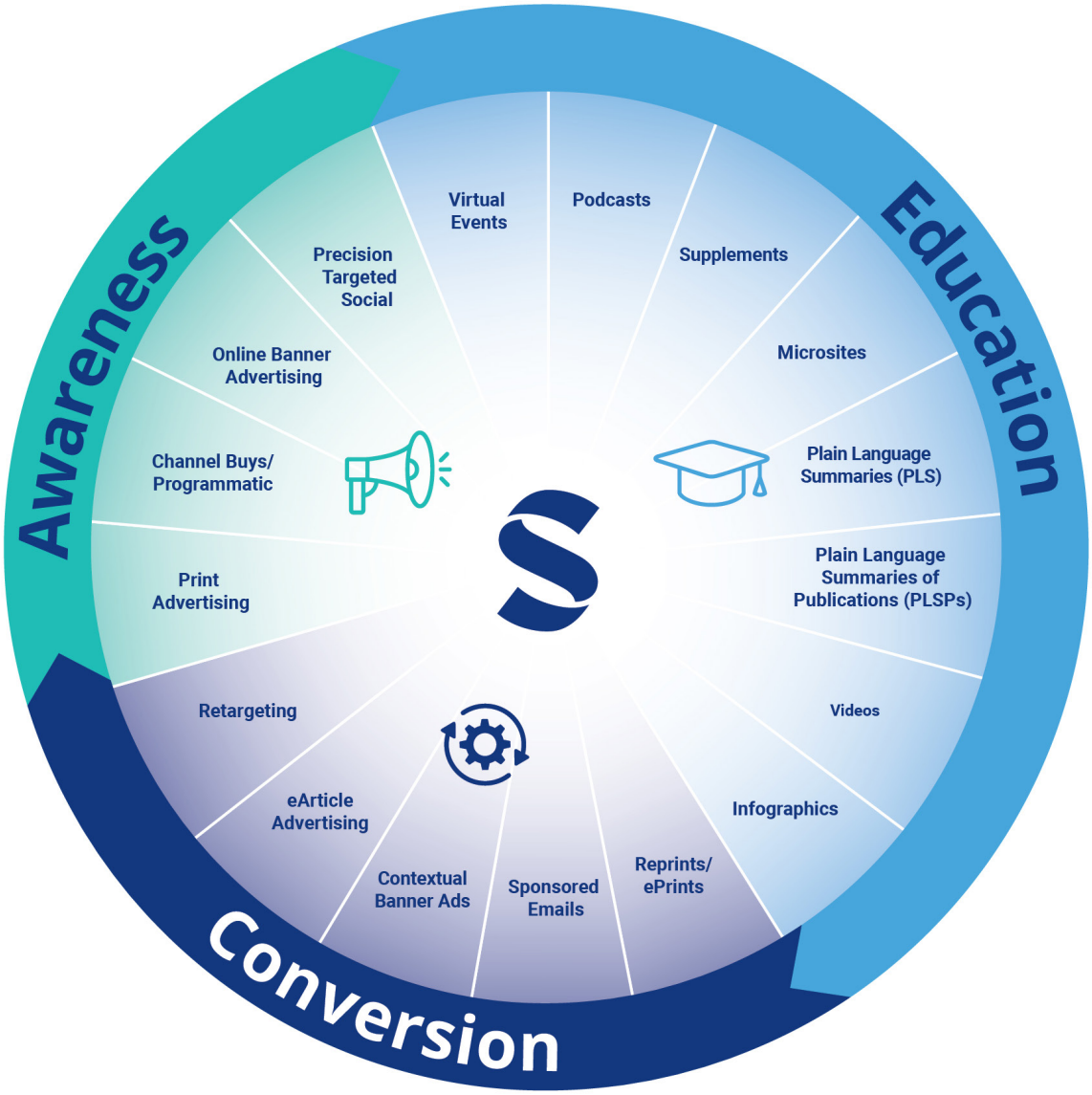
Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

Digital Advertising Examples

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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