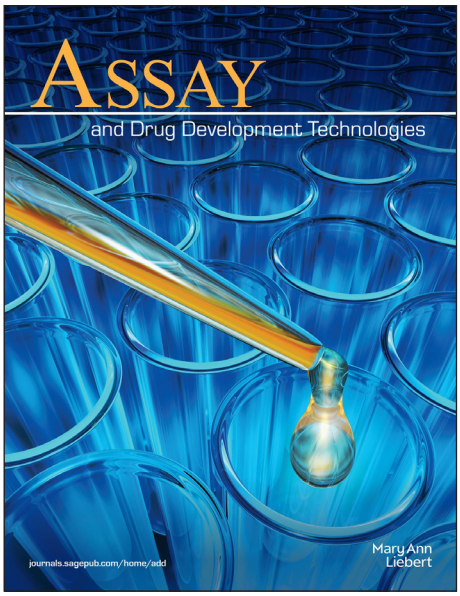
Mary Ann Liebert
A Part of Sage

Advertising Rates & Specifications - 2027



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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1.8
Latest Impact factor

13,938
Average Monthly Impressions

YOUR MARKETING SUCCESS TEAM



Rebecca Shumbata
Advertising,
Northeast U.S.
617.435.4786
Rebecca.Shumbata@sagepub.com



Marcy Sivitz
Advertising,
Midwest, Canada, Europe
914.844.7003
Marcy.Sivitz@sagepub.com

R

Reprints
reprint@sagepub.com



Alessandro Baliani
Publishing Solutions
publishingsolutions@sagepub.com

DIGITAL ADVERTISING

BANNER ADVERTISING

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**

All prices are net CPM unless otherwise noted. Minimums may apply.
Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

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

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 x 250px - 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.

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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.

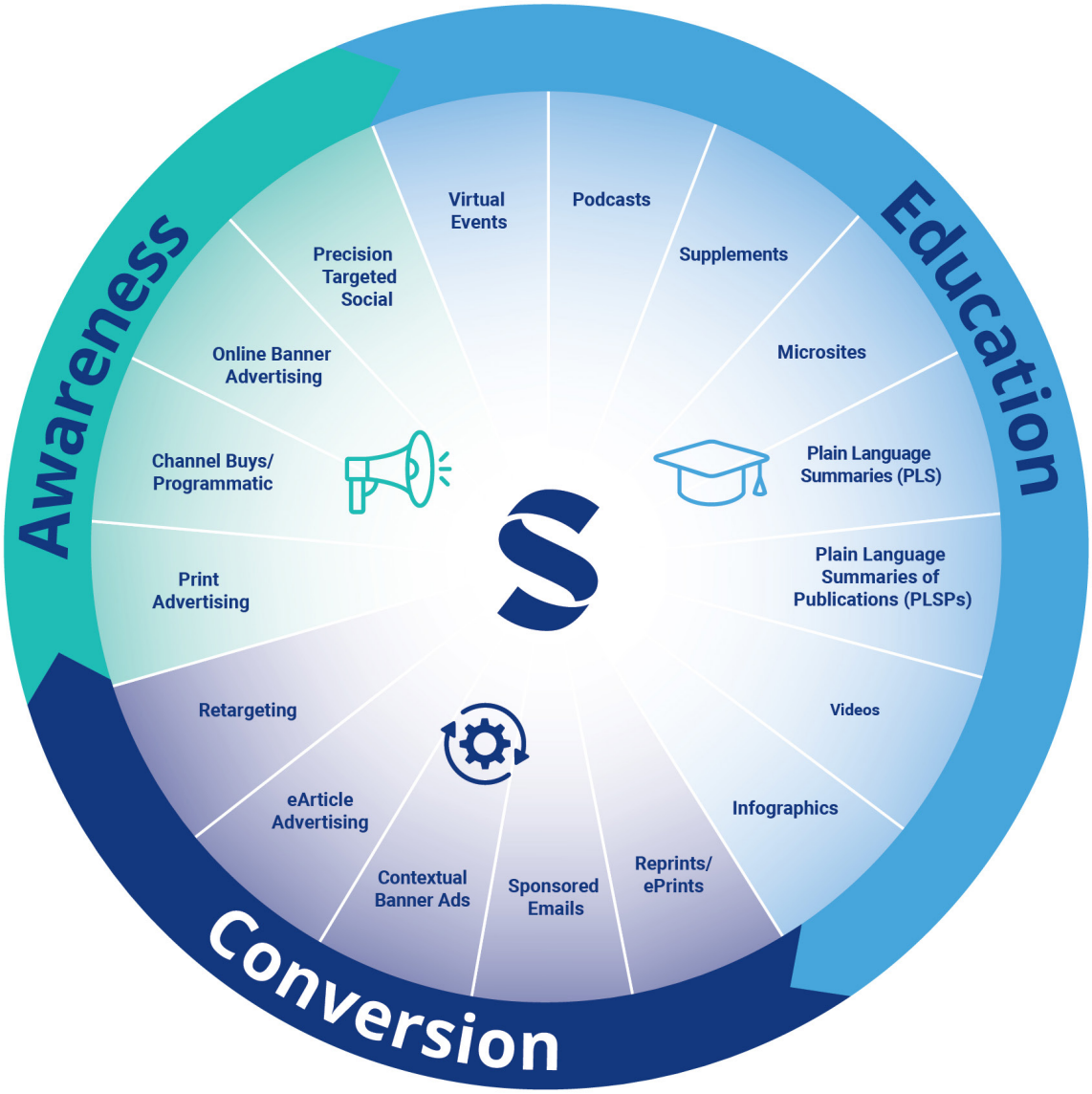
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MULTICHANNEL MARKETING SOLUTIONS



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