ADVERTISING RATES & SPECIFICATIONS - 2027



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DESCRIPTION: Journal of Cutaneous Medicine and Surgery (JCMS) aims to reflect the state of the art in cutaneous biology and dermatology by providing original scientific writings, as well as a complete critical review of the dermatology literature for clinicians, trainees, and academicians.

The Canadian Dermatology Association (CDA), founded in 1925, represents Canadian dermatologists. The association exists to advance the science and art of medicine and surgery related to the care of the skin, hair and nails; provide continuing professional development for its members, support and advance patient care, provide public education on sun protection and other aspects of skin health, and promote a lifetime of healthier skin, hair, and nails.

AFFILIATIONS: Canadian Dermatology Association

READERSHIP PROFILE: All members of the Canadian Dermatology Association and Dermatology residents across Canada, as well as institutions, libraries and underdeveloped countries around the world.

IMPACT FACTOR: 3.8

RANKING: Dermatology 36 out of 99

FREQUENCY: 6

CIRCULATION: 1,111

AVERAGE MONTHLY IMPRESSIONS: 47,683

AVERAGE MONTHLY PAGEVIEWS: 11,836

PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	$3,897	$3,668	$3,399	$3,303	$3,131
• HALF PAGE	$3,438	$3,399	$3,164	$3,086	$2,932
• QUARTER PAGE	$2,690	$2,670	$2,530	$2,479	$2,390

Prices shown in Canadian Dollars

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
JANUARY	16 NOVEMBER 2026	19 NOVEMBER 2026	18 DECEMBER 2026
MARCH	19 JANUARY 2027	26 JANUARY 2027	16 FEBRUARY 2027
MAY	18 MARCH 2027	29 MARCH 2027	19 APRIL 2027
JULY	20 MAY 2027	1 JUNE 2027	17 JUNE 2027
SEPTEMBER	20 JULY 2027	26 JULY 2027	16 AUGUST 2027
NOVEMBER	21 SEPTEMBER 2027	27 SEPTEMBER 2027	18 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 CDA-ACD 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

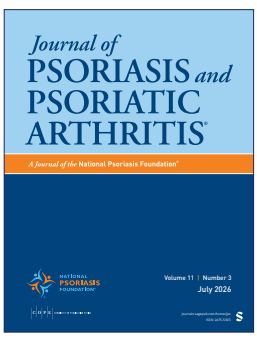
- **BANNER ADVERTISING REQUIREMENTS**
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB
  - Geo-targeting is available (higher CPMs apply).
  - Third party ad tags accepted.
  - Video is accepted (higher CPMs may apply).

- **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/cms

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. All prices shown in Canadian dollars.

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 **Dermatology 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.

WEBINARS

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

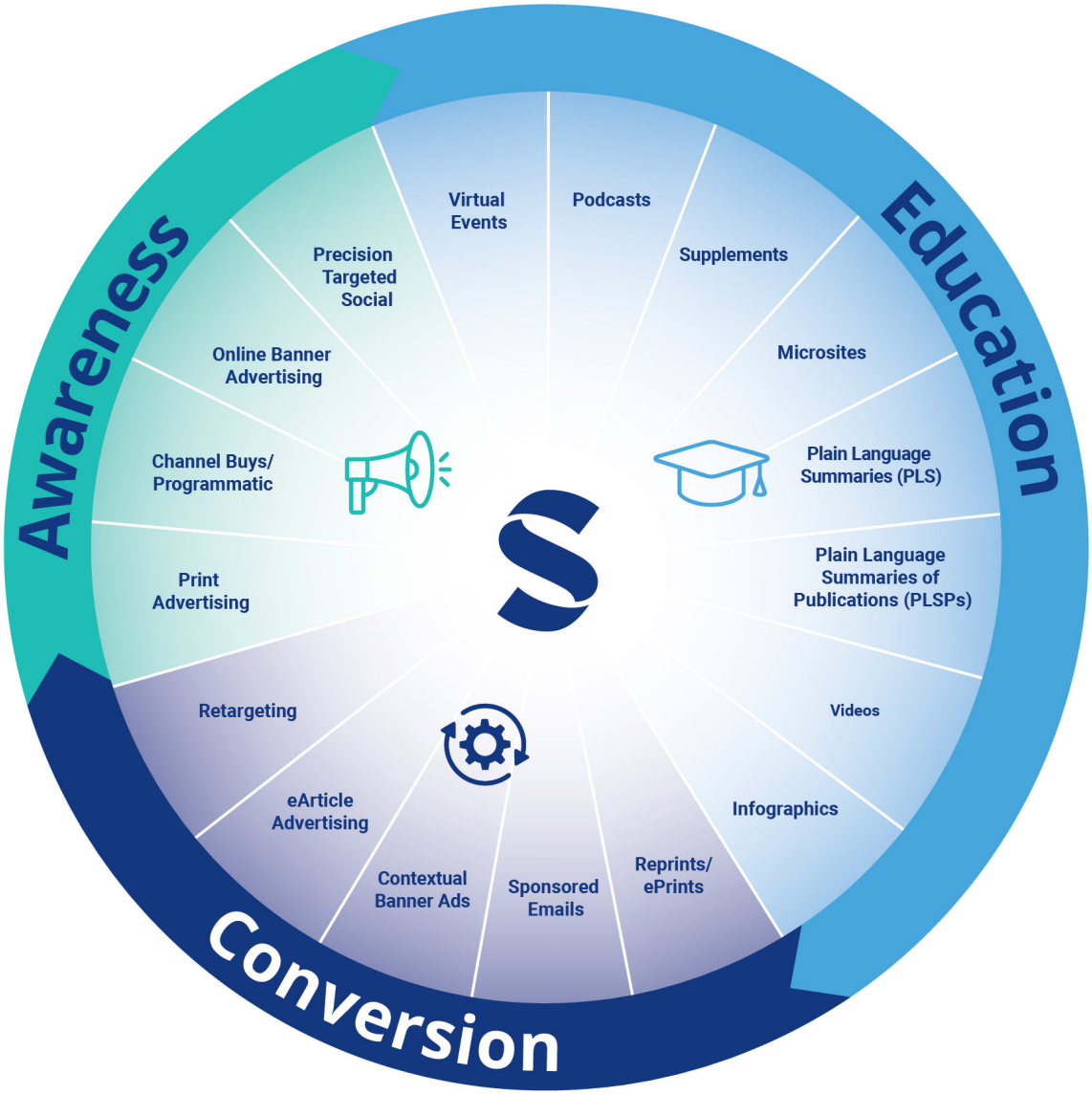
EBOOKS

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

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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