Mary Ann Liebert
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Advertising Rates & Specifications - 2027



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EDITOR-IN-CHIEF: Satish K. Garg, MD, University of Colorado Denver Barbara Davis Center for Childhood Diabetes, Aurora, Colorado

DESCRIPTION: ***Diabetes Technology & Therapeutics*** is the only peer-reviewed journal dedicated to delivering critical information on new devices, drugs, drug delivery systems, and software for managing patients with diabetes. Combining practical information with the latest research, ***Diabetes Technology & Therapeutics*** highlights the newest and most cutting-edge pharmacological and device developments and innovations to optimize patient care.

AFFILIATIONS: Advanced Technologies & Treatments for Diabetes

AUDIENCE INCLUDES:

- Physicians, including Endocrinologists, Pediatricians, Primary Care and Other Specialists
- Certified Diabetes Educators
- Hospital Executives
- Diabetes Nursing Specialists
- Dietitians/Nutritionists
- Program Directors in Diabetes
- Clinical Research Directors
- Diabetes Researchers
- Other Allied Health Practitioners

7.4
Latest Impact factor

96,108
Average Monthly Impressions

YOUR MARKETING SUCCESS TEAM



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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.

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.

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.

MULTICHANNEL MARKETING SOLUTIONS



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