ADVERTISING RATES & SPECIFICATIONS - 2027



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DESCRIPTION: Hospital Pharmacy is a peer-reviewed, independent journal devoted to providing high-quality information to pharmacists practicing in inpatient and outpatient settings within hospitals, long-term care facilities, home care, and health system settings. Hospital Pharmacy focuses on medication error prevention, safe medication use, and patient care.

READERSHIP PROFILE: Hospital Pharmacy is read by hospital and health decisionmakers who are early adopters of new technology, including directors, managers, formulary committee members, and clinical and staff pharmacists.

IMPACT FACTOR: 0.9

RANKING: Pharmacology & Pharmacy 321 out of 356

FREQUENCY: 6

CIRCULATION: 5,530

AVERAGE MONTHLY IMPRESSIONS: 24,657

AVERAGE MONTHLY PAGEVIEWS: 5,390

This title is available online and as a digital edition.

DIGITAL EDITION ADVERTISING RATES

FREQUENCY	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE	$4,237	$4,174	$3,873	$3,773	$3,578
• HALF PAGE	$3,760	$3,716	$3,472	$3,390	$3,240
• QUARTER PAGE	$2,989	$2,964	$2,820	$2,770	$2,675

DIGITAL EDITION ADVERTISING OPTIONS

HIGH IMPACT BANNER ADS

Rate: $2,363

Pricing includes 2 of the options below per issue (can mix & match):

- Bottom Banner pop up (728 X 90)
- Box ad pop up (300 X 250)
- Specs: JPG or PNG, less than 1 MB.

CALL TO ACTION BANNER:

Banner ad at the top of page with clickable URL. Included with your ad space.

SPONSORED DISTRIBUTION

Sponsorship includes:

- Banner (468 X 60) and your logo (120 X 60) in an email promoting the digital issue.
- Faux cover with journal masthead at top and the rest of the page your ad. (This will be the first page to appear in the sponsored issue)
- Full Page (color) Ad
- One Pop Up Ad of your choice in the digital issue

EMBEDDED VIDEO:

$525 in addition to ad placement rate

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.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING
FEBRUARY	11 DECEMBER 2026	15 DECEMBER 2026
APRIL	11 FEBRUARY 2027	16 FEBRUARY 2027
JUNE	12 APRIL 2027	14 APRIL 2027
AUGUST	14 JUNE 2027	16 JUNE 2027
OCTOBER	16 AUGUST 2027	18 AUGUST 2027
DECEMBER	4 OCTOBER 2027	7 OCTOBER 2027

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"	

• ADVERTISING REQUIREMENTS

- Trim size: 8.5" X 11"
- 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.

• BANNER ADVERTISING REQUIREMENTS

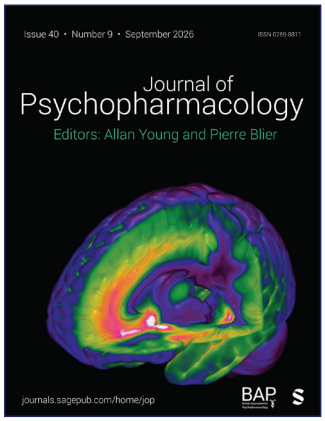
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

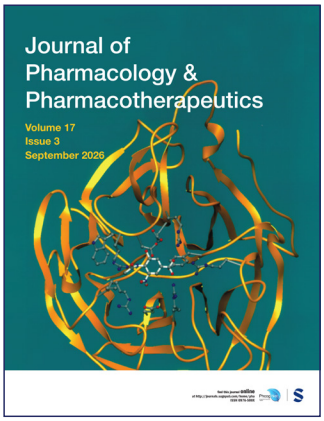
Email: advertising@sagepub.com

- **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/hpx

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**

eBLASTS

Email Alerts	728 X 90 px	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
Sponsored Emails	Custom HTML	**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 **Pharmacology 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.

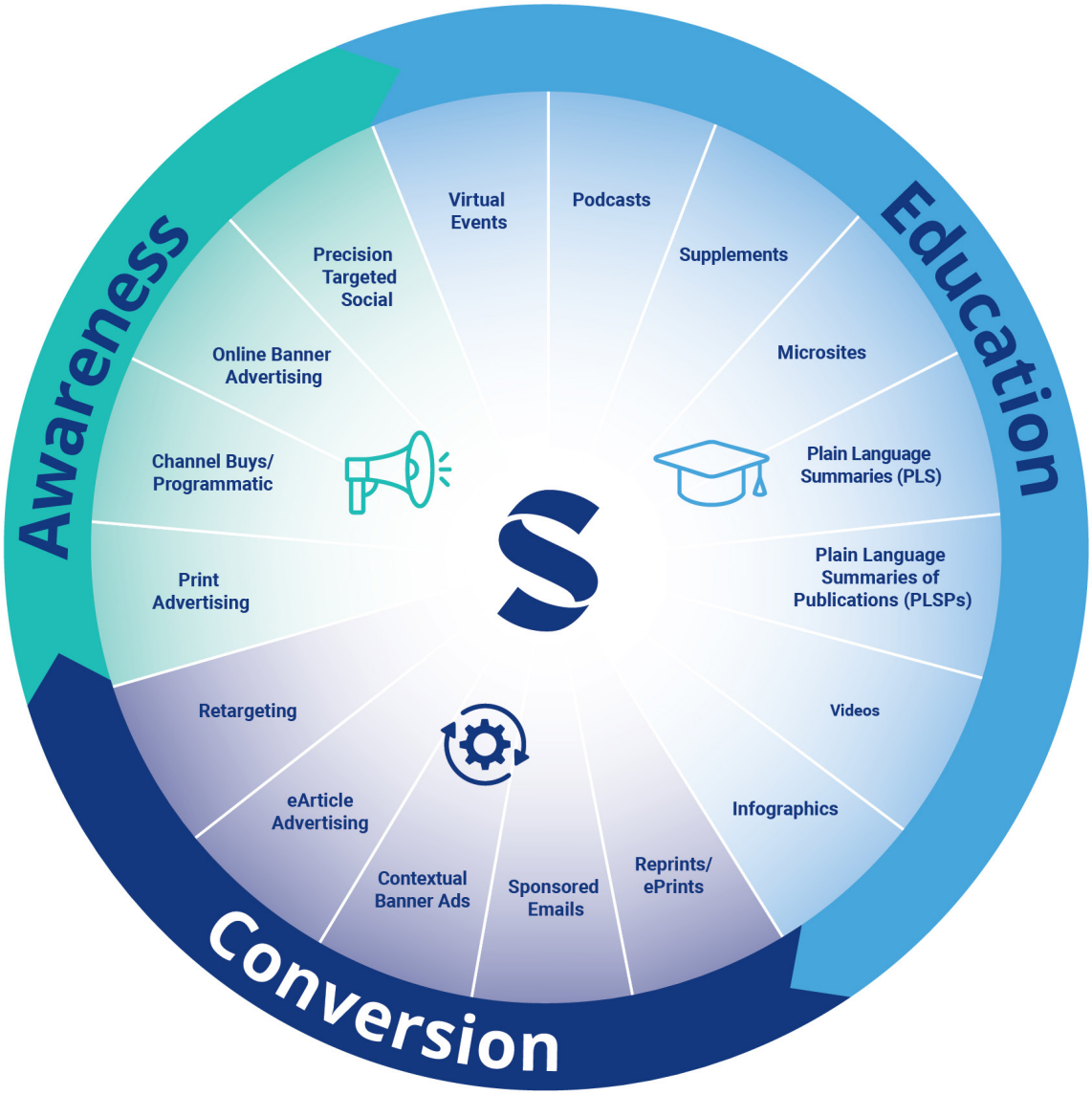
EBOOKS

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

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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