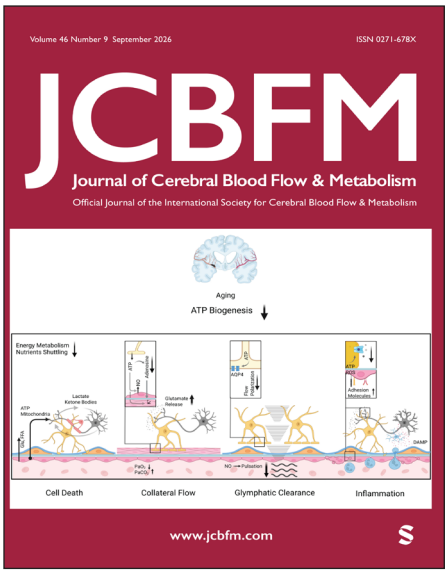
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR-IN-CHIEF: Jun Chen, University of Pittsburgh, USA

DESCRIPTION: JCBFM is the official journal of the International Society for Cerebral Blood Flow & Metabolism, which is committed to publishing high quality, independently peer-reviewed research and review material. Consistently ranked as a top journal in the fields of Neuroscience, Endocrinology & Metabolism and Hematology, JCBFM stands at the interface between basic and clinical neurovascular research, and features timely and relevant research highlighting experimental, theoretical, and clinical aspects of brain circulation, metabolism and imaging.

AFFILIATIONS: International Society for Cerebral Blood Flow & Metabolism (ISCBFM)

READERSHIP PROFILE: Physicians or scientists with an interest in brain function, cerebrovascular disease, cerebral vascular regulation and brain metabolism, including neurologists.

IMPACT FACTOR: 4.7

***RANKING:** Hematology 20 out of 103

FREQUENCY: 12

AVERAGE MONTHLY IMPRESSIONS 59,488

AVERAGE MONTHLY PAGEVIEWS: 11,824

PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS
• FULL PAGE	£1,490	£1,378	£1,269
• OUTSIDE BACK COVER	£1,715	£1,585	£1,455
• INSIDE FRONT COVER	£1,639	£1,519	£1,396
• INSIDE BACK COVER	£1,567	£1,447	£1,329
• HALF PAGE	£882	£815	£750
• DOUBLE SPREAD	£2,609	£2,416	£2,218

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: 10%

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.

***RANKING:**
Endocrinology & Metabolism 54 out of 198
Neurosciences 77 out of 330

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	COPY DEADLINE
JANUARY	17 NOVEMBER 2026	23 NOVEMBER 2026
FEBRUARY	22 DECEMBER 2026	28 DECEMBER 2026
MARCH	19 JANUARY 2027	25 JANUARY 2027
APRIL	16 FEBRUARY 2027	22 FEBRUARY 2027
MAY	23 MARCH 2027	26 MARCH 2027
JUNE	20 APRIL 2027	26 APRIL 2027
JULY	20 MAY 2027	27 MAY 2027
AUGUST	22 JUNE 2027	28 JUNE 2027
SEPTEMBER	20 JULY 2027	26 JULY 2027
OCTOBER	20 AUGUST 2027	26 AUGUST 2027
NOVEMBER	21 SEPTEMBER 2027	27 SEPTEMBER 2027
DECEMBER	21 OCTOBER 2027	27 OCTOBER 2027

MECHANICAL REQUIREMENTS

FULL PAGE		HALF PAGE	
FULL PAGE, BLEED	286MM (H) X 216MM (W)	HORIZONTAL, TYPE AREA	120MM (H) X 180MM (W)
FULL PAGE, TRIM SIZE	280MM (H) X 210MM (W)	HORIZONTAL, TRIM AREA	140MM (H) X 210MM (W)
FULL PAGE, TYPE AREA	250MM (H) X 180MM (W)	VERTICAL, TYPE AREA	250MM (H) X 85MM (W)
		VERTICAL, TRIM AREA	280MM (H) X 105MM (W)

FOR ARTWORK SUBMISSION:
Email: advertising@sagepub.com

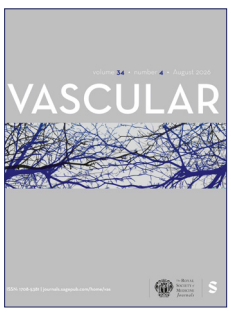
- **BANNER ADVERTISING REQUIREMENTS**
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB
  - Geo-targeting is available (higher CPMs apply).
  - Third party ad tags accepted.
  - Video is accepted (higher CPMs may apply).

- **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/jcb

STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**£70**
GEOTARGETED BANNERS	**£80**
EXPANDABLE	**£90**
STICKY BANNERS	**£100**
PERSISTENT FOOTER	**£100**

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 **Neurology 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.

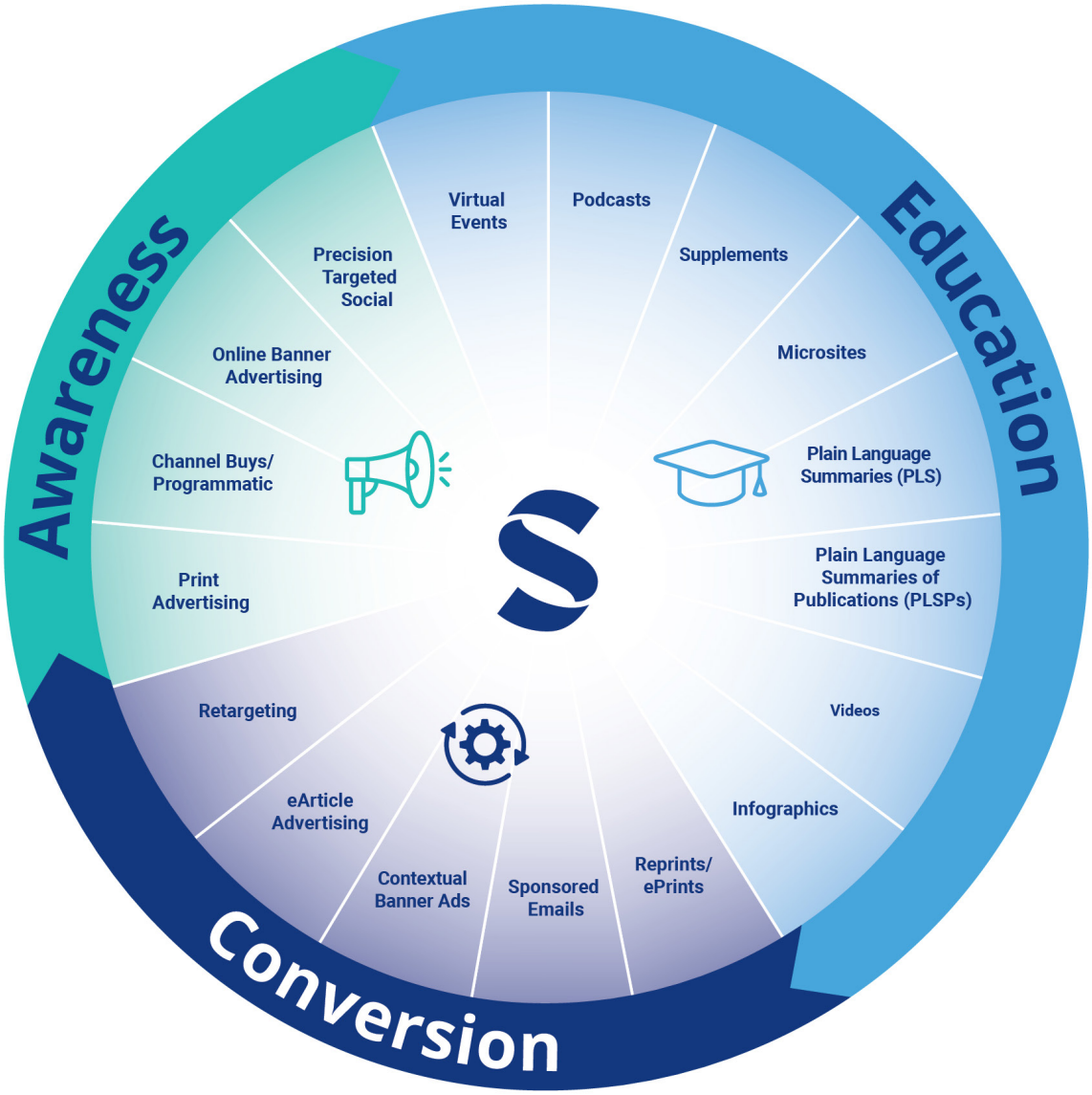
eBLASTS

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

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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