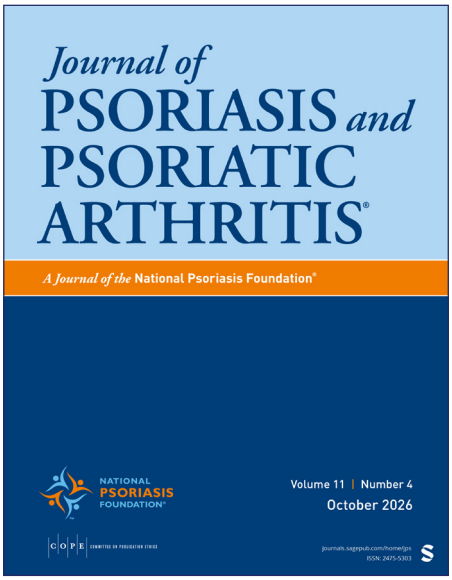
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: George Han, MD, PhD

DESCRIPTION: The Journal of Psoriasis and Psoriatic Arthritis (JPPA) is a peer-reviewed specialty journal of the National Psoriasis Foundation for its professional members and for dermatology and rheumatology specialists and community. The purpose of the journal is to provide the latest research and practical treatment information about psoriasis, psoriatic arthritis and related comorbidities and conditions in a concise and easy-to-read format.

National Psoriasis Foundation (NPF) is the world's largest nonprofit serving those with psoriatic disease. In addition to serving 2.1 million people annually through our education and advocacy initiatives, NPF has funded more than $24 million in psoriatic disease research grants and fellowships.

AFFILIATIONS: National Psoriasis Foundation

READERSHIP PROFILE: Experts in psoriasis and psoriatic arthritis research and care, HCP offices, and related professionals.

FREQUENCY: 4

CIRCULATION: 437

AVERAGE MONTHLY IMPRESSIONS: 5,438

AVERAGE MONTHLY PAGEVIEWS: 919

PRINT ADVERTISING

	COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
• FULL PAGE*	4 COLOR	$4,922	$4,708	$4,441	$4,173
• HALF PAGE	4 COLOR	$4,280	$4,066	$3,852	$3,531
• QUARTER PAGE	4 COLOR	$3,210	$2,996	$2,836	$2,568

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	14 DECEMBER 2026	21 DECEMBER 2026	4 JANUARY 2027
APRIL	15 MARCH 2027	22 MARCH 2027	2 APRIL 2027
JULY	21 JUNE 2027	23 JUNE 2027	8 JULY 2027
OCTOBER	20 SEPTEMBER 2027	22 SEPTEMBER 2027	7 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 NPS 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:

  Rob Daniels
  Sheridan NH
  69 Lyme Road
  Hanover, NH 03755 USA
  Phone: (603) 653-7253

- **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**

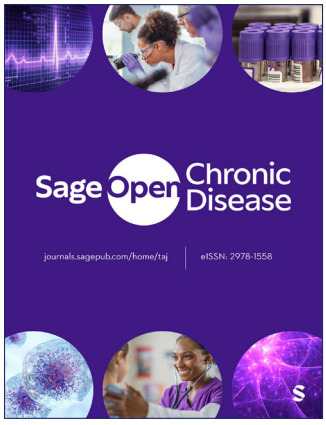
  Email: advertising@sagepub.com

• A high-resolution press-ready PDF is required for all electronic ad submissions.

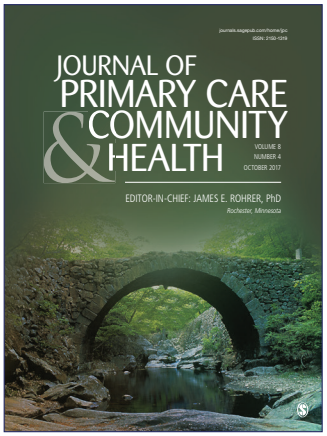
• All fonts must be embedded.

• 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/jps

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**

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.

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.

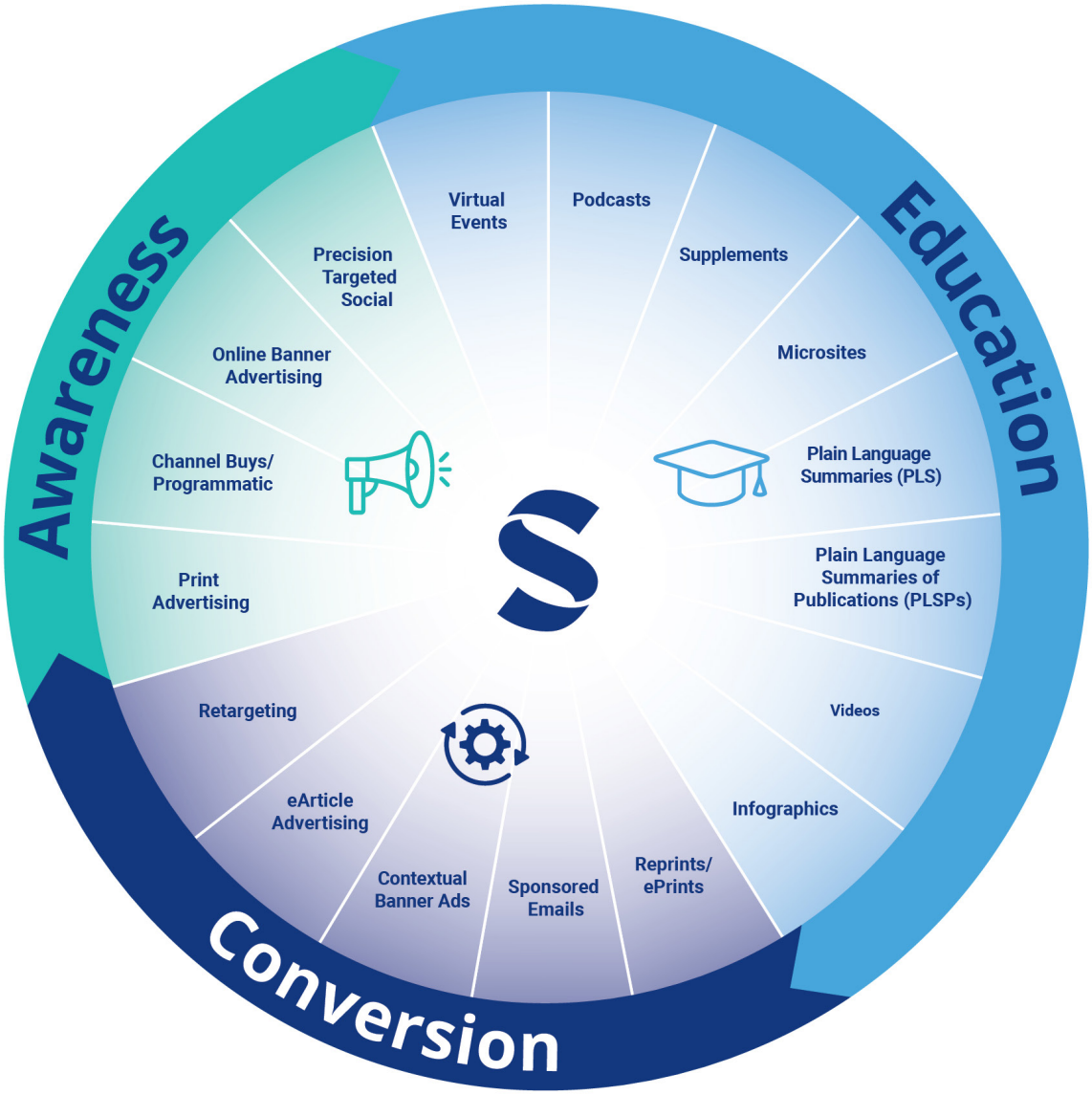
WEBINARS

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 FROM SAGE



CONTACTS



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