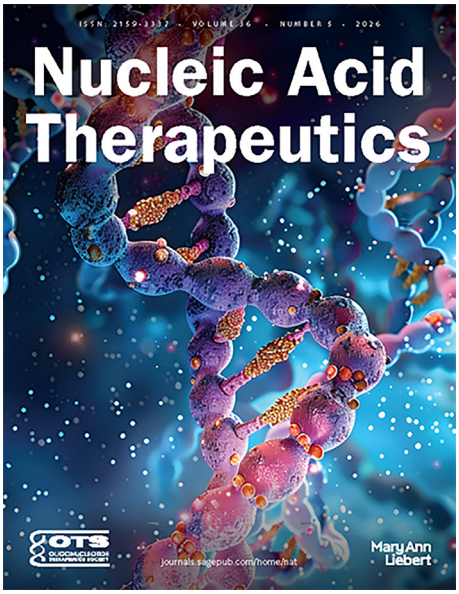
Mary Ann Liebert
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Advertising Rates & Specifications - 2027



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CO-EDITORS-IN-CHIEF: Bruce A. Sullenger, PhD, Director, Duke Translational Research Institute, Joseph and Dorothy Beard Professor, Department of Surgery, Duke University Medical Center, Durham, NC
and **Annemieke Aartsma-Rus, PhD,** Professor of Translational Genetics, Department of Human Genetics, Leiden University Medical Center, Leiden, Netherlands

DESCRIPTION: Nucleic Acid Therapeutics is the leading journal in its field focusing on cutting-edge basic research, therapeutic applications, and drug development using nucleic acids or related compounds to alter gene expression. The Journal examines many new approaches for using nucleic acids as therapeutic agents or in modifying nucleic acids for clinical purposes including: oligonucleotides, gene modification, aptamers, RNA nanoparticles, and ribozymes.

AFFILIATIONS: The Oligonucleotide Therapeutics Society

AUDIENCE INCLUDES:

- Society Members of OTS
- Geneticists
- Biologists
- Pharmacologists
- Immunologists
- Oncologists
- Biochemists
- Physician/Surgeons
- Directors of Corporate Research & Development
- Directors of Medical Research
- Chairs/Deans and Faculty

4.5
Latest Impact factor

28,948
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

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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.

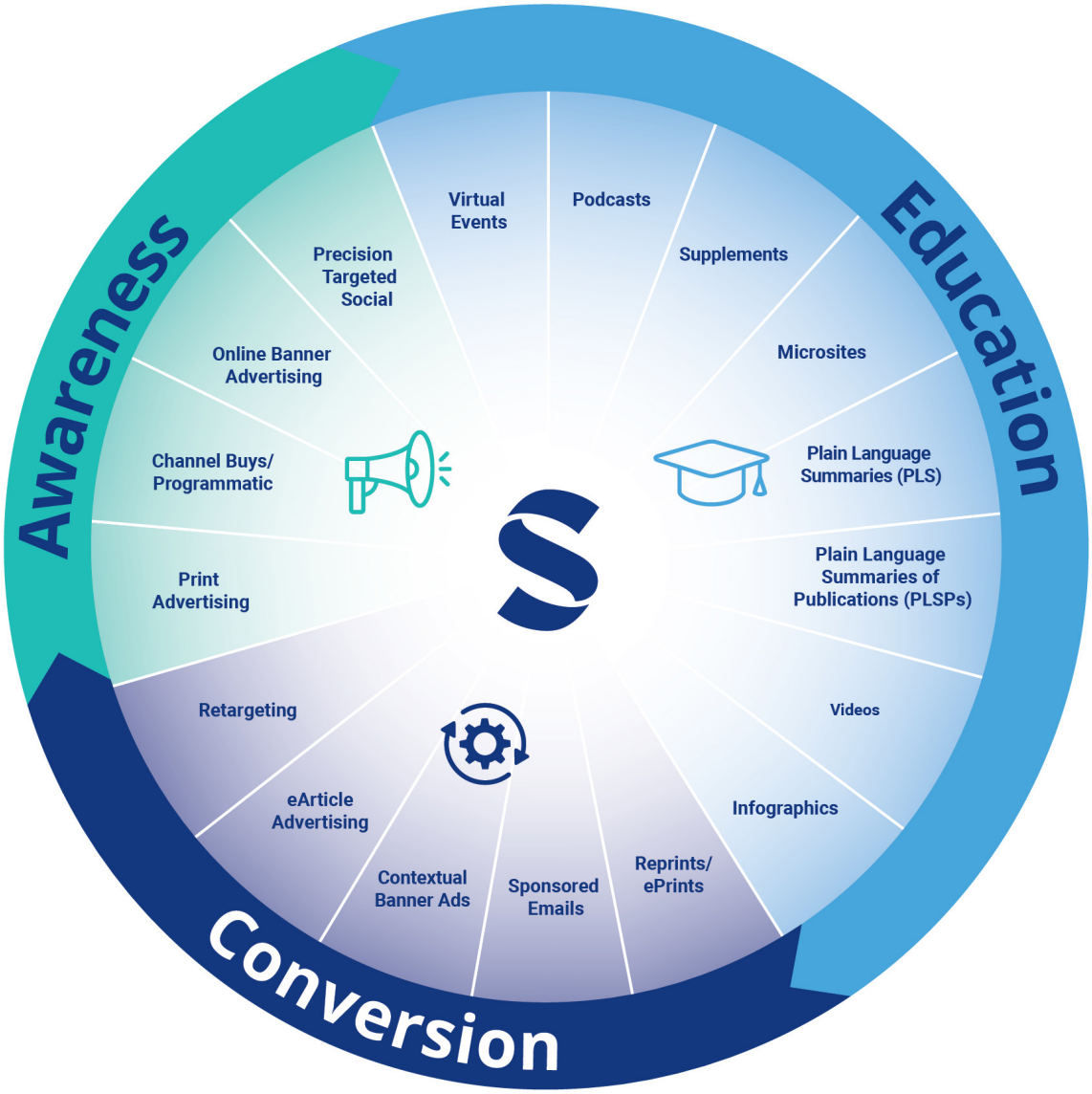
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MULTICHANNEL MARKETING SOLUTIONS



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