Mary Ann Liebert
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Advertising Rates & Specifications - 2027



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EDITOR-IN-CHIEF: Christopher A. Jones, MD, MBA, HMDC, FAAHPM
Duke University School of Medicine, Durham, NC

DESCRIPTION: ***Journal of Palliative Medicine*** is the premier peer-reviewed journal focused on providing quality care to patients at end of life or with intractable pain, with unique coverage surrounding medical, psychosocial, policy, and legal issues. The Journal presents essential information for professionals in hospice/palliative medicine, focusing on improving quality of life for patients and their families, and the latest developments in drug and non-drug treatments.

AFFILIATIONS INCLUDE: ANZSPM, CSPM, SCMP, CAPC, HPNA, EAPC, JSPM

AUDIENCE INCLUDES:

- Society Members of CAPC and Four Other International Societies
- Physicians
- Pharmacists
- Oncologists
- Nurses
- Social Workers
- Psychologists
- Pain Medicine Specialists
- Hospice Specialists
- All others allied to the field

1.8
Latest Impact factor

129,229
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.

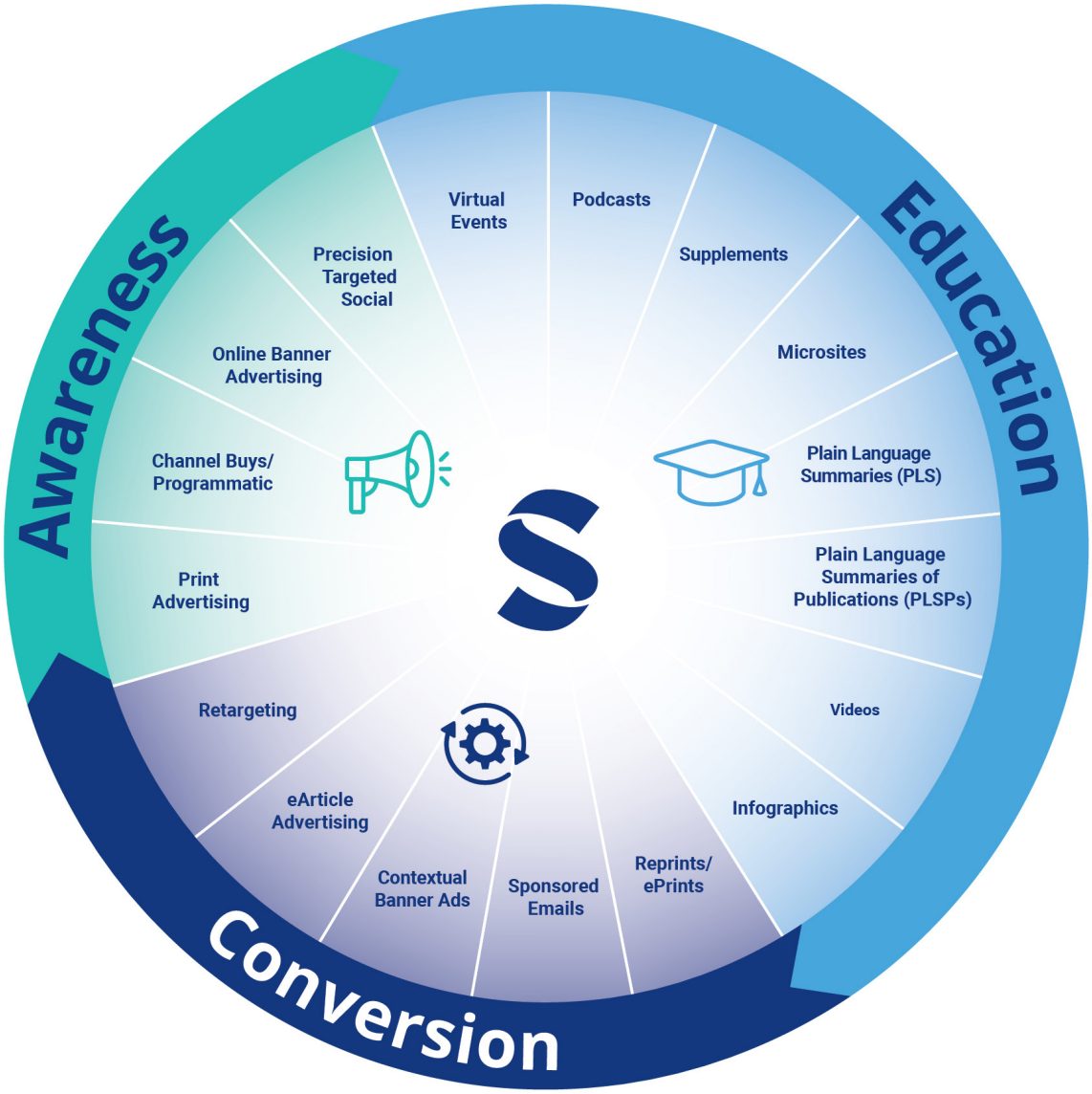
WEBINARS

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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