Mary Ann Liebert
A Part of Sage

# Advertising Rates & Specifications - 2027




**2.3**
Latest Impact factor

**280,488**
Average Monthly Impressions

**journals.sagepub.com/home/rsp**

**EDITOR-IN-CHIEF: Richard D. Branson, MSc RRT FAARC,** University of Cincinnati College of Medicine, Cincinnati, OH

**DESCRIPTION:** ***Respiratory Care*** is the official science journal of the American Association for Respiratory Care (AARC). It deals with the subject area of the same name, and thus publishes articles pertaining to disorders affecting the cardiorespiratory system, including their pathogenesis, pathophysiology, manifestations, diagnostic assessment, monitoring, prevention, and management. Because the practice of respiratory care prominently involves equipment and devices, the development, evaluation, and use of these things feature prominently in what the Journal publishes. However, as indicated by the word "care" in its name, the Journal also emphasizes the patient, and on improving all aspects of the care of individuals affected by respiratory disease.

**AFFILIATIONS:** American Association for Respiratory Care

**AUDIENCE INCLUDES:**

- Respiratory Therapists
- Pulmonologists
- Critical Care Physicians
- Physiotherapists
- Physicians/MDs
- Nurses
- Executives/Directors/Managers
- Professors/Academic Lead
- Others practicing respiratory care

## YOUR MARKETING SUCCESS TEAM



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# DIGITAL ADVERTISING

## BANNER ADVERTISING

| STANDARD<br>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.

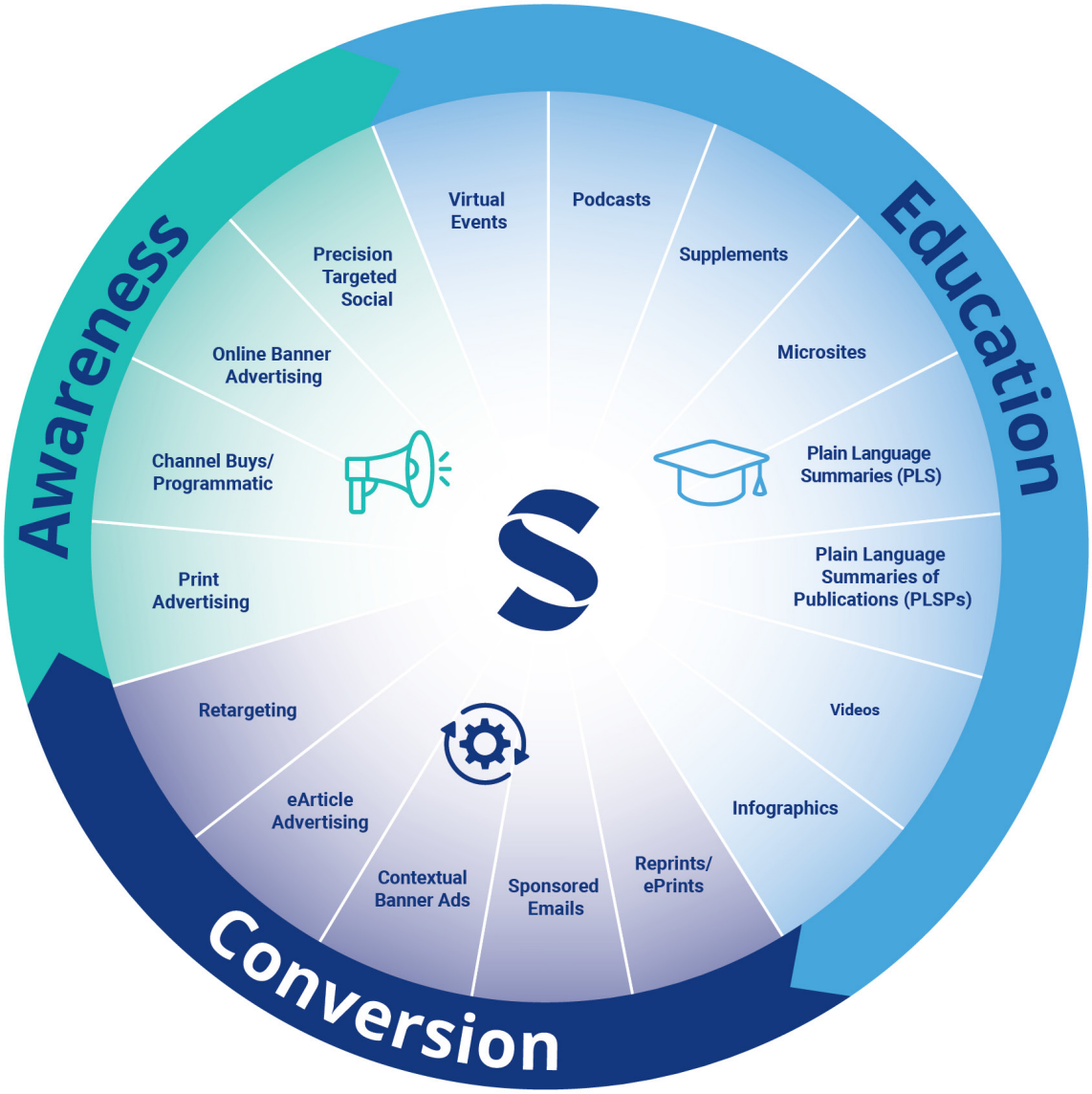
## WEBINARS

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




## RELATED TITLES

