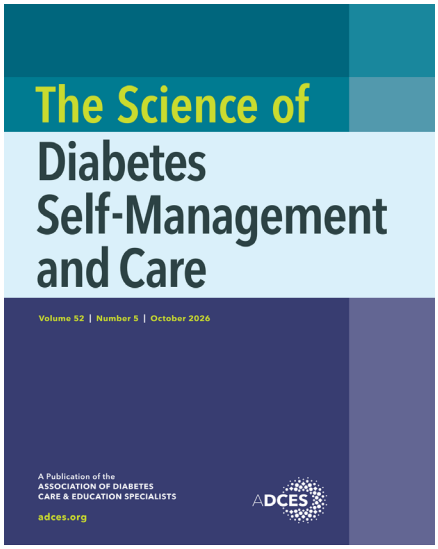
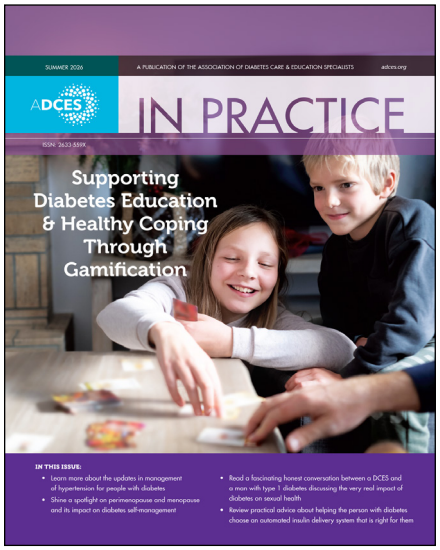
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: James Fain, PhD, RN, BC-ADM, FAAN,

FADCES DESCRIPTION: The Science of Diabetes Self-Management and Care, previously The Diabetes Educator, is the official research publication of the Association of Diabetes Care and Education Specialists (ADCES). ADCES publishes papers on aspects of patient education; professional education; population, cardiometabolic and public health; and technology- based needs while serving as a reference for the art and science of diabetes self-management education and support.

- **IMPACT FACTOR:** 1.7
- **RANKING:** Endocrinology & Metabolism 162 out of 198 Public, Environmental & Occupational Health 287 out of 443
- **AVERAGE MONTHLY IMPRESSIONS:** 31,224
- **AVERAGE MONTHLY PAGEVIEWS:** 4,985



EDITOR: Amy Hess Fischl, MS, RDN, LDN, BC-ADM, CDCES

DESCRIPTION: ADCES in Practice (AIP) is the official magazine of the Association of Diabetes Care and Education Specialists (ADCES). It is a peer-reviewed publication dedicated to providing practical tools and strategies that directly apply current research and best practices. ADCES in Practice only publishes original articles.

- **AVERAGE MONTHLY IMPRESSIONS:** 7,554
- **AVERAGE MONTHLY PAGEVIEWS:** 955

CIRCULATION: 10,500

AFFILIATION: Association of Diabetes Care and Education Specialists (ADCES)

READERSHIP PROFILE: Read by registered nurses, nurse practitioners, registered pharmacists, registered dietitians, exercise specialists, and other members of ADCES.

Titles are available online and as digital issues for members only.

DIGITAL EDITION ADVERTISING RATES

FREQUENCY	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE	$6,020	$5,951	$5,876	$5,400	$5,244
• HALF PAGE	$5,259	$5,205	$4,814	$4,686	$4,437
• QUARTER PAGE	$4,048	$4,011	$3,780	$3,700	$3,671

CALL TO ACTION BANNER: Banner ad at the top of page with clickable URL. Included with your ad space.

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.

TDE SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING
FEBRUARY	11 DECEMBER 2026	15 DECEMBER 2026
APRIL	11 FEBRUARY 2027	16 FEBRUARY 2027
JUNE	9 APRIL 2027	15 APRIL 2027
AUGUST	11 JUNE 2027	17 JUNE 2027
OCTOBER	13 AUGUST 2027	19 AUGUST 2027
DECEMBER	8 OCTOBER 2027	12 OCTOBER 2027

AIP SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING
JANUARY	10 DECEMBER 2026	14 DECEMBER 2026
MARCH	28 JANUARY 2027	2 FEBRUARY 2027
MAY	30 MARCH 2027	5 APRIL 2027
JULY	21 MAY 2027	27 MAY 2027
SEPTEMBER	22 JULY 2027	27 JULY 2027
NOVEMBER	20 SEPTEMBER 2027	27 SEPTEMBER 2027

MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.875" X 10.375"	8.625" X 11.125"
• HALF PAGE VERTICAL	3.675" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.875" X 5"	N/A
• QUARTER PAGE VERTICAL	3.675" X 5"	N/A

- **TRIM SIZE:** 8.375 x 10.875
- All advertising is subject to ADCES approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim

• 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

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	**$3,150/MONTHLY SPONSORSHIP**
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 **Endocrinology 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.

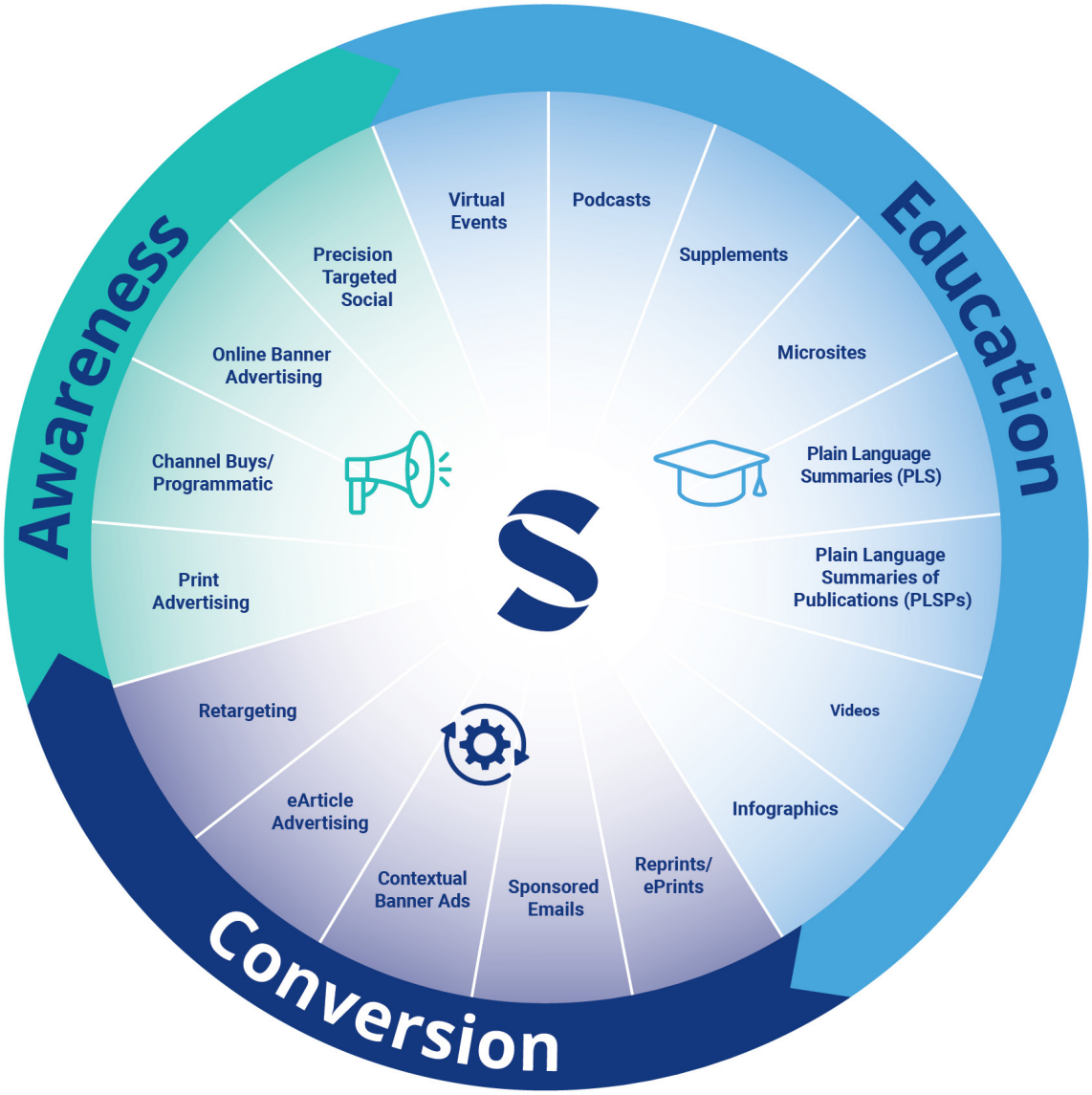
EBOOKS

Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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