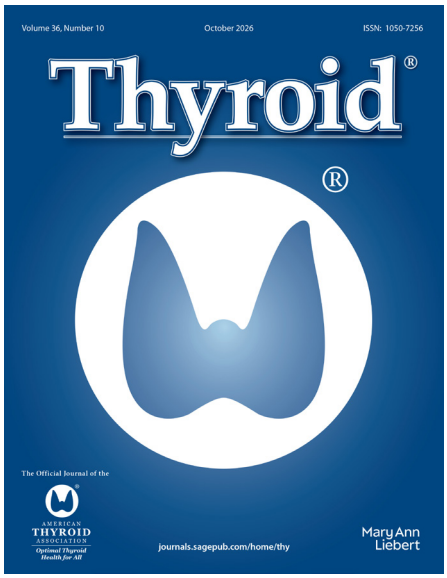
Mary Ann Liebert
A Part of Sage

Advertising Rates & Specifications - 2027



EDITOR-IN-CHIEF: Anna M. Sawka, University Health Network, University of Toronto, Toronto, Ontario, Canada

DESCRIPTION: ***Thyroid***®, ***Clinical Thyroidology***®, and ***VideoEndocrinology***™ are the #1 journals for multidisciplinary original research, patient-focused reports, reviews, commentary, and innovative videos covering new surgical and diagnostic imaging techniques and technologies.

AFFILIATION: American Thyroid Association

AUDIENCE INCLUDES:

- All Members of the American Thyroid Association
- Endocrinologists
- Medical Doctors and Surgeons
- Scientists/Researchers
- Corporate Executive/Director/Manager
- Professor/Academic Faculty
- Other Allied Professionals in the Field

journals.sagepub.com/home/thy

6.6
Latest Impact factor

213,558
Average Monthly Impressions

YOUR MARKETING SUCCESS TEAM



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PRINT ADVERTISING

RATES

Position / Rates	1X
B/W Full Page	$3,162
*Sponsored Content	$3,162

**Writing fee may apply.*

The following rates are to be added to the earned b/w rate.

Preferred Position Rates			
Cover 4	$556	Belly Band	$6,415
Cover 3	$281	Cover Tip	$5,345
Cover 2	$506	Insert	Call for quote
Opposite Cover 2	$169		
Opposite TOC	$197	**Color Rates**	
Opposite Editorial Board	$140	4-Color	$872
Opposite Editorial Text	$169		

**15% for agencies on all rates.*

SPECS

	Inches	Millimeters
Trim Size	8½" x 11"	216mm x 279mm
Full Page	8½" x 11"	216mm x 279mm
Bleed	¼"	6mm
Live Material	8" x 10½"	203mm x 267mm
Half Page	8½" x 5¼"	216mm x 133mm
Bleed	¼"	6mm
Live Material	7½" x 5"	191mm x 127mm
Double Page Spread	17" x 11"	432mm x 279mm
Bleed	¼"	6mm
Live Material	16" x 10½"	406mm x 267mm
Cover Tip	up to 8½" x 5"	14mm x 127mm
Belly Band	19¼" x 5"	489mm x 127mm
Insert		
Loose	8⅜" x 10⅞"	213mm x 276mm
Bound	8¾" x 11¼" add ¼" for trim	222mm x 286mm
Bleed	¼"	6mm
Live Material	8" x 10"	203mm x 254mm

CLOSING DATE DEADLINES (12 issues per year)

Issue	Space	Materials
January	11/4/26	11/10/26
February	12/8/26	12/14/26
March	1/4/27	1/8/27
April	2/9/27	2/12/27
May	3/11/27	3/17/27
June	4/7/27	4/13/27
July	5/5/27	5/11/27
August	6/7/27	6/11/27
September	7/8/27	7/14/27
October	8/10/27	8/16/27
November	9/9/27	9/15/27
December	10/4/27	10/11/27

Space reservations due at least one week prior to closing date deadline.
All dates subject to change.

MATERIAL REQUIREMENTS

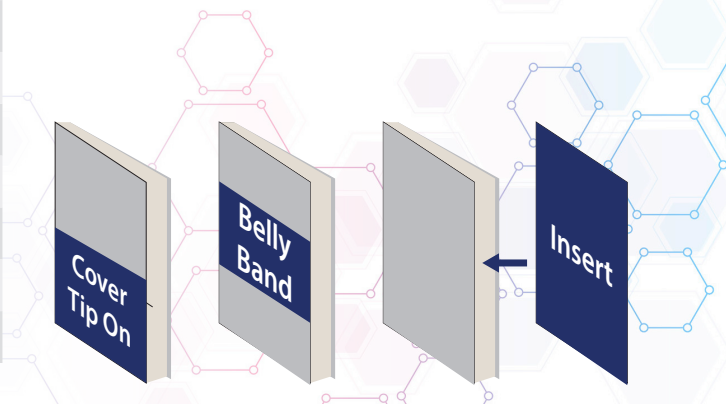
All advertising is subject to approval.

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.

SUBMIT MATERIALS TO

Print and Digital Production
advertising@sagepub.com

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.



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.

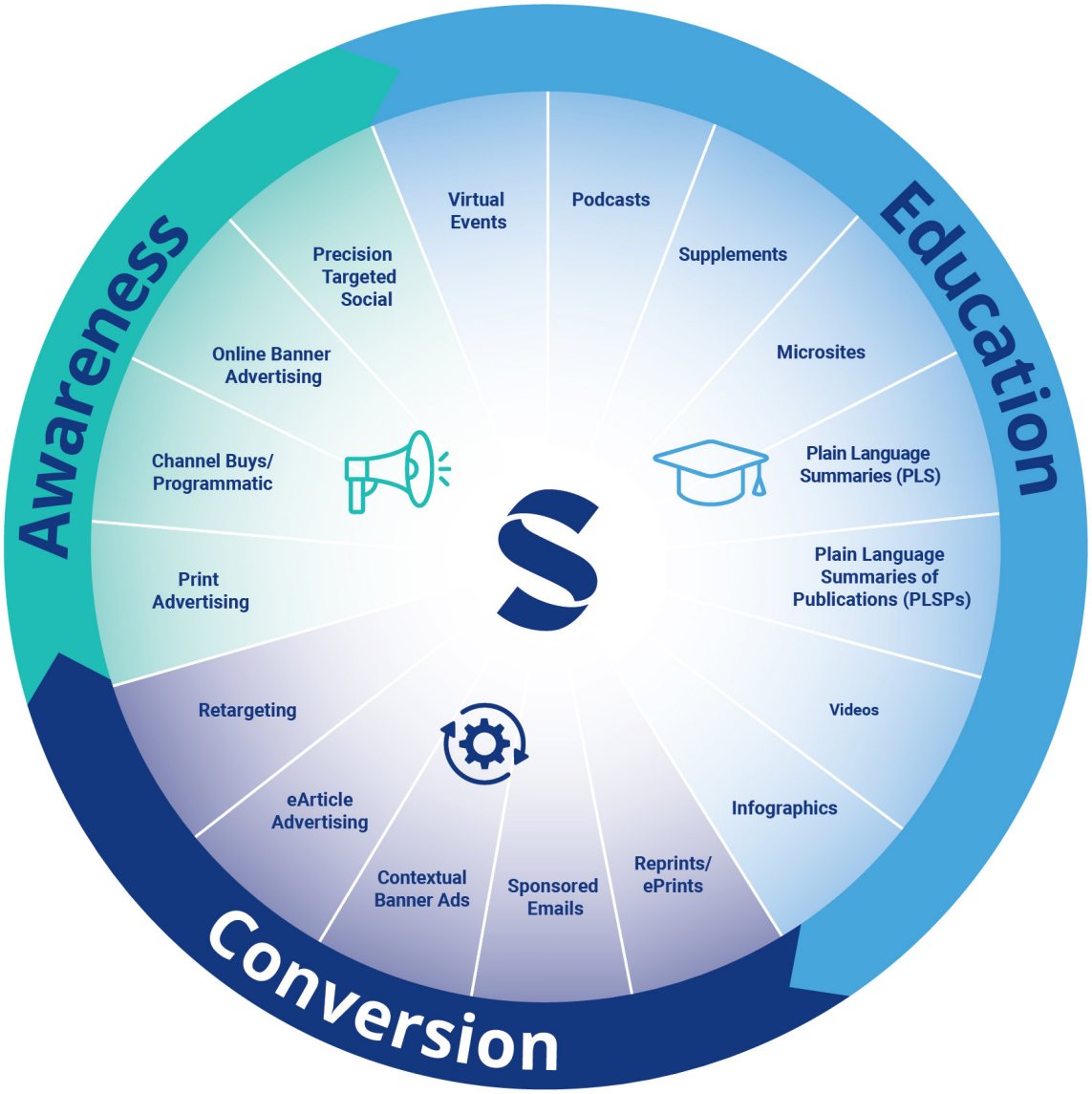
WEBINARS

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



RELATED TITLES

