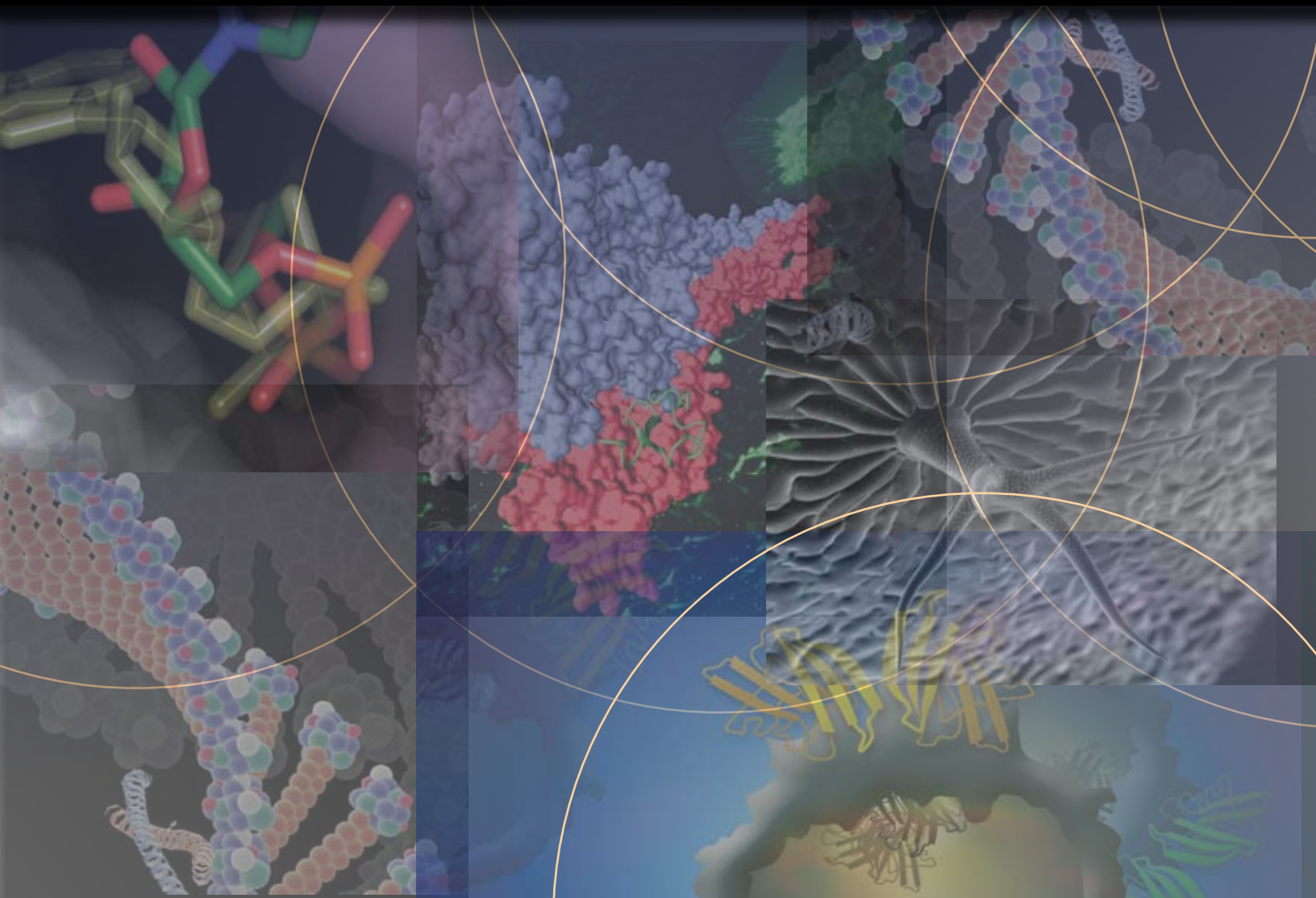


# 2011 MEDIA KIT

The Journal of Biological Chemistry  
Molecular & Cellular Proteomics  
Journal of Lipid Research  
ASBMB Today



American Society for Biochemistry and Molecular Biology



# Why Advertise with ASBMB?

ASBMB publishes three prestigious research journals and a monthly magazine covering society news and activities. ASBMB Journals are consistently ranked as some of the most-cited and respected journals in the field of experimental biology.

- The Journal of Biological Chemistry (JBC)
- Molecular & Cellular Proteomics (MCP)
- Journal of Lipid Research (JLR)
- ASBMB Today (member publication)

ASBMB Journals publish original research in the fields of:

- **molecular genetics**
- **RNA-related research**
- **proteomics**
- **microbiology**
- **genomics**
- **transcription**
- **peptides**
- **systems biology**
- **cell signaling**
- **lipidomics**

All ASBMB Journals are counter-compliant and are completely accessible online, including fully searchable figures, drawing a large and varied group of researchers and students to the ASBMB Journal websites. All articles undergo an extensive peer-review process and are published online as Papers in Press upon acceptance.

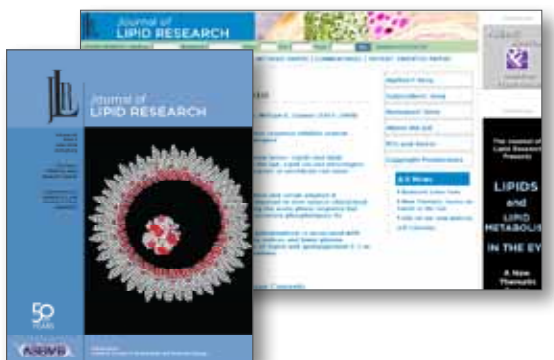
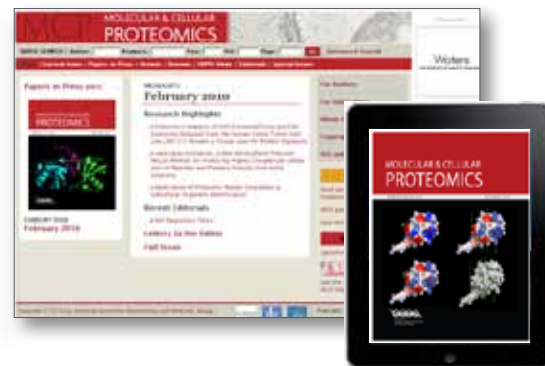


## JBC

- JBC is the most-cited journal in biomedical research
- 38,000 pages are published annually by JBC
- JBC provides over 106 years of scientific research
- Highest Eigenfactor score of any journal in its category

## MCP

MCP has a High Impact Factor of 8.79



## JLR

228,000 JLR Page Views Per Month

## ASBMB Today

32,000 ASBMB Today readers every month



Get the most out of your online advertising budget with...

### Larger Banner Ads!

Our banner ads have doubled in size! Your 728 x 90 pixel ad, along with a link to your website, will rotate throughout the journal site, including the homepage, search pages, and article pages! With **low CPMs**, you don't want to miss out on a great way to reach your target market! **Submission site ads are also now available!**

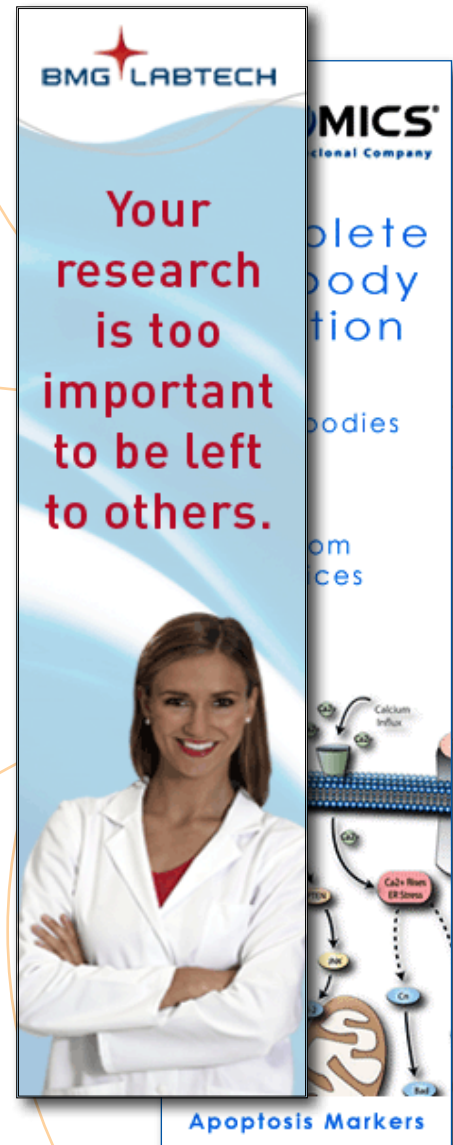


### Catchy Tower Ads!

When you're looking for more space, 160 x 600 is hard to beat - especially when, on average, 3.3 million people are viewing your ad every month! Add Flash to your banner for no additional charge, or really grab attention with our new video capabilities!

### Effective eTOC Banner & Text Ads!

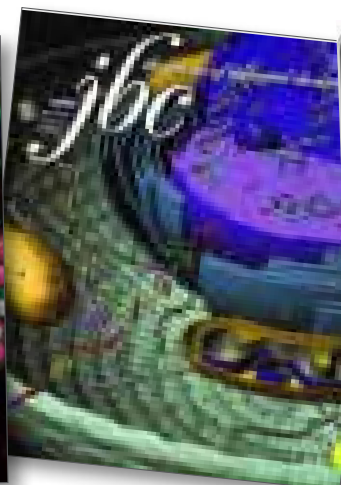
Each ASBMB publication offers many forms of eTOC advertising. All eTOC e-mails are sent to opt-in subscribers on a daily, weekly and monthly schedule. eTOC ads are an effective way to reach buyers who are plugged into the industry on a day-to-day basis.



# THE JOURNAL OF BIOLOGICAL CHEMISTRY

Published weekly by the American Society for Biochemistry and Molecular Biology

MARTHA FEDOR, EDITOR  
HERBERT TABOR, CO-EDITOR



## Description/Editorial Content

The Journal of Biological Chemistry (JBC) is the most-cited biomedical research journal in the world. With over 40,000 pages per year, this weekly publication is the largest and most significant contributor to the fields of biochemistry and molecular biology and soon is available in application form for mobile devices (sponsorships available).

In view of the increasingly interdisciplinary nature of biological research, the JBC is broadening its interpretation of “mechanism” to encompass “the molecular processes through which biological functions are carried out.” Today, exciting research illuminates the molecular and cellular bases of biological processes in neuroscience, developmental biology, cell biology, medicine, biophysics, immunology, microbiology, and physiology.

## Circulation/Readership

Readers include basic researchers and clinical investigators worldwide in:

- biochemistry
- molecular and cellular biology
- microbiology
- chemistry
- metabolism
- pharmacology
- enzymology
- protein chemistry and structure
- membranes and bioenergetics
- nucleic acids
- protein synthesis
- molecular genetics
- biophysics

## Issuance/Closing Dates

JBC is printed weekly (dated each Friday) and mailed in polybags. Issues close approximately six weeks before the publication date. Call Capitol Media Solutions at 404-347-1755 for exact closing dates.

## JBC - Print Ad Rates

	1x	3x	6x	12x
Full Page	\$1,525	\$1,405	\$1,320	\$1,215
1/2 Page	\$915	\$840	\$775	\$695
1/4 Page	\$550	\$515	\$470	\$415
Cover 4	\$2,135	\$1,945	\$1,845	\$1,700
Cover 3	\$1,754	\$1,615	\$1,518	\$1,397
Cover 2	\$1,906	\$1,756	\$1,650	\$1,519
Poly Bag Insert	Call For Rates			

Color Charge Add: \$600

PRINT AD SPECIFICATIONS ON PAGE 7

# JBC DIGITAL

JBC Online (<http://www.jbc.org>), the electronic version of the Journal of Biological Chemistry, is accessed by more than 300,000 users per week and receives more than **3.3 million impressions per month**. It has been at the forefront of electronic scientific publications since it went online in 1995.

[www.jbc.org](http://www.jbc.org)



## Monthly Online Statistics

Visitors:.....	1,274,101
Unique Visitors:.....	729,434
Page Views:.....	3,348,386
Time on Site:.....	2:54
eTOC Registered Users:.....	62,741
Publish-Ahead-of-Print (PIP) Users:.....	13,375
TOC Page Views (avg. per month):.....	52,115

## JBC - Online Ad Specs

Tower Ad, Right Sidebar .....	160 x 600 pixels
Banner Ad, Top & Bottom .....	728 x 90 pixels
Button Ad, Top Right Sidebar.....	160 x 150 pixels
File Format accepted: GIF, SWF and JPEG	
File Size Limit: 700k	

## JBC - Online Ad Rates

Tower Ad	\$2 CPM	\$2,000.00*
Banner Ad	\$1.5 CPM	\$1,500.00*
Button Ad	\$1 CPM	\$1,000.00*
eTOC**	\$600/issue; add logo tile for \$100	
PiP alerts	\$475/issue	
Mobile Sponsorship	Contact For Rates	

\* Tower, Banner and Button ads are sold on an impression basis at 1,000,000 each.

\*\* eTOC - Electronic Table of Contents

# MOLECULAR & CELLULAR PROTEOMICS

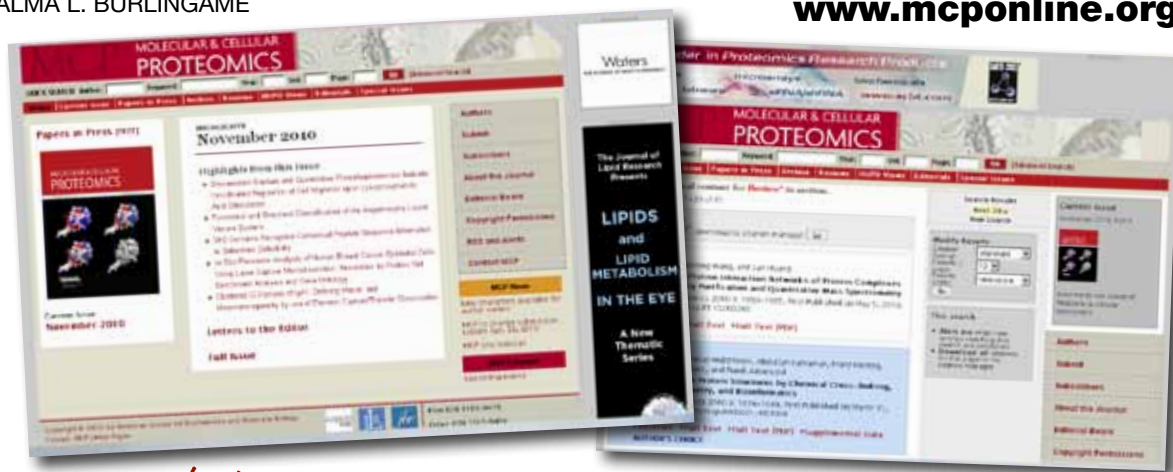
Published online monthly by the American Society for Biochemistry and Molecular Biology

CO-EDITORS

RALPH A. BRADSHAW

ALMA L. BURLINGAME

[www.mcponline.org](http://www.mcponline.org)



## Description/Editorial Content

Molecular & Cellular Proteomics (MCP) is the pre-eminent online journal in proteomics and is at the forefront of proteomics, protein synthesis, and bioinformatics publishing. MCP Online is freely available to more than 11,500 members of ASBMB and receives more than 171,000 page views per month. MCP also will have a mobile application available in 2011.

Comprising each digital issue are original articles and reviews that advance the understanding of the structural and functional properties of proteins and their development and expression. MCP Online offers specifically targeted placement opportunities, with research focusing on protein effects on biological responses and protein and cellular interactions. Ensure your status as a supporter of proteomics research by advertising online with Molecular & Cellular Proteomics.

Readers include researchers and clinical investigators worldwide in:

- proteomics
- protein synthesis
- molecular and cellular biology
- protein chemistry and structure
- drug discovery
- bioinformatics

## Monthly Online Statistics

Visitors:.....	63,727
Unique Visitors: .....	45,065
Page Views:.....	171,798
Time on Site: .....	2:29
eTOC Registered Users:.....	3,472
TOC Page Views (avg. per month):.....	6,174

## MCP - Online Ad Specs

Tower Ad, Right Sidebar .....	160 x 600 pixels
Banner Ad Top & Bottom .....	728 x 90 pixels
Button Ad, Top Right Sidebar.....	160 x 150 pixels

File Format accepted: GIF, SWF and JPEG  
File Size Limit: 700k

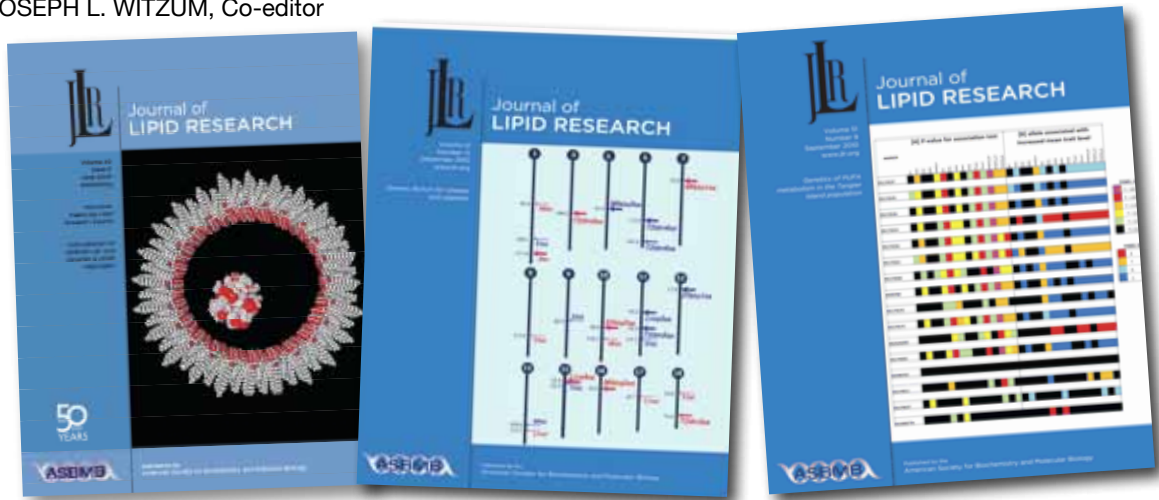
## MCP Online Ad Rates

	1x	3x	6x
Tower:	\$812	\$650	\$567
Banner:	\$560	\$448	\$391
Button:	\$504	\$403	\$352
eTOC:	\$325/issue Add logo for \$100		

# JOURNAL OF LIPID RESEARCH

Published monthly by the American Society for Biochemistry and Molecular Biology

EDWARD A. DENNIS, Co-editor  
 JOSEPH L. WITZUM, Co-editor



## Description/Editorial Content

As the most-cited journal devoted to lipids, the Journal of Lipid Research (JLR) is a key resource for investigators in the specialized areas of biological lipids. Advertise in JLR and expand your reach to a broad reader base of researchers studying the role of lipids in disease and their clinical and nutritional implications, mechanism and genetics of lipid metabolism. In addition, target your audience by advertising in the Patient-Oriented Research category of JLR.

## Circulation/Readership

Readers include basic and clinical research scientists worldwide in:

- biochemistry
- molecular biology
- cell biology
- structural biology
- genetics
- genomics
- immunology
- metabolism
- molecular medicine
- nutrition
- physiology
- lipidomics
- proteomics

## Issuance/Closing Dates

JLR is printed monthly and mailed in polybags. Issues close 7 weeks before the issue month.

## JLR Print Ad Rates

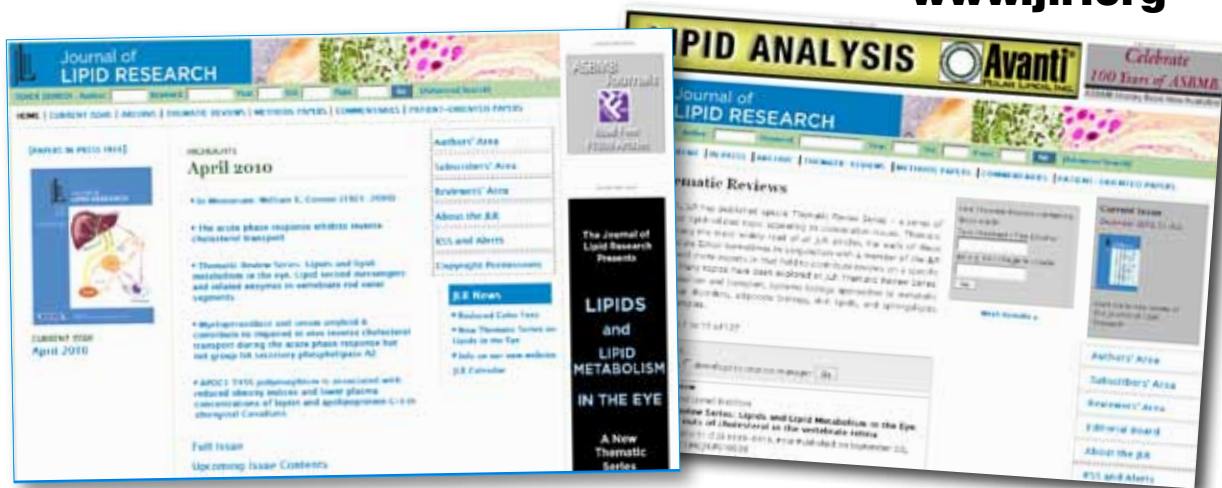
	1x	3x	6x	12x
Full Page	\$915	\$830	\$775	\$740
1/2 Page	\$525	\$480	\$445	\$412
1/4 Page	\$350	\$315	\$290	\$280
Cover 4	\$1,285	\$1,145	\$1,085	\$1,030
Cover 3	\$1,052	\$954	\$891	\$851
Cover 2	\$1,144	\$1,038	\$969	\$925
Poly Bag Insert	Call For Rates			

PRINT AD SPECIFICATIONS ON PAGE 7

# JLR DIGITAL

JLR Online (<http://www.jlr.org>) is the online version of the Journal of Lipid Research. JLR Online receives more than 226,000 page views each month.

[www.jlr.org](http://www.jlr.org)



## Monthly Online Statistics

Visitors:.....	97,230
Unique Visitors: .....	73,651
Page Views:.....	226,196
Time on Site: .....	2:12
eTOC Registered Users:.....	3,296
TOC Page Views (avg. per month):.....	4,710

## JLR - Online Ad Specs

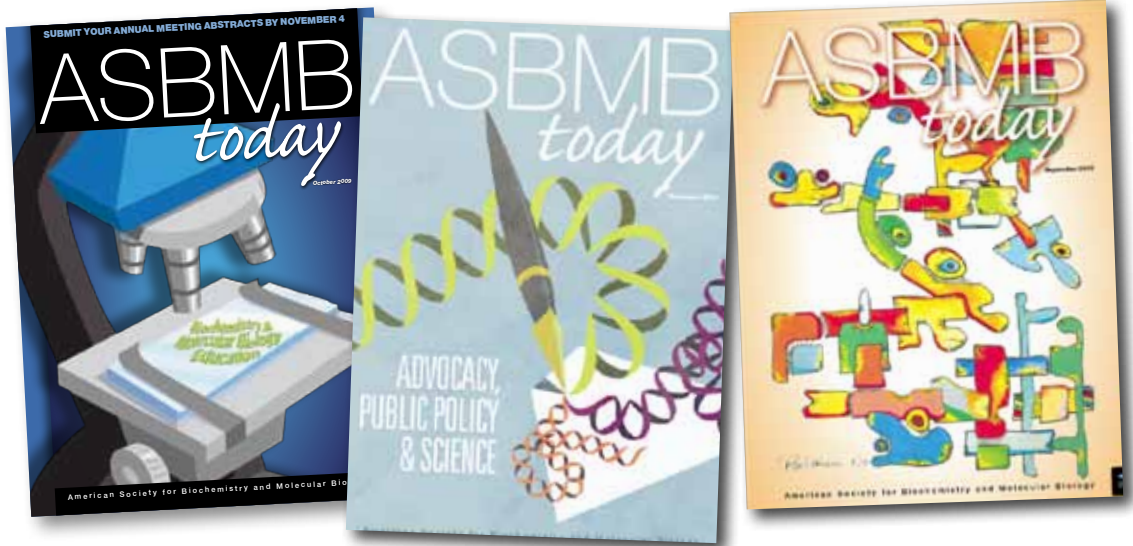
Tower Ad, Right Sidebar.....	160 x 600 pixels
Banner Ad Top & Bottom.....	728 x 90 pixels
Button Ad, Top Right Sidebar.....	160 x 150 pixels
File Format accepted:	GIF, SWF and JPEG
File Size Limit:	700k

## JLR Online Ad Rates

	1x	3x	6x	12x
Tower:	\$877	\$702	\$612	\$526
Banner:	\$605	\$484	\$422	\$363
Button:	\$545	\$436	\$380	\$327
eTOC:	\$400/issue		Add logo for \$100	

# ASBMB TODAY

Published monthly by the American Society for Biochemistry and Molecular Biology



## Description/Editorial Content

ASBMB Today is a monthly publication distributed to members of the American Society for Biochemistry and Molecular Biology. The magazine provides insights and updates on budgetary and legislative issues and their impacts on biological research to some 32,000 members of the biochemical science community. Additionally, ASBMB Today highlights and profiles outstanding scientists, groundbreaking research and top-performing U.S. and international research institutions.

These 32,000 readers are a premium target for recruitment advertising as well as marketing of laboratory equipment and materials ranging from antibodies and tissue cultures to spectrophotometers and thermocyclers.

## ASBMB Today Readership Equals 32,000

ASBMB Today readers include:

- heads of departments and laboratories at universities and research institutions
- researchers and executives in biotech businesses
- leading edge of fields like biochemistry including: molecular biology, proteomics, lipids
- many other life science disciplines

## Poly Bag Inserts

ASBMB Today is mailed in polybags. Your calendars, posters, and other inserts can be included. This is a perfect vehicle to get your direct mail pieces seen by more than 32,000 biochemical scientists who look forward to receiving their magazines every month. E-mail Dan Ferrin at danf@capitolmediasolutions.com for customized insert prices or call 404-347-1755.

## Issuance/Closing Dates

ASBMB Today is printed and mailed monthly in polybags. Issues close the first of the month prior to the month of publication.

## ASBMB Today Print Ad Rates

	1x	3x	6x	12x
Full Page	\$1,120	\$1,020	\$990	\$940
1/2 Page	\$670	\$615	\$585	\$555
1/4 Page	\$410	\$375	\$355	\$330
Cover 4	\$1,285	\$1,145	\$1,085	\$1,030
Cover 3	\$1,052	\$954	\$891	\$851
Cover 2/Opp TOC	\$1,144	\$1,038	\$969	\$925
Poly Bag Insert	Call For Rates			
Color Charge Add:	\$600			

PRINT AD SPECIFICATIONS ON PAGE 7

# ASBMB Today DIGITAL

ASBMB Today launches a fully navigational online version of ASBMB Today! Features include:

- Natural Navigation
- Printer-friendly articles
- Commenting for readers
- Longer, more in-depth articles
- More multimedia (podcasts, slideshows, video)

[www.asbmb.org/asbmbtoday](http://www.asbmb.org/asbmbtoday)



## Monthly Online Statistics

Visitors:.....17,686  
 Unique Visitors:.....11,680  
 Page Views:.....48,333  
 Time on Site:.....4:29

## ASBMB Today Online Ad Specs

Tower Ad, Right Sidebar ..... 160 x 600 Pixels  
 Banner Ad Top & Bottom ..... 728 x 90 Pixels  
 Button Ad, Top Right Sidebar..... 160 x 150 Pixels

File Format accepted: GIF, SWF and JPEG

File Size Limit: 700k

## ASBMB Today Online Ad Rates

	1x	3x	6x	12x
Tower:	\$975	\$926	\$878	\$829
Banner:	\$750	\$713	\$675	\$638
Button:	\$400	\$380	\$360	\$340

## Recruitment & Job Placement Advertising

Position openings, fellowship opportunities, and conference announcements can be promoted in ASBMB Today as discounted quarter-page or half-page advertisements. ASBMB Today reaches more than 32,000 individuals including all members of the American Society for Biochemistry and Molecular Biology.

### Submissions:

Ad copy should be submitted via e-mail to [creative@capitolmediasolutions.com](mailto:creative@capitolmediasolutions.com). You must include a contact name, phone number, billing address, and purchase order number. Credit cards are accepted in place of PO numbers.

### Online Ad Posting:

Line ads are posted on the ASBMB website for a fee of \$350.00 for educational institutions and \$495 for companies and governmental agencies. Line ads are posted within five business days of CMS receiving a finalized order. Ads can be viewed at [www.asbmb.org](http://www.asbmb.org). Click "Job Board" on the left.

### Recruitment Contact:

For additional information, contact: Dan Ferrin at +1 404-347-1755; Fax +1 404-347-9771; or [danf@capitolmediasolutions.com](mailto:danf@capitolmediasolutions.com).

## Print & Online Production Requirements

### Print Ad Dimensions

Ad Size	Shape	Width (Inches)	Depth (Inches)
Full Page	Live Area	7"	10"
1/2 Page	Vertical	3-3/8"	10"
1/2 Page	Horizontal	7"	4-7/8"
1/4 Page	Square	3-3/8"	4-7/8"

Bleed	Trim
8-5/8" x 11-1/8"	8-3/8" x 10-7/8"

### Online Ad Specifications For All Publications

Tower Ad, Right Sidebar - 160 x 600 Pixels  
 Banner Ad, Top and Bottom - 728 x 90 Pixels  
 Rectangle Ad, Top Right Sidebar - 160 x 150 Pixels

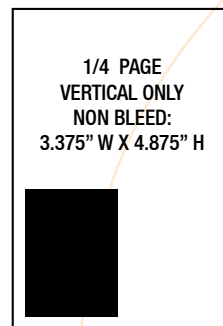
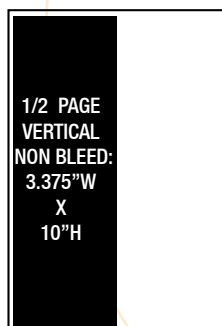
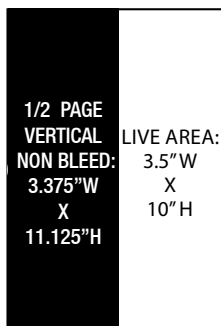
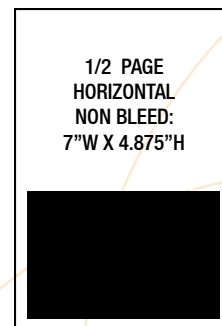
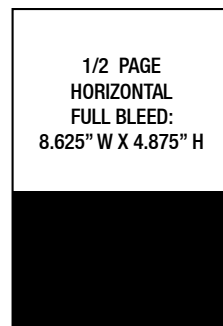
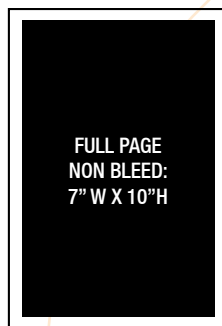
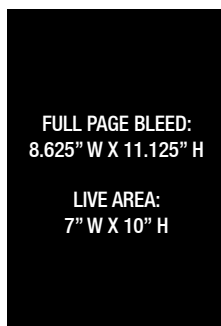
File Format accepted: GIF, SWF and JPEG  
 File Size Limit: 700k

### Print Advertising - Material Requirements

DIGITAL FILES PREFERRED. PDF files accepted. Hard copy proof of black and white ad or color proof of color ad required. Digital ads will not be accepted without appropriate proof. E-mail [danf@capitolmediasolutions.com](mailto:danf@capitolmediasolutions.com) for more information.

NEGATIVES: Right reading emulsion side down; 150 line screen.

COLOR: 4-color rates apply; see journal page for details.





**Acceptance:**

Publishers reserve the right to decline any advertisement. All new advertisements must be received by the publisher by the closing dates. The publisher reserves the right to discontinue any advertising. The word "advertisement" will be printed at the top of advertisements which, in the opinion of the publisher, may be confused with articles.

**Insertion Orders:**

All orders must be received in writing prior to the closing dates. Conditions must be specified on the order. The order must be accompanied by a replica or copy of the ad. Printed conditions on orders will not be accepted as binding if in conflict with Capitol Media Solutions (CMS) policies.

**Material Requirements:**

Materials must conform to CMS's published material requirements. Charges will be incurred for any additional work involved. If new material is not received by the closing date, existing materials will be repeated. Hard copy proofs are required for all digitally supplied print ads. Color proofs are required for all color ads. CMS accepts no responsibility for printing and color errors if a matching proof is not supplied.

**eTOC Policy:**

If eTOC sponsorships are reserved for a particular issue or issues and usable material is not received by the deadline, CMS reserves the right to bill the advertiser for the issue(s) ordered. Exact appearance and formatting of the eTOC ad cannot be guaranteed. Limit the amount of special characters (e.g. registered trademark symbols), as they may not display properly. All text supplied will appear in the alerts as long as it fits within the size specifications. Logos are viewable only to registered users accepting HTML formatted e-mails.

**Banner Advertising:**

The banner ad graphic may be changed no more than once a month during the campaign period.

**Advertising:**

Each advertiser/company is allowed up to three variations in company or product name for their inline links.

**Ad Placements:**

Advertising will precede or follow editorial in the journals. Ads may be interspersed with content in the case of ASBMB Today. Request for specified position at R.O.P. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

**Cancellation:**

Cancellations are not accepted after the space closing date. CMS reserves the right to charge for space if cancelled after the closing date. Frequency commitments not fulfilled will be readjusted and the difference invoiced. Copy corrections are not guaranteed after closing date. Advertisements ordered typeset and not used will be charged for composition. Any revision or special handling of materials will be billed to the advertiser.

**Commissions:**

15% standard agency discount to recognized agencies.

**Discounts:**

Frequency discounts apply across all CMS represented print titles.

**Payment Policy:**

Net 30 days. No cash discounts. Only checks drawn on U.S. banks in U.S. dollars are accepted. Accepted credit cards are: VISA, MasterCard, and American Express. Any and all expenses incurred while collecting on a delinquent account are billable to the delinquent account. CMS reserves the right to disallow the 15% agency discount on accounts not settled within 30 days. CMS publishers reserve the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher.

CMS reserves the right to contact the advertiser directly if payment is not received in a timely manner. Failure to pay more than two consecutive invoices may result in the suspension of advertising. At that time, reinstatement of advertising will be at the discretion of the publisher.

**Disposition of Material:**

Film will be held for one year after publication unless otherwise requested in writing.

**Publisher Liability:**

ASBMB will not be liable for any special, indirect or consequential loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor of its failure to appear on any specific date. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher for any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter), or advertisements printed, or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.

## Contact Us

Whether you are trying to reach research and clinical investigators in proteomics, biochemistry or molecular biology, the ASBMB has an advertising solution for you. Put your advertising message in front of millions of scientists each year through the Journal of Biological Chemistry (JBC), Molecular and Cellular Proteomics (MCP), Journal of Lipid Research (JLR), and the ASBMB Today.

Unique advertising tools are at your fingertips with print, website and electronic newsletter opportunities. The time to reach the world's leading scientists is now, and you can only do this through the ASBMB suite of publications and websites!

Contact Capitol Media Solutions today to learn more about the exclusive advertising options you have with ASBMB, and we would be happy to get you on the path of advertising excellence.

### Dan Ferrin

Advertising Director  
Capitol Media Solutions  
1447 Peachtree Street NE  
Atlanta, GA 30309  
404-347-1755; Fax 404-347-9771  
danf@capitolmediasolutions.com

### Lyanne Dupra

Advertising Director  
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703-647-6242; Fax: 703-647-6259  
lyanne@capitolmediasolutions.com

