

2010

Artificial DNA: PNA & XNA Advertising Rates



General Information

Frequency
Published 4 times a year.

Publisher
Landes Bioscience
1002 West Avenue, 2nd Floor
Austin, Texas 78701
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www.landesbioscience.com

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2010 Subscription Rates (Domestic)

| | | |
|--------------------|-----------|---------------------------|
| <u>Individual</u> | free | per year (online only) |
| | \$129.00 | per year (online + print) |
| <u>Institution</u> | \$1000.00 | per year (online only) |
| | \$1400.00 | per year (online + print) |

General Policy

All advertising is subject to the publisher's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

Circulation

Print. Please contact Shannon Silva for this information (shannon@landesbioscience.com).

Website. Please contact Shannon Silva for this information (shannon@landesbioscience.com).

Editorial Note/Description of Journal

Artificial DNA: PNA & XNA is the first of its kind to focus exclusively on chemistry and chemical biology of non-natural DNA.

Artificial DNA: PNA & XNA is a multi-disciplinary journal covering chemical, biophysical, medical and conceptual aspects of non-natural DNA analogues and mimics including PNA, LNA, HNA, morpholinos etc., as well as of DNA containing non-natural (e.g. orthogonal) base pairs.

Artificial DNA: PNA & XNA publishes broadly three general types of papers, i) original research, ii) methods and technical advances, iii) reviews and meeting reports. Original papers cover topics important in the field, including new chemistry and structures, new concepts, biological and biomedical applications as well as origin of life and artificial cell aspects. We realize new developments in methodology and techniques are an important resource for the research community. Therefore, a section of the journal allows the latest developments in novel methods concepts.

Display Advertising—Print

Rates

Black and white (B/W)

| Frequency | 1x | 2x | 3x | 4x |
|-----------|-------|-------|-------|-------|
| Full page | \$500 | \$450 | \$410 | \$350 |
| 1/2 page | \$390 | \$350 | \$330 | \$290 |
| 1/4 page | \$290 | \$260 | \$250 | \$220 |

Color

| | |
|------------------|-----------------------------------|
| Four-Color | +\$1,200 to B/W rate |
| Color for spread | Color charge applies to each page |

Cover and Preferred Position Rates

| | |
|--------------------|---------------|
| Inside Front Cover | B/W rate +25% |
| Inside Back Cover | B/W rate +25% |
| Back Cover | B/W rate +50% |

Inserts

| | |
|---------------|------------------|
| 1 page insert | same as B/W rate |
| 2 page insert | 2x B/W rate |
| 4 page insert | 4x B/W rate |

Agency commission 15%

2010 Deadlines

| Issue | Space Reservation | Materials Due |
|------------------------|-------------------|---------------|
| No. 1 (Jan/Feb/March) | 11/01/09 | 12/01/09 |
| No. 2 (April/May/June) | 02/01/10 | 03/01/10 |
| No. 3 (July/Aug/Sept) | 05/01/10 | 06/01/10 |
| No. 4 (Oct/Nov/Dec) | 08/01/10 | 09/01/10 |

Cancellations are not accepted after closing dates for reservations. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is available, the advertiser is still responsible for payment on the space reserved.

Mechanical Requirements

Printing Specifications: *Chimersim* is printed digitally. We do not accept film.

Digital Ads

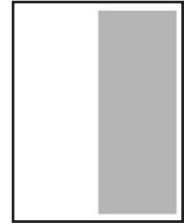
Ads should not contain bleeds.



Full Page
8" x 10.5"



Half page, horizontal
8" x 5"



Half page, vertical
3.75" x 10.5"

Preferred formats

- EPS
- press-quality PDF
- TIFF

Resolution (DPI)

300 DPI

Display Advertising—Online

Visitors to the *Artificial DNA: PNA & XNA* site include scientists in academia, industry and government from around the world, together with students, medical practitioners, journalists and industry managers. Whoever your target market, they can be reached efficiently and effectively with *Artificial DNA: PNA & XNA*.

Your company can advertise at the *Artificial DNA: PNA & XNA* website in two ways:

- banners
- TOC (Table of Contents) email sponsorship

Banners

Banners are a highly effective method of building brands and creating impact for your advertising message. They work most effectively when they are:

- targeted
- frequent
- animated
- updated regularly
- tied into a strong print campaign

TOC Email Sponsorship

Artificial DNA: PNA & XNA has developed a valued TOC service which provides subscribers and registered users with regular updates on the latest content available online. These emails are especially popular because they are specifically requested by users.

Advertisers may incorporate an advertising message within these email in order to present your organization in the context of this high-quality, relevant and informative TOC.

General Banner ad specifications

File size: 50 Kb (maximum)

Dimensions

Leaderboard: 728 x 90

Box: 160 x 150

Tall Box: 160 x 300

Wide Skyscraper: 160 x 600

Full banner: 468 x 60

Border

Min. 1 pixel included in above dimensions

Format

GIF (animated or static)

JPEG

Flash

URL

A URL that the banner points to needs to be provided with the banner.

Submission

All materials should be submitted 7 days prior to the 1st of the month in which the campaign will begin. Send via email to:

Shannon Silva—Online Advertising

Email: shannon@landesbioscience.com

Banner Ad Rates

| | Per month | Per quarter |
|-----------------|-----------|-------------|
| Leaderboard | \$250 | \$650 |
| Box | \$150 | \$350 |
| Tall Box | \$200 | \$500 |
| Wide Skyscraper | \$250 | \$650 |
| Full banner | \$150 | \$350 |

TOC Email Sponsorship Rate & Specifications

Chimersim Tables of Contents are emailed to all registered individuals. Sponsor one of these alerts with a full banner (468 x 60), up to four lines of text and a link to your website for \$150 per email. Send your text and URL to shannon@landesbioscience.com.

Questions? Contact:

Shannon Silva

Landes Bioscience

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