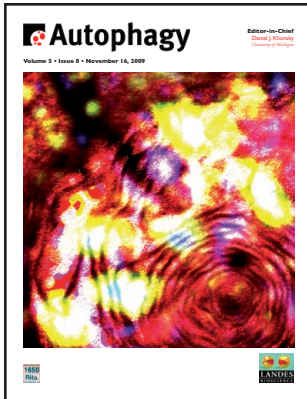


2010

## Autophagy Advertising Rates



### Editor-in-Chief

Daniel J. Klionsky  
University of Michigan  
Life Sciences Institute  
Ann Arbor, Michigan USA

### Managing Editor

Kathryn Saucedo  
1002 West Avenue, 2nd Floor  
Austin, Texas 78701  
Phone: 512.637.6050  
Fax: 512.637.6079  
Email: kat@landesbioscience.com

### 2010 Subscription Rates (Domestic)

<u>Individual</u>	\$99.00	per year (online only)
	\$159.00	per year (online + print)
<u>Institution</u>	\$1250.00	per year (online only)
	\$1500.00	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 Kathryn Saucedo for this information (kat@landesbioscience.com)

Website. Avg. 20,000 registered sessions/month;  
Avg. 18,200 PDF downloads/month

### General Information

**Frequency**  
Published 8 times a year.

**Publisher**  
Landes Bioscience  
1002 West Avenue, 2nd Floor  
Austin, Texas 78701  
Phone: 512.637.6050  
Fax: 512.637.6079  
www.landesbioscience.com

### Editorial Note/Description of Journal

*Autophagy* is a peer-reviewed international journal that covers all topics concerning intracellular cytoplasmic degradation, from fungi to humans, including:

- Macroautophagy, microautophagy and specific organelle degradation
- Chaperone-mediated autophagy
- The role of autophagy in diseases such as cancer, neurodegeneration and myopathies
- Protection against, and subversion by, pathogens
- Autophagy in the immune response
- Development and aging
- Connections of autophagy with cell death
- Regulation of autophagy
- Mechanism and structure/function studies

Research in the field of autophagy has started to increase exponentially and *Autophagy* serves a unique role in providing an outlet for original research as well as a resource for investigators who are trying to keep up with the latest views and information on this topic:

*Autophagy* continues to publish exciting research papers such as the first direct demonstration that autophagy plays a role in the host defense against viral pathogens, the first demonstration of selective autophagy in plant cells, and the first demonstration that a mutation in an autophagy gene reduces lifespan in a fly model.

*Autophagy* publishes addenda that provide overviews and extensions of work published in a wide array of other journals, so that you can stay up to date.

*Autophagy* publishes methodology and guideline papers that help to set standards for autophagy research.

*Autophagy* publishes speaker-approved meeting reports summarizing results from, for example, the International Symposium on Autophagy, and the Keystone Symposium on Autophagy in Health and Disease.

*Autophagy* publishes reviews on all aspects of the field written by experts.

The Associate Editors and Editorial Board of *Autophagy* represent some of the top researchers in all areas of autophagy research, ensuring that your papers are reviewed by people who understand and appreciate your work. The wide audience of *Autophagy* also guarantees that your papers will be read by the majority of people who work on this topic.

**Display Advertising—Print****Rates**Black and white (B/W)

Frequency	1x	2–3x	4–5x	6–7x	8x
Full page	\$700	\$650	\$610	\$550	\$500
1/2 page	\$490	\$450	\$430	\$390	\$340
1/4 page	\$390	\$360	\$350	\$320	\$270

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 (1 Jan)	11/01/09	12/01/09
No. 2 (16 Feb)	12/16/09	01/16/10
No. 3 (1 April)	02/01/10	03/01/10
No. 4 (16 May)	03/16/10	04/16/10
No. 5 (1 July)	05/01/10	06/01/10
No. 6 (16 Aug)	06/16/10	07/16/10
No. 7 (1 Oct)	08/01/10	09/01/10
No. 8 (16 Nov)	09/16/10	10/16/10

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**

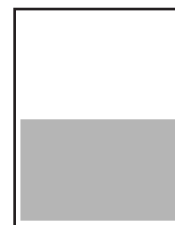
Printing Specifications: *Autophagy* is printed digitally. We do not accept film.

Digital Ads

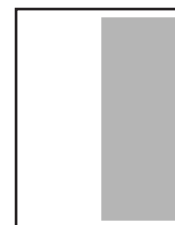
Ads should contain bleeds.



Full Page  
8.5" x 11"



Half page, horizontal  
8.5" x 5.5"



Half page, vertical  
4.25" x 11"

Preferred formats

- EPS
- press-quality PDF
- TIFF

Resolution (DPI)

300 DPI

## Display Advertising—Online

Visitors to the *Autophagy* 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 *Autophagy*.

Your company can advertise at the *Autophagy* 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

*Autophagy* 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:

Kathryn Saucedo—Online Advertising

Email: [kat@landesbioscience.com](mailto:kat@landesbioscience.com)

Banner Ad Rates	Per month	Per quarter
Leaderboard	\$350	\$1000
Box	\$250	\$700
Tall Box	\$300	\$850
Wide Skyscraper	\$350	\$1000
Full banner	\$300	\$850

### TOC Email Sponsorship Rate & Specifications

*Autophagy* 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 \$350 per email. Send your text and URL to [kat@landesbioscience.com](mailto:kat@landesbioscience.com).

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### Questions? Contact:

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