

2010

Cell Adhesion & Migration Advertising Rates

General Information

Frequency

Published 4 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

Editor-in-Chief

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Managing Editor

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1002 West Avenue, 2nd Floor
Austin, Texas 78701
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2010 Subscription Rates (Domestic)

<u>Individual</u>	\$59.00	per year (online only)
	\$199.00	per year (online + print)
<u>Institution</u>	\$750.00	per year (online only)
	\$900.00	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 Neil Kahn for this information
(neil@landesbioscience.com)

Website. Please contact Neil Kahn for this information
(neil@landesbioscience.com)

Editorial Note/Description of Journal

Cell Adhesion & Migration is the first international peerreviewed journal to focus exclusively on cell-cell and cell-extracellular matrix interactions and their biological consequence on adhesion and migration.

Original papers will cover topics important in the field, including assembly of cell adhesion complexes, biological functions and molecular interactions of ECM molecules, cytoskeleton plasticity and related signalling cascades, cell fusion, immune synapse formation or axon growth and guidance both in physiological condition such as organogenesis and development (special attention will be paid to papers related to stem cells migration or cell intercalation) or pathological conditions such as cancer cell migration or degenerative diseases.

The goal is to foster communication and rapid exchange of information through timely publication of important results using traditional as well as electronic formats.

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%

2009 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: *Cell Adhesion & Migration* is printed digitally. We do not accept film.

Digital Ads

Ads should not contain bleeds.



Full Page
8" x 10.5"
Preferred formats

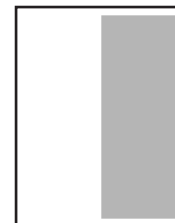
- EPS
- press-quality PDF
- TIFF

Resolution (DPI)

300 DPI



Half page, horizontal
8" x 5"



Half page, vertical
3.75" x 10.5"

Display Advertising—Online

Visitors to the *Cell Adhesion & Migration* 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 *Cell Adhesion & Migration*.

Your company can advertise at the *Cell Adhesion & Migration* 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

Cell Adhesion & Migration 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

Box: 160 x 150

Tall Box: 160 x 300

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:

Neil Kahn—Online Advertising

Email: neil@landesbioscience.com

Banner Ad Rates	Per month	Per quarter
Box	\$150	\$350
Tall Box	\$200	\$500
Full banner	\$150	\$350

TOC Email Sponsorship Rate & Specifications

Cell Adhesion & Migration 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 neil@landesbioscience.com.

Questions? Contact:

Neil Kahn

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