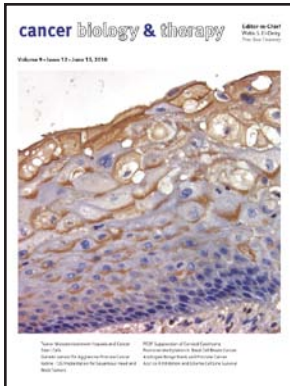


2010

## Cancer Biology & Therapy Advertising Rates



### General Information

#### Frequency

Published 24 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

Wafik S. El-Deiry, M.D., Ph.D.  
University of Pennsylvania  
Philadelphia, PA USA

#### Managing Editor

Sarah Fox  
1002 West Avenue, 2nd Floor  
Austin, Texas 78701  
Phone: 512.637.6050  
Fax: 512.637.6079  
Email: sarahf@landesbioscience.com

#### 2010 Subscription Rates (Domestic)

<u>Individual</u>	\$129.00	per year (online only)
	\$200.00	per year (online + print)
<u>Institution</u>	\$2500.00	per year (online only)
	\$2900.00	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 Sarah Fox for this information (sarahf@landesbioscience.com)

Website. Avg. 25,000 registered sessions/month;  
Avg. 22,000 PDF downloads/month

### Editorial Note/Description of Journal

There is still much to accomplish in cancer treatment; consequently, there is a pressing need for another forum with important cancer research. *Cancer Biology & Therapy* is a new peer-reviewed journal that publishes original research on the molecular basis of cancer, including articles with translation relevance to diagnosis or therapy. The goal is to foster communication and the rapid exchange of information through expedient publication of important results, using traditional as well as electronic formats. *Cancer Biology & Therapy* will become essential to the cancer community, publishing outstanding original research, along with reviews, analyses, and opinion pieces on the ever increasing spectrum of cancer research. The world class Editorial Board will strive to maintain the highest standards of excellence in generating this valuable resource.

For more information, please visit:

<http://www.landesbioscience.com/journals/cbt>

## Display Advertising—Print

### Rates

#### Black and white (B/W)

Frequency	1x	7–12x	13–18x	19–24x
Full page	\$700	\$650	\$610	\$550
1/2 page	\$490	\$450	\$430	\$390
1/4 page	\$390	\$360	\$350	\$320

#### 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

Volume:Issue	Space Reservation	Materials Due
No. 10:2 (15 July)	05/15/10	06/15/10
No. 10:3 (1 Aug)	06/01/10	07/01/10
No. 10:4 (15 Aug)	06/15/10	07/15/10
No. 10:5 (1 Sept)	07/01/10	08/01/10
No. 10:6 (15 Sept)	07/15/10	08/15/10
No. 10:7 (1 Oct)	08/01/10	09/01/10
No. 10:8 (15 Oct)	08/15/10	09/15/10
No. 10:9 (1 Nov)	09/01/10	10/01/10
No. 10:10 (15 Nov)	09/15/10	10/15/10
No. 10:11 (1 Dec)	10/01/10	11/01/10
No. 10:12 (15 Dec)	10/15/10	11/15/10
No. 11:1 (1 Jan)	11/01/10	12/01/10
No. 11:2 (15 Jan)	11/15/10	12/15/10
No. 11:3 (1 Feb)	12/01/10	01/01/11
No. 11:4 (15 Feb)	12/15/10	01/15/11
No. 11:5 (1 Mar)	01/01/11	02/01/11
No. 11:6 (15 Mar)	01/15/11	02/15/11
No. 11:7 (1 Apr)	02/01/11	03/01/11
No. 11:8 (15 Apr)	02/15/11	03/15/11
No. 11:9 (1 May)	03/01/11	04/01/11
No. 11:10 (15 May)	03/15/11	04/15/11
No. 11:11 (1 June)	04/01/11	05/01/11
No. 11:12 (15 June)	04/15/11	05/15/11

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

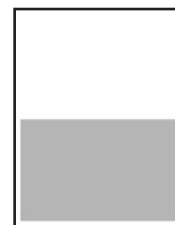
Printing Specifications: *Cancer Biology & Therapy* is printed digitally. We do not accept film.

### Digital Ads

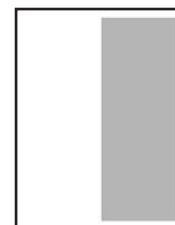
Ads should not contain bleeds.



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 *Cancer Biology & Therapy* 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 *Cancer Biology & Therapy*.

Your company can advertise at the *Cancer Biology & Therapy* 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

*Cancer Biology & Therapy* 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:

Kara Mosher—Online Advertising

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

Banner Ad Rates	Per month	Per quarter
Box	\$250	\$700
Tall Box	\$300	\$850
Full banner	\$300	\$850

### TOC Email Sponsorship Rate & Specifications

*Cancer Biology & Therapy* Tables of Contents are emailed bi-monthly to 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 [kara@landesbioscience.com](mailto:kara@landesbioscience.com).

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### Questions? Contact:

Sarah Fox

Landes Bioscience

1002 West Avenue, 2nd Floor

Austin, TX 78701

Phone: 512.637.6050

Fax: 512.637.6079

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