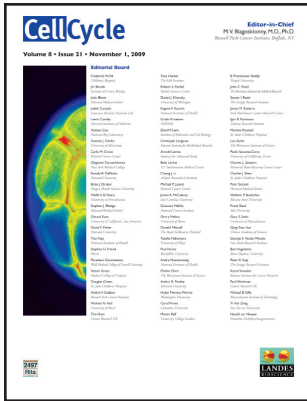


2010

# Cell Cycle Advertising Rates



## General Information

Frequency  
Published 24 times a year.

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

Editor-in-Chief  
Mikhail V. Blagosklonny  
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Buffalo, New York USA

Managing Editor  
Liz Gilmer  
1002 West Avenue  
Austin, Texas 78701  
Phone: 512.637.6050  
Fax: 512.637.6079  
Email: liz@landesbioscience.com

2010 Subscription Rates (Domestic)  
Individual \$129.00 per year (online only)  
\$200.00 per year (online + print)

Institution \$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 Kristine Pipit for this information (liz@landesbioscience.com)  
Website. Avg. 71,000 registered sessions/month;  
Avg. 60,000 PDF downloads/month

## Editorial Note/Description of Journal

The time is right for this new journal. The cell cycle has become a growth industry. Discoveries of its ever-increasing ramifications, complexity and detail need to be brought together.

Appearance of this journal is also at an opportune time. Just a half century ago the framework of the cell cycle with its four phases was created by Howard and Pelc (1951). Biology of the cycle gradually developed thereafter, including roles of growth and the off-on control of quiescence vs proliferation.

A quarter century later there was an explosion of new findings and concepts. Cycle regulation was introduced, with the major proliferation control located at the restriction point in late G<sub>1</sub>. Genetics of the cycle originated with temperature conditional cycle mutants of yeast, and revealed that numerous key genes are required for progression through the cycle. Biochemistry of regulatory processes then developed with discovery of cyclins, proteins whose amounts oscillate during the cycle and which control phosphorylations by the key cyclin-dependent kinases. Inhibitors of these kinases (INKs) were discovered later. Numerous proteins involved in signal transductions, starting with fos, ras and myc, and on to RB, E2F, etc., have since been reported.

Newer features of the cycle include controls, such as by kinases and phosphatases, of transcription, translation, post-translation, compartmentalization, roles of multi-protein complexes and of chromatin structure by various modifications of histones. Importantly, apoptosis has become prominent, as a yin-yang counter to proliferation. This highly regulated process eliminates physiologically unneeded and damaged cells. Ramifications of fundamental research include:

- regulation of entering and exiting the cycle during normal processes such as differentiation,
- effects of DNA damage and other stresses, which arrest cycling cells at specific checkpoints, and in which the ataxia telangiectasia gene ATM and p53 have major roles,
- aging and immortalization of cells, and the role of telomere shortening.

These processes will require understanding of their genetic and molecular mechanisms. The cycle and disease is a subject unto itself. In cancer, defective regulation in late G<sub>1</sub> is a primary aspect; the general sequence and duration of the cycle is preserved. Somatic and occasionally hereditarily mutated growth-related genes, oncogenes and tumor suppressors, are fundamental. Ras and p53 provide early examples. Furthermore, defective cycle controls create errors in DNA replication and mitosis, which lead to more mutations that in turn accelerate tumor progression.

Cancer chemotherapy often depends upon the cycle. DNA damaging agents that act in growing cells during S phase are standard in chemotherapy. Mitosis inhibitors, such as paclitaxel, are chemotherapeutic. STI571 (Gleevec), an inhibitor of Abl and KIT kinases, is a prime example of rational drug design, based upon understanding signaling pathways. Many questions remain. As examples, what mechanism determines the timing of replication of each specific gene during S phase? What connections are there between DNA replication, transcription and chromatin structure? What is the role of proteasomes, which remove no longer needed and even dangerous proteins (such as E2F in S phase)? Subjects such as these will take their place in forthcoming literature. And this new journal will play a central role in this biological science during coming decades.

Arthur B. Pardee, Ph.D.  
Dana-Farber Cancer Institute, Harvard Medical School

## 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

Issue	Space Reservation	Materials Due
No. 1 (1 Jan)	11/01/09	12/01/09
No. 2 (15 Jan)	11/15/09	12/15/09
No. 3 (1 Feb)	12/01/09	01/01/10
No. 4 (15 Feb)	12/15/09	01/15/10
No. 5 (1 March)	01/01/10	02/01/10
No. 6 (15 March)	01/15/10	02/15/10
No. 7 (1 April)	02/01/10	03/01/10
No. 8 (15 April)	02/15/10	03/15/10
No. 9 (1 May)	03/01/10	04/01/10
No. 10 (15 May)	03/15/10	04/15/10
No. 11 (1 June)	04/01/10	05/01/10
No. 12 (15 June)	04/15/10	05/15/10
No. 13 (1 July)	05/01/10	06/01/10
No. 14 (15 July)	05/15/10	06/15/10
No. 15 (1 Aug)	06/01/10	07/01/10
No. 16 (15 Aug)	06/15/10	07/15/10
No. 17 (1 Sept)	07/01/10	08/01/10
No. 18 (15 Sept)	07/15/10	08/15/10
No. 19 (1 Oct)	08/01/10	09/01/10
No. 20 (15 Oct)	08/15/10	09/15/10
No. 21 (1 Nov)	09/01/10	10/01/10
No. 22 (15 Nov)	09/15/10	10/15/10
No. 23 (1 Dec)	10/01/10	11/01/10
No. 24 (15 Dec)	10/15/10	11/15/10

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 Cycle is printed digitally. We do not accept film.

### Digital Ads

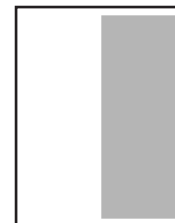
Ads should not contain bleeds.



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 Cell Cycle 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 Cycle.

Your company can advertise at the Cell Cycle 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 Cycle 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:

Kristine Pipit—Online Advertising

Email: [kpipit@landesbioscience.com](mailto:kpipit@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

Cell Cycle 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 [liz@landesbioscience.com](mailto:liz@landesbioscience.com).

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### Questions? Contact:

Liz Gilmer

Landes Bioscience

1002 West Avenue

Austin, TX 78701

Phone: 512.637.6050

Fax: 512.637.6079

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