

2010

## Chimerism 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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Shannon Silva  
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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

The mission of *Chimerism* is to disseminate high quality scientific work that provides novel insights into the spectrum of chimerism in human health and disease, both beneficial and adverse effects. The journal is highly interdisciplinary providing a forum of exchange for studies of naturally acquired chimerism as well as iatrogenic chimerism, the latter in transplantation and transfusion.

*Chimerism* is of special interest to physicians, scientists, and other investigators in transplantation, transfusion, maternal-fetal medicine, genetics, immunology, cancer and infectious diseases.

The readership of *Chimerism* is anticipated to include M.D. and Ph.D. scientists as well as other professional personnel.

There are a number of reasons why this is an ideal time to launch the new journal *Chimerism*. First, advances in molecular biological techniques over the past 10 years have resulted in tools to measure and characterize Mc that were previously unavailable. Also, it has only recently been appreciated that cells routinely traffic between the mother and fetus and that some cells persist decades later in respective individuals. Early studies suggest naturally acquired Mc has both detrimental and adverse consequences. A forum for interdisciplinary exchange is especially timely as investigators stand to profit by knowledge from colleagues in other research areas. For example, prior transplantation Mc studies generally tested female recipients of male grafts for male DNA, but were done prior to appreciation of persistent fetal Mc. Another example is shared insights may be garnered from pregnancy immunology (tolerance of the genetically disparate fetus) and transplantation (allograft) tolerance. Finally, another reason the time is ideal to launch *Chimerism* is the need to establish standard techniques and measures of chimerism that are shared across disciplines as well as internationally.

## 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: *Chimerism* is printed digitally. We do not accept film.

### Digital Ads

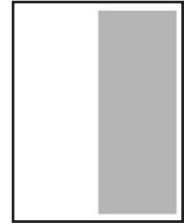
Ads should not contain bleeds.



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 *Chimerism* 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 *Chimerism*.

Your company can advertise at the *Chimerism* 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

*Chimerism* 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

*Chimerism* 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.

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### Questions? Contact:

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