

2010

## Dermato-Endocrinology Advertising Rates

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### General Information

Frequency  
Published 6 times a year.

Publisher  
Landes Bioscience  
1002 West Avenue  
Austin, Texas 78701  
Phone: 512.637.6050  
Fax: 512.637.6079  
[www.landesbioscience.com](http://www.landesbioscience.com)

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

### 2010 Subscription Rates (Domestic)

<u>Individual</u>	\$79.00	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 Kristen Moore for this information ([dermatoendocrinology@landesbioscience.com](mailto:dermatoendocrinology@landesbioscience.com))

Website. Please contact Kristen Moore for this information ([dermatoendocrinology@landesbioscience.com](mailto:dermatoendocrinology@landesbioscience.com))

### Editorial Note/Description of Journal

Dermato-Endocrinology publishes original research papers of the highest quality on all aspects of investigative and clinical endocrinology of the skin. Topics include pharmacology, photobiology, physiology, pathology, genetics, epigenetics, immunology, neuroendocrinology/signal transduction, nuclear receptors, keratinocyte and melanocyte biology, microbiology, molecular and cell biology, clinical research, epidemiology and other population-based research. Original research articles, short communications, review articles, Letters to the Editor, commentaries and "Extra Views" or "Addenda" are standard features. Perspectives, Commentaries and "Extra views" or "Addenda" are invited by the Editorial Board.

## Display Advertising—Print

### Rates

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

Frequency	1x	2–3x	4–5x	6
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%

### 2009 Deadlines

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

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.

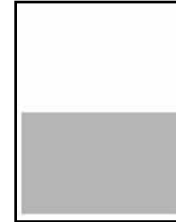
**Mechanical Requirements**  
 Printing Specifications: Dermato-Endocrinology is printed digitally. We do not accept film.

### Digital Ads

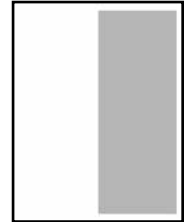
Ads should not contain bleeds.



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 Dermato-Endocrinology 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 Dermato-Endocrinology.

Your company can advertise at the Dermato-Endocrinology 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

Dermato-Endocrinology 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:

Brett Aycock—Online Advertising

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

Dermato-Endocrinology 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 [dermatoendocrinology@landesbioscience.com](mailto:dermatoendocrinology@landesbioscience.com).

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### Questions? Contact:

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