

2010

## Fly 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**  
Leslie M. Stevens  
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Austin, TX USA

**Managing Editor**  
Shannon Silva  
1002 West Avenue, 2nd Floor  
Austin, Texas 78701  
Phone: 512.637.6050  
Fax: 512.637.6079  
Email: shannon@landesbioscience.com

### 2010 Subscription Rates (Domestic)

<u>Individual</u>	\$59.00	per year (online only)
	\$109.00	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 Shannon Silva for this information (shannon@landesbioscience.com)

Website. Please contact Shannon Silva for this information (shannon@landesbioscience.com)

### Editorial Note/Description of Journal

*Fly* is the first international peer-reviewed journal to focus exclusively on *Drosophila* research. *Fly* publishes broadly three general types of papers: original research, methods and technical advances and reviews and meeting reports.

Topics in *Drosophila* research we cover include: cell biology, development, gene regulation, chromosome dynamics, behavior, evolution, population biology, neurobiology, molecular biology and biochemistry, genomics and anything else that we might have left out or might come along.

*Fly* is distinguished from other journals in two important ways. We have regular features of specific interest to the *Drosophila* community. For example: What's new on Flybase? How do I get my hands on all of those new stocks for doing that new cool technique? Who are the new researchers in the *Drosophila* field and what are they doing? What really great *Drosophila* papers were published recently? What's happening in those fields of *Drosophila* research outside my own? Is it possible to get a grant to do *Drosophila* research these days?

Second, the journal is highly interactive. We have a lively Letters to the Editor section, where issues of interest to the *Drosophila* community can be discussed, and where researchers can ask questions (and get answers!) about new resources and about how to obtain materials, comment on recent papers, make suggestions for new features in *Fly*, etc.

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

### Digital Ads

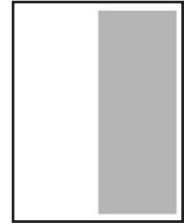
Ads should not contain bleeds.



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 *Fly* 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 *Fly*.

Your company can advertise at the *Fly* 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

*Fly* 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

*Fly* Tables of Contents are emailed to all registered individuals. Sponsor one of these alerts with a full banner (468 x 600), 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:

Shannon Silva

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