

2010

Gut Microbes Advertising Rates



General Information

Frequency
Published 6 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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Managing Editor
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1002 West Avenue, 2nd Floor
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Email: shannon@landesbioscience.com

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 Scott Butler for this information (scott@landesbioscience.com)

Website. Please contact Scott Butler for this information (scott@landesbioscience.com)

Editorial Note/Description of Journal

GutMicrobes thefirstinternational peer-reviewed journal of its kind to focus exclusively on microorganisms populating the intestine. Gut Microbes focuses on microorganisms - including fungi, parasites, bacteria and viruses - populating the gastrointestinal tract, both commensals and pathogens. Latest results on mutually beneficial interactions between host cells and members of the gut microbiota or beneficial microorganisms (pro- and prebiotics), as well as detrimental relationships with pathogenic microbes will be published. The journal is also strongly interested in clinical aspects of microbial-induced gastrointestinal diseases and will accept novel case reports, new treatments and epidemiology of GI infections. This widely unexplored topic has implications for immunity, autoimmune disease, nutrition, obesity and antimicrobials such as Bacteriophages.

Gut Microbes has a strong scientific and medical focus, but also strives to serve a broader readership. The journal intends to bring together basic and clinical research on all aspects of the gut flora. Therefore we believe the journal's content is of interest to scientists, clinical researchers, and physicians.

Gut Microbes publishes original research articles and commentaries covering the latest aspects of molecular, biological, biomedical and clinical studies on gut microorganisms and their host. We also include timely reviews that reflect the broad scope of the journal. The goal is to foster communication and rapid exchange of information through timely publication of important results using traditional as well as electronic formats.

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%

2010 Deadlines

Issue	Space Reservation	Materials Due
No. 1 (Jan/Feb)	11/01/10	12/01/10
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: Gut Microbes is printed digitally. We do not accept film.

Digital Ads

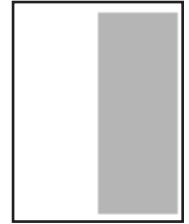
Ads should not contain bleeds.



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 Gut Microbes 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 Gut Microbes.

Your company can advertise at the Gut Microbes 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

Gut Microbes 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

Gut Microbes 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.

Questions? Contact:

Scott Butler

Landes Bioscience

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