

2010

## Human Vaccines Advertising Rates



### General Information

**Frequency**  
Published 12 times a year.

**Publisher**  
Landes Bioscience  
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www.landesbioscience.com

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### 2010 Subscription Rates (Domestic)

|                   |          |                           |
|-------------------|----------|---------------------------|
| <u>Individual</u> | \$129.00 | per year (online only)    |
|                   | \$200.00 | per year (online + print) |

|                    |           |                           |
|--------------------|-----------|---------------------------|
| <u>Institution</u> | \$1500.00 | per year (online only)    |
|                    | \$1900.00 | 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 Betsy Granger for this information ([betsy@landesbioscience.com](mailto:betsy@landesbioscience.com))

Website. Avg. 5,000 registered sessions/month;  
Avg. 4,500 PDF downloads/month

### Editorial Note/Description of Journal

The field of vaccines is more than two hundred years old. Nevertheless, new technical developments and the terrific success record of vaccines have led to a recent explosion of interest in the field. Vaccines are one of the most highly cost-effective modalities in health-care. It has been estimated that vaccination is responsible for more than 10 years of the total increase in the average human lifespan worldwide during the 20th century, an increase second in impact only to that of clean water. There are over 10 million deaths annually worldwide, as well as considerable morbidity, mostly among young children, that are attributable to infectious diseases. Many of these deaths could be prevented by increased use of existing vaccines, while the great majority would be preventable by the development and wide-scale use of effective new vaccines. The increasingly broad array of new technologies is based upon breakthrough discoveries in the fields of immunology, biochemistry, molecular biology and related areas. The broad applications of such discoveries should result in the creation of vaccines not previously feasible or in the improvement of the safety and efficacy of existing vaccines. There were approximately 40 novel vaccines developed and introduced during the last 100 years, more than half of which were introduced in the last 25 years. The development of new technologies and the emergence of new mechanisms for funding development, purchase and worldwide distribution offer hope that existing and new vaccines will reach even more people.

The value of preventive health-care has recently become more appreciated due to the burgeoning cost of treating diseases. More doses of vaccines are distributed worldwide each year. Many new vaccines are either licensed or in development. As a result, many companies and academic laboratories are initiating new vaccine projects. Non-governmental donor organizations provide generous support for vaccines, and the number of vaccine-related publications has shown continual growth every year over the last two decades.

Continued advancement in this field will benefit from a forum that can (a) help to promote interest by keeping investigators updated, and (b) enable an exchange of ideas regarding the latest progress in the many topics pertaining to vaccines. The journal *Human Vaccines* is a unique peer-reviewed journal that is focused exclusively on vaccines for humans. It is published in a format that is accessible to a wide international audience in the academic, industrial and public sectors.

*Human Vaccines* will cover the following topics: discovery, research, enabling technologies, model pathogens, animal models, preclinical research, preclinical development, toxicology, product development, formulation, delivery routes and devices, assays, quality control, process development, clinical studies, regulatory affairs, commercial, utilization, procurement, distribution, policy, safety and epidemiology as these topics are applied to preventive vaccines, therapeutic vaccines, infectious disease vaccines and non-infectious disease vaccines. *Human Vaccines* will be published both in print and online. Peer review will preferably be done by email and accepted manuscripts will be made immediately available on the journal's website to accelerate the time from submission to publication. Original contributions will be published as full-length reports or as brief contributions. Solicited and submitted reviews and timely commentaries on significant developments also will be published. Each contribution will be reviewed rigorously by at least two vaccine experts who are either Associate Editors or are recruited by Associate Editors or Board members. The primary criteria for publication are originality, scientific merit and general interest in the field. Our Editorial Board members and Associate Editors, who are outstanding investigators from around the world, will strive to maintain the highest standards of excellence in order to generate a valuable resource for our international readership.

**Display Advertising—Print****Rates**Black and white (B/W)

| Frequency | 1–3x  | 4–6x  | 7–9x  | 10–12x |
|-----------|-------|-------|-------|--------|
| 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)   | 11/01/09          | 12/01/09      |
| No. 2 (Feb)   | 12/01/09          | 01/01/10      |
| No. 3 (March) | 01/01/10          | 02/01/10      |
| No. 4 (April) | 02/01/10          | 03/01/10      |
| No. 5 (May)   | 03/01/10          | 04/01/10      |
| No. 6 (June)  | 04/01/10          | 05/01/10      |
| No. 7 (July)  | 05/01/10          | 06/01/10      |
| No. 8 (Aug)   | 06/01/10          | 07/01/10      |
| No. 9 (Sept)  | 07/01/10          | 08/01/10      |
| No. 10 (Oct)  | 08/01/10          | 09/01/10      |
| No. 11 (Nov)  | 09/01/10          | 10/01/10      |
| No. 12 (Dec)  | 10/01/10          | 11/01/10      |

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: *Human Vaccines* 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 *Human Vaccines* 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 *Human Vaccines*.

Your company can advertise at the *Human Vaccines* 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

*Human Vaccines* 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:

Betsy Granger—Online Advertising

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

### Banner Ad Rates

|             | Per month | Per quarter |
|-------------|-----------|-------------|
| Box         | \$150     | \$350       |
| Tall Box    | \$200     | \$500       |
| Full banner | \$150     | \$350       |

### TOC Email Sponsorship Rate & Specifications

*Human Vaccines* 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 [betsy@landesbioscience.com](mailto:betsy@landesbioscience.com).

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### Questions? Contact:

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