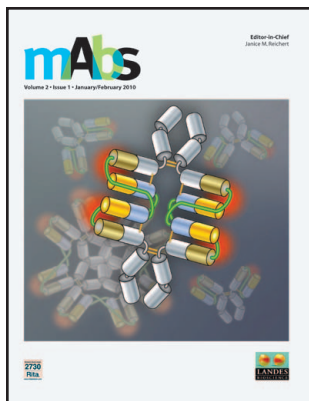


2010

mAbs Advertising Rates



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

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Email: mabs@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 Neil Kahn for this information (mabs@landesbioscience.com)

Website. Please contact Neil Kahn for this information (mabs@landesbioscience.com)

Editorial Note/Description of Journal

In January of 2009 *mAbs*, the first international peer-reviewed journal of its kind to focus exclusively on monoclonal antibodies, was launched. We believe that this is an excellent time to start the journal because of the increasing focus on mAbs as therapeutics. There has been a rapid increase in mAb R&D by academia, government and industry located world wide. Novel mAb therapeutics are entering clinical study by commercial sponsors at a record pace that is predicted to continue well into the future. mAbs have proven successful in the clinic. In addition, a global market has emerged for the products—several novel mAbs not yet available in the US or EU are now approved in China.

mAbs is a multi-disciplinary journal dedicated to the art and science of mAb research and development. *mAbs* publishes three general types of papers, (i) Original research, (ii) Reviews, (iii) Commentaries and perspectives. Original papers will cover topics important in the mAb field. Reviews take several forms and are generally be invited. Commentaries and perspectives on any aspect of mAb R&D are be welcome.

Journal topics include (but are not be limited to):

1. Antibody engineering, e.g., immunoconjugates antibody fragments
2. MAb targets in the therapeutic areas of cancer, immunology, and infectious diseases
3. Preclinical studies and evaluation of mAbs, e.g., mechanism of action studies, safety and efficacy studies in animals
4. Manufacturing
5. Clinical studies
6. Regulatory review of mAbs
7. Post-approval topics, e.g., pricing, reimbursement and markets
8. Patents
9. Emerging markets for mAbs, including China and India

Initially, we are publishing bimonthly, incrementally increasing the frequency to 12 issues over several years. Each issue will appear in print and online. Submissions and peer review will be rapid and handled online. The average time from submission to final decision (acceptance or rejection) for the current Landes Bioscience journals is one month. Once accepted, a paper is published online within three weeks.

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

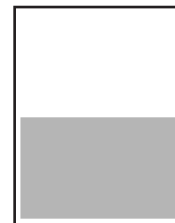
Printing Specifications: *mAbs* is printed digitally. We do not accept film.

Digital Ads

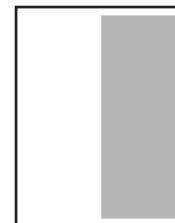
Ads should not contain bleeds.



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 *mAbs* 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 *mAbs*.

Your company can advertise at the *mAbs* 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

mAbs 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:

Neil Kahn—Online Advertising

Email: mabs@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

mAbs 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 mabs@landesbioscience.com.

Questions? Contact:

Neil Kahn

Landes Bioscience

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