

2010

## *Oxidative Medicine and Cellular Longevity* 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

#### Editor-in-Chief

Kenneth Maiese, M.D.  
University of Medicine & Dentistry of New Jersey  
New Jersey Medical School  
Newark, NJ USA

#### Managing Editor

Kristen Moore  
1002 West Avenue  
Austin, Texas 78701  
Phone: 512.637.6050  
Fax: 512.637.6079  
Email: oximed@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 Kristen Moore for this information (oximed@landesbioscience.com)

Website. Please contact Kristen Moore for this information (oximed@landesbioscience.com)

### Editorial Note/Description of Journal

Oxidative stress impacts almost all acute and chronic progressive disorders and on a cellular basis is intimately linked to aging, cardiovascular disease, cancer, immune function, metabolism, and neurodegeneration. *Oxidative Medicine and Cellular Longevity* is a unique peer-reviewed journal that will focus upon the cellular and molecular mechanisms of oxidative stress in the nervous system and related organ systems in relation to aging, immune function, vascular biology, metabolism, cellular survival, and cellular longevity.

The journal will fill a significant void in today's scientific literature and will serve as an international forum for the scientific community worldwide to translate pioneering "bench to bedside" research into clinical strategies. *Oxidative Medicine and Cellular Longevity* will use both traditional and electronic formats and feature full-length original articles, short communications, and comprehensive reviews as well as entertain suggestions for timely areas of interest.

**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)	11/01/09	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**

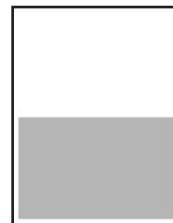
Printing Specifications: *Oxidative Medicine and Cellular Longevity* is printed digitally. We do not accept film.

Digital Ads

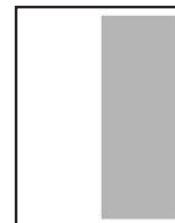
Ads should not contain bleeds.



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 *Oxidative Medicine and Cellular Longevity* 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 *Oxidative Medicine and Cellular Longevity*.

Your company can advertise at the *Oxidative Medicine and Cellular Longevity* 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

*Oxidative Medicine and Cellular Longevity* 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:

Kristen Moore—Online Advertising

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

*Oxidative Medicine and Cellular Longevity* 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 [oximed@landesbioscience.com](mailto:oximed@landesbioscience.com).

### Questions? Contact:

Kristen Moore

Landes Bioscience

1002 West Avenue

Austin, TX 78701

Phone: 512.637.6050

Fax: 512.637.6079

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