

2010

Organogenesis 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

Editorial Note/Description of Journal

Organogenesis is a new peer-reviewed journal, available in print and online, that will publish significant advances on all aspects of organ development. The journal will cover organogenesis in all multi-cellular organisms and also include research into tissue engineering, artificial organs and organ substitutes.

The overriding criteria for publication in *Organogenesis* are originality, scientific merit and general interest. The audience of the journal will consist primarily of researchers and advanced students of anatomy, developmental biology and tissue engineering.

The emphasis of the journal is on experimental papers (full-length and brief communications) but it will also publish reviews, hypotheses and commentaries. All manuscripts will be subjected to peer review and accepted manuscripts will be posted to the electronic site of the journal immediately and will appear in print at the earliest opportunity thereafter.

Editor-in-Chief

Jamie A. Davies
Department of Biomedical Sciences
University of Edinburgh Medical School

Managing Editor

Raquel Stewart
1002 West Avenue, 2nd Floor
Austin, Texas 78701
Phone: 512.637.6050
Fax: 512.637.6079
Email: raquel@landesbioscience.com

2010 Subscription Rates (Domestic)

Individual \$59.00 per year (online only)
\$109.00 per year (online + print)

Institution \$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 Raquel Stewart for this information (raquel@landesbioscience.com)

Website. Avg. 2,000 registered sessions/month;
Avg. 1,000 PDF downloads/month

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

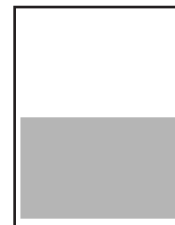
Printing Specifications: *Organogenesis* is printed digitally. We do not accept film.

Digital Ads

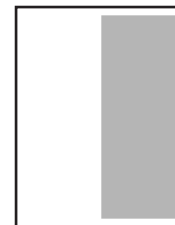
Ads should not contain bleeds.



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 *Organogenesis* 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 *Organogenesis*.

Your company can advertise at the *Organogenesis* 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

Organogenesis 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:

Raquel Stewart—Online Advertising

Email: raquel@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

Organogenesis 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 raquel@landesbioscience.com.

Questions? Contact:

Raquel Stewart

Landes Bioscience

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