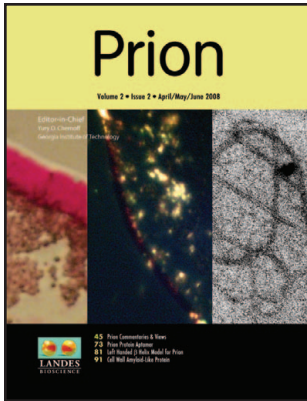


2010

## Prion 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

### Editor-in-Chief

Yury O. Chernoff  
Georgia Institute of Technology  
Atlanta, GA, USA

### Managing Editor

Neil Kahn  
1002 West Avenue, 2nd Floor  
Austin, Texas 78701  
Phone: 512.637.6050  
Fax: 512.637.6079  
Email: neil@landesbioscience.com

### 2010 Subscription Rates (Domestic)

<u>Individual</u>	\$59.00	per year (online only)
	\$109.00	per year (online + print)
<u>Institution</u>	\$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 Neil Kahn for this information (neil@landesbioscience.com)

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

### Editorial Note/Description of Journal

*Prion* is the first international peer-reviewed journal to focus exclusively on protein folding and misfolding, protein assembly disorders, protein-based and structural inheritance.

This new journal is important for several reasons. Considerable experimental evidence challenges the traditional concept implying that protein conformation and quaternary structure are completely determined by protein sequence. Folding alterations lead to the protein assembly disorders, dangerous, frequently fatal and mostly incurable diseases in animals and humans. Some protein assembly disorders are age-dependent, and their importance for humankind is increased with the increase of life expectancy and eradication of other diseases. Moreover, proteins of and the same sequence are sometimes able to generate a range of self-perpetuating isoforms demonstrates that proteins can become information carriers transmitting infection diseases or controlling heritable phenotypes. Examples of protein-based inheritance are found in various biological systems and are not restricted only to protein assembly alterations. Self-modifying enzymes may become information carriers as well. Moreover, large high-order complexes may possess 'templating' properties, influencing and directing formation of the new structures. Existence of the additional mechanism of biological coding, based on the structure rather than sequence may have far reaching and not yet completely understood consequences for biology and evolution.

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	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%

**2009 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: *Prion* is printed digitally. We do not accept film.

Digital Ads

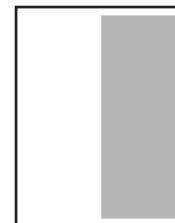
Ads should not contain bleeds.



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 *Prion* 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 *Prion*.

Your company can advertise at the *Prion* 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

*Prion* 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: [neil@landesbioscience.com](mailto:neil@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

*Prion* 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 [neil@landesbioscience.com](mailto:neil@landesbioscience.com).

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### Questions? Contact:

Neil Kahn

Landes Bioscience

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Austin, TX 78701

Phone: 512.637.6050

Fax: 512.637.6079

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