

2010

Plant Signaling & Behavior Advertising Rates



General Information

Frequency
Published 12 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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2009 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)
Website. Avg. 6,000 registered sessions/month;
Avg. 2,000 PDF downloads/month

Editorial Note/Description of Journal

Plant Signaling & Behavior is a peer-reviewed journal available in print and online. This multidisciplinary journal publishes original research articles and reviews covering the latest aspects of:

- Molecules and Organelles
- Tissues and Organs
- Signal Perception and Transduction
- Signalling Complexes (Signalosomes)
- Action Potentials and Hydraulic Signals
- Integrative Plant Body and Physiology
- Plant and Abiotic Environment
- Plant and Biotic Environment
- Information Acquisition and Processing

The goal is to foster communication and rapid exchange of information through timely publication of important results using traditional as well as electronic formats. The overriding criteria for publication in Plant Signaling & Behavior are originality, scientific merit and general interest.

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.

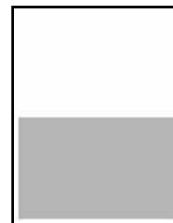
Mechanical Requirements
 Printing Specifications: Plant Signaling & Behavior is printed digitally. We do not accept film.

Digital Ads

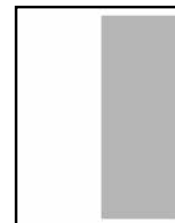
Ads should not contain bleeds.



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 Plant Signaling & Behavior site include scientists in academia, industry and government from around the world, together with students, medical practitioners, journalists and industry managers. Who ever your target market, they can be reached efficiently and effectively with Plant Signaling & Behavior.

Your company can advertise at the Plant Signaling & Behavior 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

Plant Signaling & Behavior 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

Banner Ad Rates	Per month	Per quarter
Box	\$150	\$350
Tall Box	\$200	\$500
Full banner	\$150	\$350

TOC Email Sponsorship Rate & Specifications

Plant Signaling & Behavior Tables of Contents are emailed monthly 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.

Questions? Contact:

Betsy Granger

Landes Bioscience

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