

General Information

Frequency
Published 6 times a year.

Publisher
Landes Bioscience
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Austin, Texas 78701
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www.landesbioscience.com

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

Editorial Note/Description of Journal

Transcription is a peer-reviewed, bi-monthly journal that publishes high-quality articles providing novel insights, provocative questions and new hypothesis into the expanding field of gene transcription. The journal covers all aspects of transcription: from biochemical and molecular approaches, to cellular, structural and evolutionary views. In addition to papers that use conventional strategies to study both prokaryotic and eukaryotic transcription, the journal welcomes manuscripts using innovative methodologies such as genome-wide analyses, single molecule and biophysical studies, protein structure, imaging and systems biology.

Journal topics include, but are certainly not limited to, transcriptional initiation, elongation and termination, promoter structure and function, the role of cis-regulatory elements that affect gene function locally and globally, and the structure, function and regulation of general and specific transcription factors, RNA polymerases, repressors and activators. In addition, the following themes are of special interest: the connections of pre-mRNA and other RNAs processing to upstream events in transcription, the involvement of small RNAs in transcriptional gene silencing and genome defense, the interplay between nuclear architecture, genome organization, and gene expression, the integration of transcriptional and translational response mechanisms to external stimuli, and the cross-talk between transcription and chromatin. The use of original approaches that apply powerful new experimental technologies to answer standing questions in the field are especially welcome.

Transcription publishes original Research Articles, Reviews from experts in the field, and Commentaries and Editorials on important and timely topics in the area of transcription. The journal also considers Short Articles that may provide a focused contribution on a specific topic of interest but that do not require further experimental work for validation. Methods Articles that present a new experimental technique that provides a significant advance in the field, and Meeting Reports are also evaluated for publication. In addition, the journal publishes Point of View articles. Unlike a regular manuscript written around data, a Point of View article is, at least partially, a subjective piece, and can be a mixture of data and opinions regarding the field or an extended discussion of a recent paper published by the same authors in another journal.

Display Advertising—Print

Rates

Black and white (B/W)

Frequency	1x	2x	3x
Full page	\$700	\$650	\$610
1/2 page	\$490	\$450	\$430
1/4 page	\$390	\$360	\$350

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 (July/Aug)	05/01/10	06/01/10
No. 2 (Sept/Oct)	07/01/10	08/01/10
No. 3 (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: *Transcription* is printed digitally. We do not accept film.

Digital Ads

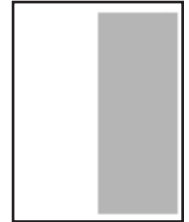
Ads should not contain bleeds.



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 *Transcription* 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 *Transcription*.

Your company can advertise at the *Transcription* 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

Transcription 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:

Neil Kahn—Online Advertising

Email: neil@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

Transcription 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.

Questions? Contact:

Neil Kahn

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