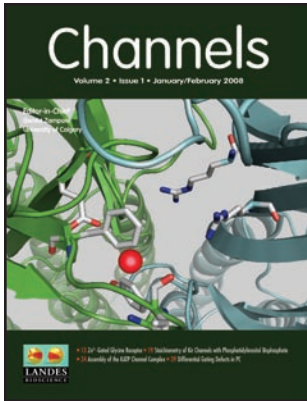


2008

## Channels Advertising Rates



### General Information

**Frequency**  
Published 6 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**  
Gerald Zamponi  
University of Calgary  
Calgary, Canada

**Managing Editor**  
Shannon Silva  
1002 West Avenue, 2nd Floor  
Austin, Texas 78701  
Phone: 512.637.6050  
Fax: 512.637.6079  
Email: shannon@landesbioscience.com

### 2008 Subscription Rates (Domestic)

<u>Individual</u>	\$79.00	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 Shannon Silva for this information (shannon@landesbioscience.com)

Website. Please contact Shannon Silva for this information (shannon@landesbioscience.com)

### Editorial Note/Description of Journal

*Channels* is the first international peer-reviewed journal to focus exclusively on all aspects of ion channel and ion transporter/exchanger function. *Channels* publishes articles focused on all aspects of ion channel and ion transporter/exchanger function. This includes papers centered around the biophysics, structure, molecular biology, structurefunction analysis, and regulation of channels and ion transport proteins, as well as their roles in health and disease.

We also encourage submission of manuscripts concerned with physiological aspects that branch into areas such as neuroscience and cardiovascular sciences, provided that channels and/or transporters are the main focus of such studies. There are no limitations on technical and experimental approaches that will be considered.

The key criteria for publication in *Channels* are originality, scientific merit and technical competence. Categories of manuscripts include original articles, brief communications, new methodologies, reviews & perspectives, and meeting reports.

All manuscripts are sent for in depth peer review, however, the editorial board will consider reviewer reports from submissions to leading journals such as *Nature*, *Science* and *Cell* for accelerated review. Our goal is to evolve *Channels* into the leading journal in the channel and transporter fields.

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	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%

**2008 Deadlines**

<u>Issue</u>	<u>Space Reservation</u>	<u>Materials Due</u>
No. 1 (Jan/Feb)	10/31/07	11/12/07
No. 2 (Mar/April)	12/28/07	01/14/08
No. 3 (May/June)	02/25/08	03/05/08
No. 4 (July/Aug)	04/28/08	05/12/08
No. 5 (Sept/Oct)	06/23/08	07/09/08
No. 6 (Nov/Dec)	08/25/08	09/08/08

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**

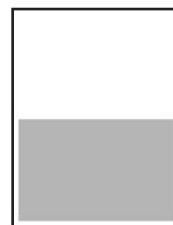
Printing Specifications: *Channels* is printed digitally. We do not accept film.

Digital Ads

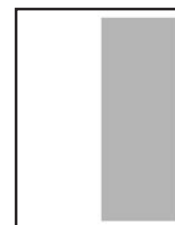
Ads should not contain bleeds.



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 *Channels* 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 *Channels*.

Your company can advertise at the *Channels* 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

*Channels* 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:

Shannon Silva—Online Advertising

Email: shannon@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

*Channels* Tables of Contents are emailed bi-monthly to 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 month. Email your text and URL to shannon@landesbioscience.com.

### Questions? Contact:

Shannon Silva

Landes Bioscience

1002 West Avenue, 2nd Floor

Austin, TX 78701

Phone: 512.637.6050

Fax: 512.637.6079

Email: shannon@landesbioscience.com