

2008

Epigenetics Advertising Rates



General Information

Frequency
Published 6 times a year.

Publisher
Landes Bioscience
1002 West Avenue, 2nd Floor
Austin, Texas 78701
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www.landesbioscience.com

Editor-in-Chief

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Managing Editor

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Email: nicole@landesbioscience.com

2008 Subscription Rates (Domestic)

<u>Individual</u>	\$79.00	per year (online only)
	\$129.00	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 Nicole Todd for this information (shannon@landesbioscience.com)
Website. Avg. 6,000 registered sessions/month;
Avg. 7,000 PDF downloads/month

Editorial Note/Description of Journal

Epigenetics is a new peer-reviewed journal available in print and online. This multidisciplinary journal publishes original research articles and reviews covering the latest aspects of epigenetic mechanisms and their regulation of diverse biological processes.

The goal is to foster communication and rapid exchange of information through timely publication of important results using traditional as well as electronic formats.

Our goal is to establish *Epigenetics* as the lead journal in the newly emerging field of *Epigenetics*. The journal will cover epigenetics in its broadest interpretation to provide a comprehensive view of epigenetic modification, which spans biological systems and diseases.

Epigenetics is beginning to form and take shape as a new scientific discipline, which will have profound impact on Medicine and essentially all fields of biology. The journal goal is to facilitate this process by providing a forum where epigenetic approaches to a variety of medical and biological issues could be discussed and where the common basic principles of epigenetics spanning different systems could be revealed and shared. *Epigenetics* covers many different levels of biological control from variegated expression in *Drosophila* to chromatin structure and modification down to DNA methylation and relates to different biological systems from yeast to plants as well as different disease and biological disciplines. Although in recent years cancer has been the main focus of epigenetics, recent data suggests that epigenetic plays a critical role in psychology and psychopathology. It is being realized that normal behaviors such as maternal care and pathologies such as Schizophrenia and Alzheimer's might have an epigenetic basis. It is also becoming clear that nutrition and life experiences have epigenetic consequences. The increasing awareness of the potential role of epigenetic deregulation in disease has spawned the development of diagnostic and therapeutic approaches using epigenetics. Although the questions asked are diverse, the unifying hypothesis is epigenetics. The journal would provide a platform for developing unifying methodologies, hypotheses, experimental approaches and diagnostic agents and will serve as a meeting place for researchers from different systems such as general biology, plant biology, cancer biology, cancer therapeutics, epigenetic pharmacology, neurobiology and psychiatry who are unraveling the epigenetic facets of their specific fields of interest.

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

Issue	Space Reservation	Materials Due
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: *Epigenetics* is printed digitally. We do not accept film.

Digital Ads

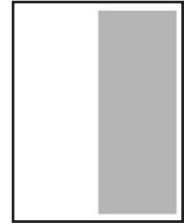
Ads should not contain bleeds.



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 *Epigenetics* 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 *Epigenetics*.

Your company can advertise at the *Epigenetics* 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

Epigenetics 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:

Nicole Todd—Online Advertising

Email: nicole@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

Epigenetics 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 nicole@landesbioscience.com.

Questions? Contact:

Nicole Todd

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