



## General Information

**Frequency**  
Published 4 times a year.

**Publisher**  
Landes Bioscience  
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## 2008 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 Kristen Moore for this information (kmoore@landesbioscience.com)

Website. Avg. 4,000 registered sessions/month;  
Avg. 3,500 PDF downloads/month

## Editorial Note/Description of Journal

Recognition of the importance of RNA in many biological processes has increased dramatically in recent years. The discoveries of catalytic RNA, non-coding regulatory RNAs, and RNA interference have impacted a broad range of disciplines. There is growing appreciation that mRNA molecules act not only as intermediates between DNA and protein, but as important agents of gene regulation, localization and quality control. Large-scale genomic analyses have identified numerous genes encoding RNA-binding proteins whose biological functions are yet unknown, and have revealed previously undiscovered, functional non-coding RNA. In addition, RNAs, RNA-binding proteins, and their interactions are increasingly recognized as important in health and disease.

Progress in understanding the biological functions of RNA requires that investigators are up to date in the advances of many fields. The journal *RNA Biology* will bring together research in diverse disciplines and focus attention on biological processes having RNA or RNA-binding proteins in a central role. In addition, *RNA Biology* will be an important forum for the emerging fields of RNA genomics and the cell biology of RNA.

Original papers in *RNA Biology* will represent a wide range of experimental systems, both prokaryotic and eukaryotic, and experimental approaches, including molecular and cell biology, biochemistry, genetics, genomics, and molecular medicine. Reviews will highlight progress and discuss current thinking on RNA biology in a format accessible to a wide academic audience.

The goal of *RNA Biology* is to foster exchange and interdisciplinary efforts among investigators through rapid publication. The Editorial Board, comprised of members from around the world, will strive to maintain the highest standards for excellence in order to generate a valuable resource for an international readership.

**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%

**2008 Deadlines**

Issue	Space Reservation	Materials Due
No. 1 (Jan/Feb/March)	10/31/07	11/12/07
No. 2 (April/May/June)	01/30/08	02/12/08
No. 3 (July/Aug/Sept)	04/28/08	05/12/08
No. 4 (Oct/Nov/Dec)	07/28/08	08/11/08

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**

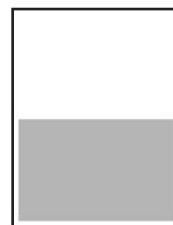
Printing Specifications: *RNA Biology* is printed digitally. We do not accept film.

Digital Ads

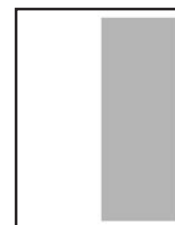
Ads should not contain bleeds.



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 *RNA Biology* 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 *RNA Biology*.

Your company can advertise at the *RNA Biology* 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

*RNA Biology* 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:

Kristen Moore—Online Advertising

Email: [kmoore@landesbioscience.com](mailto:kmoore@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

*RNA Biology* 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 [kmoore@landesbioscience.com](mailto:kmoore@landesbioscience.com).

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### Questions? Contact:

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