

The FASEB Journal 25th Anniversary Advertising Specials



The FASEB Journal (FJ) is a pillar among biomedical publications, contributing greatly by disseminating the results of vision research during its lifetime.

In each 2011 issue, *FJ* is publishing a “**Silver Anniversary Review**” that addresses a central subject to biology in the last quarter of a century. Each subject will present a view of the past, a look at the present, and an eye to the future. Diana, the Roman goddess of the hunt, is a fitting symbol to celebrate the *FJ* silver anniversary and those who search for **truth in science**. As Saint-Gaudens' idealized Diana on the first volume's cover indicates **we're aiming high!**



The FASEB Journal Benefits

- **EYES ON YOUR AD**—Website continues to be a first-choice biology resource for scientists worldwide—1.5+ million hits and 123,000+ page views per month.
- **SIGNIFICANT ROI**—*FJ*'s advertisers report the highest click through rates.
- **MAKE AN IMPACT**—Impact Factor is 6.401 and *FJ* ranks #3 out of 73 titles in the *JCR* biology category.
- **BE ASSOCIATED WITH INFLUENCE**—Eigenfactor continues to climb. *FJ* is listed in top 98th percentile with an improved score of 0.1133 and an Article Influence score of 2.614.
- **RECEIVE WIDESPREAD EXPOSURE**—*FJ* has been covered by major news outlets including ABC News, MSNBC, BBC News, Bloomberg News, Reuters, *The Chicago Tribune*, *Scientific American*, *The Washington Post*, *The New York Times*, *U.S. News and World Report*.

Banner Advertising—25% discount for 2011 advertising

- Leaderboard, 728 x 90 pixels, top constant bar, discounted rate \$745 per month.
- Skyscraper, 160 x 600 pixels, right constant bar, discounted rate \$745 per month.

TOC Package Advertising—25% discount for 2011 advertising

- Banner ad, 468 x 60 pixels, on top of emailed table of contents (eTOC) alerts, and an online display ad, 195 x 195 pixels, on the journal's TOC page—single sponsorship per issue, \$1,200 per issue.

FASEB AdNet—The Advertising Network for the Life Sciences

- Network of peer-reviewed publications devoted to biomedical research and life sciences.
- Worldwide readership is more than 500,000 with combined online users totaling over 35 million.
- 30+ websites, print periodicals, directories, scientific meeting programs and abstracts, bonus distributions, and inserts.
- Powerful marketing and communications tool with a direct line to the life sciences research community.

Media Kits and Rate Cards available at www.faseb.org/adnet

Your Ad Sales Contact: Robyn Engelson

FASEB AdNet—*The Advertising Network for the Life Sciences*

800-43FASEB, ext. 7103 or 301-634-7103

rengelson@faseb.org

Online Banners and TOC Package Examples

LEADERBOARD 728 x 90



SKYSCRAPER 160 X 600

The Leaderboard banner is 728 x 90 pixels and runs at the top constant bar of the homepage, search pages, and article pages.

The Skyscraper banner is 160 x 600 pixels and runs on the right constant bar of the homepage, search pages, and article pages.

This BIG BANNER is seen while users are almost anywhere on the page

Be one of the first to GRAB USERS ATTENTION with this prime online space

TOC PACKAGE



TOC Online Display ad is 195 x 195 pixels and runs on the journal's Table of Contents search page.



Banner ad is 468 x 60 pixels and runs at the top of emailed Table of Contents (eTOC) alerts.