



American Society for Investigative Pathology (ASIP)

The American Journal of Pathology–1
The Journal of Molecular Diagnostics–2

2009
Advertising Media Kit



About ASIP

The American Society for Investigative Pathology (ASIP) is a society of biomedical scientists who investigate mechanisms of disease. Investigative pathology is an integrative discipline that links the presentation of disease in the whole organism to its fundamental cellular and molecular mechanisms. It uses a variety of structural, functional, and genetic techniques and ultimately applies research findings to the diagnosis and treatment of diseases. ASIP advocates for the practice of investigative pathology and fosters the professional career development and education of its members.

ASIP's Mission

The mission of the Society is to promote the discovery, advancement, and dissemination of knowledge in experimental pathology and related disciplines. This shall be achieved by fostering investigation into the pathogenesis, classification, diagnosis, and manifestations of disease through meetings, publications, and educational activities.

ASIP's Members

ASIP welcomes basic and clinical biomedical research scientists as active members. ASIP membership includes scientists from 35 countries.

ASIP Corporate Partners Program

The ASIP Corporate Partners Program offers a variety of unique sponsorship opportunities to highlight your company, products and services to scientists in basic, translational, and clinical biomedical research in the academic, biotech, hospital/clinic and pharmaceutical arenas. Opportunities include sponsorships at the ASIP Annual Meeting and educational courses, on the ASIP website, and in custom-branded collections of articles from *The American Journal of Pathology* and *The Journal of Molecular Diagnostics* that include up to 10 pages of your advertising! For more information visit: www.asip.org/cp/cp-prog.htm.

Publisher

ASIP
9650 Rockville Pike • Bethesda, MD 20814
Ph: 301-634-7130 • Fax: 301-634-7990
ajponline@asip.org or jmdonline@asip.org
www.asip.org

Snapshot of Advertising Opportunities

Banner Ads
Inline Ads
eTOC Ads
TOC Packages
Print Ads
Bonus Meeting Issues

Recruitment Advertising

The American Journal of Pathology and *The Journal of Molecular Diagnostics* accept recruitment advertising. Position openings, fellowship opportunities, conference announcements, etc., can be run as display ads in any of the ASIP print publications listed. Same sizes and prices apply for product and recruitment ads unless otherwise noted. Formatting is available for print ads. The formatting rates are \$275 for a full page, \$175 for a half page, and \$150 for a quarter page. Recruitment ads can also run in email alerts, as banner ads on journal sites, and on PathologyJobsToday.org. Online display advertising design is now available. Contact FASEB AdNet for online design/formatting rates (adnet@faseb.org or 301-634-7156).

Advertise your job listing in *The American Journal of Pathology* (*AJP*) and receive a 50% discount on one 90-day job posting on the PathologyJobsToday.org Jobs Board! Email lmenser@asip.org or adnet@faseb.org for more details.

Bonus Distributions

The American Journal of Pathology (*AJP*) and *The Journal of Molecular Diagnostics* (*JMD*) will have bonus distribution at important scientific meetings. *AJP*'s March issue and *JMD*'s March issue will be featured at United States and Canadian Academy of Pathologists in March; *AJP*'s April issue and *JMD*'s March issue will be featured at Experimental Biology in April; *AJP*'s June and *JMD*'s May issues will be featured at the Pulmonary Pathology Society's meeting. *AJP*'s August issue and *JMD*'s July issue will be featured at the European Congress of Pathology. *JMD*'s September issue will be featured at the Beaumont Symposium on Molecular Pathology in September. *AJP*'s and *JMD*'s November issues will be featured at the Association for Molecular Pathology in November and *AJP*'s November issue will be at the American College of Veterinary Pathologists. Contact FASEB AdNet for deadlines (adnet@faseb.org or 301-634-7103).

Advertising Sales

FASEB AdNet
9650 Rockville Pike • Bethesda, MD 20814
Product Sales: 800-43FASEB, ext. 7103 or 301-634-7103
Recruitment Sales: 800-43FASEB, ext. 7156 or 301-634-7156
Fax: 301-634-7153
adnet@faseb.org www.faseb.org/adnet



The American Journal of Pathology Advertise in the most highly cited journal in pathology! With over 100 years of publication history, *The American Journal of Pathology* (AJP) is internationally recognized as the premier journal in disease pathobiology. The AJP garners over 32,000 citations each year, and is the #1 ranked journal in the field of Pathology, with a 2007 Impact Factor of 5.487 (Source: Thomson Reuter's 2007 Journal Citation Reports). From basic to translational research, the journal delivers original research articles, reviews and commentaries that highlight emerging breakthroughs in the cellular and molecular biology of disease, integrating cellular, molecular, animal, biological, chemical, immunological, and morphological approaches.

<http://ajp.amjpathol.org>



Statistics:

Web Hits (avg. per month): 895,600
 eTOC Registered Users: 6,405
 TOC Page Views (avg. per month): 10,762

Print Circulation: 3,500
 Editor-in-Chief: Michael P. Lisanti, MD, PhD

Readership

The American Journal of Pathology (AJP) is the journal of choice for pathologists, biomedical scientists and researchers seeking high quality original research reporting on the cellular and molecular mechanisms of disease.

Issuance/Closing Dates

AJP is published monthly. Insertion orders are due 30 working days before the issue month.

Bonus Distribution

AJP's March issue will be featured at the United States and Canadian Academy of Pathologists in March; the April issue will be at Experimental Biology in April; the June issue will be at the Pulmonary Pathology Society's meeting; the August issue will be at the European Congress of Pathology; the November issue will be featured at the Association for Molecular Pathology and the American College of Veterinary Pathologists. Contact FASEB AdNet for deadlines (adnet@faseb.org or 301-634-7103).

Banner Ads

Our banner ads have doubled in size! Your 468 x 60 pixel .gif with link to your website will rotate throughout the journal site including the homepage, search pages, and article pages!

Inline/Premium Ads

This option includes the banner PLUS hyperlinks at references to your company name in the text of articles. This option allows you to be literally at the readers' fingertips when and where your products are specified.

eTOC Ads

Electronic tables of contents (eTOC) of each issue are emailed to registered users. There are two advertising options (top and bottom placements) on the eTOC alerts. Choose from the two following options. TOP BANNER: Place a banner ad (468 x 60 pixels) at the top of the eTOC alerts that includes a link to your website. BOTTOM TEXT: Place up to 4 lines of text (62 characters

per line) and a link to your website at the bottom of the eTOC alerts. Add a logo to your bottom text ad for extra impact!

TOC Package

Tables of contents (TOC) of each issue are emailed to registered individuals. Sponsor one of these alerts and the corresponding TOC page on the journal website. Your banner ad (468 x 60) will appear at the top of the eTOC email and your online display ad (195 x 195) will appear on the TOC page for the chosen issue. Add a full-page, 4-color, opposite TOC ad in the print edition for full TOC coverage!

ASIP Publisher Online Package

Purchase a banner ad on the 2 ASIP publication sites for \$5,967/year or purchase a banner and inline ad on the 2 ASIP sites for \$8,652/year.

AJP Online Rates

	1 mo.	3 mo.	6 mo.	12 mo.	CPM/V*
Banner	\$ 605	\$1,452	\$2,541	\$4,356	\$0.68
Premium	\$ 877	\$2,105	\$3,684	\$6,316	\$0.98
eTOC Top:	\$875/issue				\$0.14
eTOC Bottom:	\$350/issue. Add logo for \$100				\$0.05
TOC Pkg:	\$1,350/issue				\$0.08
Add 4-color print ad (Opp TOC) for \$1,200 (a 50% discount!)					

*Banner and Premium CPMs are cost per thousand hits. TOC CPVs are cost per view based on registered users and TOC views.

AJP Print Rates

	1x	3x	6x	12x	24x
Full Page	\$1,250	\$1,125	\$1,070	\$1,015	\$ 860
1/2 Page	\$ 750	\$ 675	\$ 640	\$ 610	\$ 520
1/4 Page	\$ 450	\$ 405	\$ 385	\$ 365	\$ 310

Color charges add: \$415 standard, \$495 matched, \$1,095 3- and 4-color.
 Premium positions add: Cover 2 (25%), Opp TOC (25%), Cover 3 (15%), Cover 4 (40%). All others (10%).

For product sales call 800-43FASEB, ext. 7103
 For recruitment sales call 800-43FASEB, ext. 7156
adnet@faseb.org www.faseb.org/adnet



The Journal of Molecular Diagnostics Advertise in the journal of choice among international diagnostic researchers! *The Journal of Molecular Diagnostics (JMD)* is the leading source of peer-reviewed research on innovative solutions, progressive technologies and other cutting-edge advances in molecular diagnostics. With an Impact Factor of 3.478 (Thomson Reuter's 2007 Journal Citation Reports), the journal publishes full-length articles, technical advances, reviews and editorial content which report on scientific advances in the translation and validation of molecular discoveries with diverse applications in clinical diagnostic medicine, including studies in oncology, infectious and inherited disease. *JMD* is the official journal of the Association for Molecular Pathology (AMP), the premier society for molecular diagnostics.

<http://jmd.amjpathol.org>

Statistics:

Web Hits (avg. per month): 193,782
 eTOC Registered Users: 4,350
 TOC page views (avg. per month): 2,049

Print Circulation: 3,300
 Editor-in-Chief: Karen L. Kaul, MD, PhD

Readership

The Journal of Molecular Diagnostics (JMD) enjoys global visibility and an international readership of diagnostics researchers and scientists seeking cutting-edge applications of the latest technologies to diagnostic questions and clinical solutions.

Issuance/Closing Dates

JMD is published bi-monthly (Jan, March, May, July, Sept, Nov). Insertion orders are due 30 working days before the issue month.

Bonus Distribution

JMD's March issue will be featured at the United States and Canadian Academy of Pathologists in March, and at Experimental Biology in April; the May issue will be at the Pulmonary Pathology Society's meeting; the July issue will be at the European Congress of Pathology; the September issue will be featured at the Beaumont Symposium on Molecular Pathology in September; the November issue will be featured at the Association for Molecular Pathology in November. Contact FASEB AdNet for deadlines (adnet@faseb.org or 301-634-7103).

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Banner	\$ 500	\$1,200	\$2,100	\$3,600	\$2.58
Premium	\$ 725	\$1,740	\$3,045	\$5,220	\$3.74
eTOC Top:	\$813/issue				\$0.19
eTOC Bottom:	\$325/issue. Add logo for \$100				\$0.07
TOC Pkg:	\$900/issue				\$0.14
Add 4-color print ad (Opp TOC) for \$1,200 (a 50% discount!)					

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