



American Society of Plant Biologists (ASPB)

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2009
Advertising Media Kit



About ASPB

The American Society of Plant Biologists (ASPB) is a professional society devoted to the advancement of the plant sciences. It publishes two world-class journals and organizes conferences, and other activities that are key to the advancement of the science. ASPB plays a key role in uniting the international plant science disciplines.

ASPB's Mission

ASPB was founded in 1924 to promote the growth and development of plant biology, to encourage and publish research in plant biology, and to promote the interests and growth of plant scientists in general. Over the decades the Society has evolved and expanded to provide a forum for molecular and cellular biology as well as to serve the basic interests of plant science.

ASPB's Members

Membership spans six continents, and our members work in such diverse areas as academia, government laboratories, and industrial and commercial environments. The Society also has a large student membership. ASPB plays a key role in uniting the international plant science disciplines. ASPB members share a common goal of promoting the growth, development, and outreach of plant biology as a pure and applied science.

ASPB Corporate Affiliate Program

Corporate investment in ASPB through membership, meetings, and publications will be rewarded with recognition and interaction directly with our member scientists. It will increase your company's visibility in the research community for business advancement. Corporate affiliate periods will run annually January-December and must be renewed at the end of each year to continue.

All corporate affiliates must be approved by the ASPB Membership Committee. Discounts that corporations provide for ASPB members are always welcome and can be placed in the online buyers guide. Corporate affiliation does not indicate ASPB support or recommendation of products or services. The names, trademarks, service marks, and logos of ASPB may not be used in any advertising or publicity by the corporation.

Publisher

ASPB
15501 Monona Drive • Rockville, MD 20855
Ph: 301-251-0560 Fax: 301-279-2996
info@aspb.org www.aspb.org

Snapshot of Advertising Opportunities

Banner Ads
Inline Ads
eTOC Ads
TOC Packages
Online Stamp Ads
Print Ads
Bonus Meeting Issues
Directory Advertising
Meeting Program Advertising

Recruitment Advertising

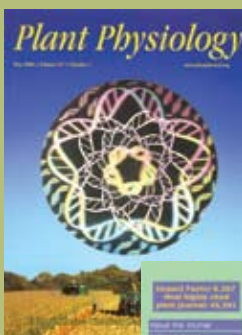
All ASPB print publications accept recruitment advertising. Position openings, fellowship opportunities, conference announcements, etc., can be run as display ads in any of the ASPB print publications listed. Same sizes and prices apply for product and recruitment ads unless otherwise noted. Formatting 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. Online recruitment ads can run on the ASPB Job Bank (www.aspb.org/jobbank), where career resources are provided for members. Recruitment ads can also run in email alerts and as banner ads on journal sites. Online display advertising design is now available. Contact FASEB AdNet for online design/formatting rates (adnet@faseb.org or 301-634-7156).

Bonus Distributions

Some of the ASPB publications will have bonus distribution at popular scientific meetings. Contact FASEB AdNet (adnet@faseb.org or 301-634-7103) for a schedule.

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



Plant Physiology

Established in 1926, *Plant Physiology* is an international journal devoted to physiology, biochemistry, cellular and molecular biology, genetics, biophysics, and environmental biology of plants. *Plant Physiology* is one of the world's oldest and most well-respected international plant science journals, with the most citations of any journal in the plant sciences. The electronic version of *Plant Physiology* receives over 2 million hits per month. Choose from the online advertising options below.

www.plantphysiol.org



Statistics:

Web Hits (avg. per month): 2,465,060
 eTOC Registered Users: 10,690
 TOC Page Views (avg. per month): 9,543

Print Circulation: 2,300
 Editor: Donald R. Ort

Readership

Worldwide readership consists of plant scientists that work in such diverse areas as academia, government laboratories, and industrial and commercial environments. Students are also drawn to the publication. Readers share a common goal of promoting the growth, development, and outreach of plant biology as a pure and applied science.

Issuance/Closing Dates

Plant Physiology is published monthly, and issues close 20 working days before the issue month.

Bonus Distribution

Plant Physiology will have bonus distribution throughout the year including the ASPB annual meeting in July. 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 a link to your website will rotate throughout the journal site, including 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 site. Your banner ad (468 x 60) will appear at the top of the eTOC email and your online display ad (150 x 150) 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!

ASPB Publisher Online Package

Purchase a banner ad on the 2 ASPB publication sites for \$8,397/year or purchase a banner and inline ad on the 2 ASPB sites for \$12,175/year.

Plant Physiology Online Rates

	1 mo.	3 mo.	6 mo.	12 mo.	CPM/V*
Banner	\$ 845	\$2,028	\$3,549	\$6,084	\$0.34
Premium	\$1,225	\$2,941	\$5,146	\$8,822	\$0.50
eTOC Top:	\$1,000/issue				\$0.09
eTOC Bottom:	400/issue. Add logo for \$100				\$0.04
TOC Pkg:	\$1,400/issue				\$0.07
Add 4-color print ad (Opp TOC) for \$1,542 (a 40% discount!)					

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

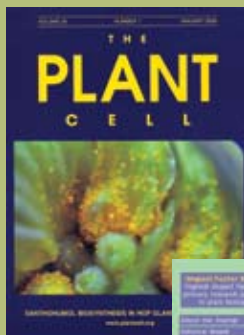
Plant Physiology Print Rates

	1x	3x	6x	12x	24x
Full Page	\$1,475	\$1,365	\$1,290	\$1,225	\$ 940
1/2 Page	\$1,055	\$1,005	\$ 960	\$ 915	\$ 670
1/4 Page	\$ 670	\$ 610	\$ 555	\$ 510	\$ 390

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 Plant Cell

The Plant Cell publishes novel research of special significance in plant biology, especially in the areas of cellular biology, molecular biology, genetics, development, and evolution. The primary criterion for publication is new insight that is of broad interest to plant biologists, not only to specialists. *The Plant Cell* has the highest impact factor of all primary research journals in plant biology. The electronic version of *The Plant Cell* receives over 1 million hits per month. Choose from the online advertising options below.

www.plantcell.org



Statistics:

Web Hits (avg. per month): 1,552,402
 eTOC Registered Users: 11,207
 TOC Page Views (avg. per month): 7,217

Print Circulation: 2,300
 Editor: Cathie Martin

Readership

Worldwide readership consists of plant scientists that work in such diverse areas as academia, government laboratories, and industrial and commercial environments. Students are also drawn to the publication. Readers share a common goal of promoting the growth, development, and outreach of plant biology as a pure and applied science.

Issuance/Closing Dates

The Plant Cell is published monthly. There is an approximate 4- to 8-week delay between online publication of an article and the publication of the subsequent print edition. For example, the issue containing articles published online in January would appear in print around early March. Advertising deadlines for each print issue are the 5th of each month before the mail date. This means that the advertising deadline for the January issue would be February 5th.

Bonus Distribution

The Plant Cell will have bonus distribution throughout the year including the ASPB annual meeting in July. Contact FASEB AdNet for deadlines (adnet@faseb.org or 301-634-7103).

Banner Ads

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Inline/Premium Ads

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Purchase a banner ad on the 2 ASPB publication sites for \$8,397/year or purchase a banner and inline ad on the 2 ASPB sites for \$12,175/year.

The Plant Cell Online Rates

	1 mo.	3 mo.	6 mo.	12 mo.	CPM/V*
Banner	\$ 710	\$1,704	\$2,982	\$5,112	\$0.46
Premium	\$1,030	\$2,471	\$4,324	\$7,412	\$0.66
eTOC Top: \$1,000/issue					\$0.09
eTOC Bottom: \$400/issue. Add logo for \$100					\$0.04
TOC Pkg: \$1,350/issue					\$0.07
Add 4-color print ad (Opp TOC) for \$1,542 (a 40% discount!)					

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1/2 Page	\$1,055	\$1,005	\$ 960	\$ 915	\$ 670
1/4 Page	\$ 670	\$ 610	\$ 555	\$ 510	\$ 390

Color charges add: \$415 standard, \$495 matched, \$1,095 3- and 4-color.

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Note: Cover 2 and Opp TOC are the same page in *The Plant Cell*.



ASPB News

ASPB News is the Society's popular bi-monthly newsletter that reports on subjects including bioethics, public affairs, education, meetings, and people. This member publication reaches over 4,500 individuals and is a perfect vehicle for high-reach exposure for product, service, and recruitment advertising.

Statistics:

Print Circulation: 4,500 U.S. and foreign
(76% Researchers, 13% Postdocs, 11% Students)

Readership

Worldwide readership consists of the ASPB members that work in such diverse areas as academia, government laboratories, and industrial and commercial environments. Students are also drawn to the publication. Readers share a common goal of promoting the growth, development, and outreach of plant biology as a pure and applied science.

Issuance/Closing Dates

ASPB News is published bi-monthly (Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec). Issues close the 5th of the month preceding the odd month of issue (i.e., the Nov/Dec issue closes on October 5).

ASPB News Print Rates

	1x	3x	6x	12x	24x
Full Page	\$ 980	\$ 900	\$ 855	\$ 810	\$ 625
1/2 Page	\$ 585	\$ 540	\$ 510	\$ 485	\$ 375
1/4 Page	\$ 355	\$ 325	\$ 310	\$ 295	\$ 230



ASPB Member Chatter

Statistics:

Registered Members: 4,500

The ASPB Member Chatter is the society's informational email to all members monthly, containing member updates, meetings and events, public affairs, publication and education issues, and fun discussions and activities like crossword puzzles. Content keeps members informed and connected. Since the first email issue in August 2007, 4,500 members have already opted in. You can connect to this exclusive audience with a postage-sized display ad (120 x 90 pixels) OR text up to 90 characters (including spaces) in the same 120 x 90 space for \$600 per issue. Deadline: The email is sent out around the 20th of each month. Ad materials are due by the 1st of the sponsorship month.

Member Chatter Rate:

\$600/issue



ASPB Website www.aspb.org

Statistics:

Web Hits (avg. per month): 1,000,000
200,000 page views per month
40,000 unique visitors per month

Usage

ASPB's website receives over a million hits per month from over 40,000 unique visitors. Each ASPB member has a separate page that they access every day with members-only information. Reach many of the top plant scientists in the field through ASPB's targeted website. Banner ads (234 x 50 pixels) and stamp ads (120 x 90 pixels) are available throughout the entire website and/or the Job Bank.

ASPB Website Rates

Entire Website (including Job Bank)

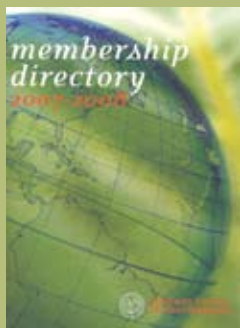
	3 mo.	5 mo.	6 mo.	CPM/V*
Banner	\$ 600	\$ 960	\$1,200	\$0.60
Stamp ads	\$ 180	\$ 300	\$ 600	\$0.18

Job Bank ONLY

	3 mo.	5 mo.	6 mo.	CPM/V*
Banner	\$ 540	\$ 900	\$1,200	\$0.54
Stamp ads	\$ 180	\$ 300	\$ 600	\$0.18

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

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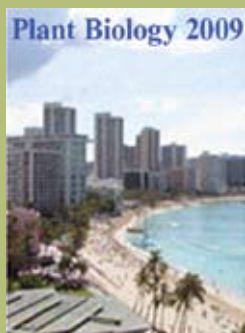


ASPB Member Directory

ASPB produces an annual Member Directory that its 4,500 members refer to as a year-round resource. Advertising is accepted inside and on the covers.

ASPB Member Directory Print Rates

Cover 2: \$2,535
 Cover 3: \$2,535
 Cover 4: \$2,535
 FP/BW \$1,200
 Half/BW \$600
 Cover prices include 4-color



ASPB Annual Meeting Program

The American Society of Plant Biologists will hold their annual meeting, Plant Biology 2009, in Honolulu, Hawaii July 18-22. The Annual Meeting of the Phycological Society of America will be held side-by-side with Plant Biology 2009. And

The American Society of Plant Biologists is proud to partner with the following organizations and offer their members discounted registration rates: Australian Society of Plant Scientists, Botanical Society of Korea, Canadian Society of Plant Physiologists, Chinese Society of Plant Physiologists, Japanese Society of Plant Physiologists, New Zealand Society of Plant Biology. Promote your products and services to this elite group of plant scientists in the *Annual Meeting Program*. Advertising is accepted inside and on the covers.

ASPB Meeting Program Print Rates

Cover 2: \$2,100
 Cover 3: \$2,100
 Cover 4: \$2,100
 FP/BW \$720
 Half/BW \$360
 Cover prices include 4-color