

**Federation of American Societies  
for Experimental Biology (FASEB)**

***The FASEB Journal–1  
Experimental Biology (EB) 2009 Program–2  
FASEB Directory of Members and Website–2***

**2009  
Advertising Media Kit**

### About FASEB

The Federation of American Societies for Experimental Biology (FASEB) is a 501(c)(3) tax exempt organization of multiple member societies representing tens of thousands of life scientists.

### FASEB's Mission

The Federation of American Societies for Experimental Biology (FASEB) advances health and welfare by promoting progress and education in biological and biomedical sciences through service to its member societies and collaborative advocacy.

### FASEB Member Societies

The American Physiological Society  
 American Society for Biochemistry and Molecular Biology  
 American Society for Pharmacology and Experimental Therapeutics  
 American Society for Investigative Pathology  
 American Society for Nutrition  
 The American Association of Immunologists  
 American Association of Anatomists  
 The Protein Society  
 Society for Developmental Biology  
 American Peptide Society  
 Association of Biomolecular Resource Facilities  
 The American Society for Bone and Mineral Research  
 American Society for Clinical Investigation  
 Society for the Study of Reproduction  
 Teratology Society  
 The Endocrine Society  
 The American Society of Human Genetics  
 Society for Gynecologic Investigation  
 Environmental Mutagen Society  
 International Society for Computational Biology  
 American College of Sports Medicine

### Publisher

FASEB  
 9650 Rockville Pike • Bethesda, MD 20814  
 Ph: 301-634-7100 Fax: 301-634-7809  
 info@faseb.org www.faseb.org

### Snapshot of Advertising Opportunities

Banner Ads  
 Inline Ads  
 eTOC Ads  
 TOC Packages  
 Print Ads  
 Bonus Meeting Issues  
 EB Meeting Program Advertising

### Recruitment Advertising

*The FASEB Journal (FJ)* accepts recruitment advertising. Position openings, fellowship opportunities, conference announcements, etc., can be run as display ads in any of the FASEB 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 *FJ*, and on some websites. Online display advertising design is now available. Contact FASEB AdNet for online design/formatting rates (adnet@faseb.org or 301-634-7156).

### Bonus Distributions

*FJ* has bonus distribution at popular scientific meetings like Experimental Biology. The March and April issues will be offered to EB meeting attendees. Contact FASEB AdNet (adnet@faseb.org or 301-634-7103) for details.

### Advertising Sales

FASEB AdNet  
 9650 Rockville Pike • Bethesda, MD 20814  
 Product Sales: 800-43FASEB, ext. 7103 or 301-634-7103  
 or 800-43FASEB, ext. 7157 or 301-634-7157  
 Recruitment Sales: 800-43FASEB, ext. 7156 or 301-634-7156  
 Fax: 301-634-7153  
 adnet@faseb.org www.faseb.org/adnet



**The FASEB Journal** *The FASEB Journal (FJ)* ranks among the top biology journals worldwide (according to Thomson Scientific's 2007 Journal Citation Reports). This monthly journal publishes peer-reviewed, multidisciplinary original research articles as well as editorials, reviews, and news of the life sciences. Specifically, *The FASEB Journal* is a preferred venue for the latest research reports and reviews of epigenetics, iRNA mechanics, histone acetylation, nitric oxide signaling, eicosanoid biochemistry, angiogenesis, tumor suppressor genes, apoptosis, cytoskeletal function, and human stem cell research.

The impact of these research studies is far-reaching, as they have been recognized outside of the scientific community. Research published in *The FASEB Journal* has been covered by major news outlets, such as *Reuters*, *The Chicago Tribune*, ABC News, *Scientific American*, Voice of America, Bloomberg News, *The Washington Post*, *The New York Times*, MSNBC, *U. S. News and World Report*, and BBC News. The electronic version of *The FASEB Journal* provides a comprehensive research tool for life science researchers. *FJ Online* also includes thousands of abstracts from the Experimental Biology meetings. Anticipate the needs of top researchers as they seek vital information from *FJ Online*.



[www.fasebj.org](http://www.fasebj.org)

**Statistics:**

Web Hits (avg. per month): 1,429,258  
 eTOC Registered Users: 6,451  
 TOC Page Views (avg. per month): 13,421

Print Circulation: 1,750  
 Editor-in-Chief: Gerald Weissmann, MD

**Readership**

As disciplines in the life sciences continue to overlap, readers are drawn to *The FASEB Journal* for its interdisciplinary coverage, which gets researchers 'up to speed' in new areas of research that are vital to their interests. Readership of *The FASEB Journal* spans the broadest range of research interests among the AdNet publications.

**Issuance/Closing Dates**

*The FASEB Journal* is published monthly and mailed in polybags. Issues close 30 working days before the issue month.

**Bonus Distribution**

Meeting abstracts are published online only for EB 2009 (April). March and April issues of *FJ* will be offered to attendees of EB 2009 (April 18-22). Contact FASEB AdNet for deadlines.

**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!

**FJ Online Rates**

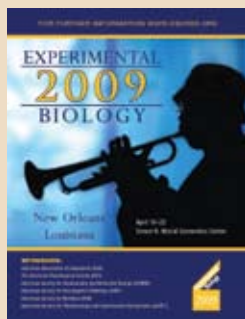
	1 mo.	3 mo.	6 mo.	12 mo.	CPM/V*
Banner	\$695	\$1,668	\$2,919	\$5,004	\$0.49
Premium	\$1,008	\$2,419	\$4,233	\$7,256	\$0.71
eTOC Top:	\$875/issue				\$0.14
eTOC Bottom:	\$350/issue. Add logo for \$100				\$0.05
TOC Pkg:	\$1,350/issue				\$0.07
Add 4-color print ad (Opp TOC) for \$1,200 (a 60% discount!)					

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

**FJ Print Rates**

	1x	3x	6x	12x	24x
Full Page	\$2,010	\$1,800	\$1,700	\$1,605	\$1,395
1/2 Page	\$1,200	\$1,080	\$1,020	\$ 965	\$ 790
1/4 Page	\$ 715	\$ 650	\$ 610	\$ 570	\$ 430

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%).



## Experimental Biology 2009

Today's Research: Tomorrow's Health

**Circulation:** 14,000

### Description

Experimental Biology 2009 will be held April 18-22, 2009 in New Orleans, LA. This meeting is a multi-

society, interdisciplinary, biomedical, scientific meeting featuring plenary and award lectures, symposia, oral and poster sessions, a placement center, and an exhibit of scientific equipment, supplies, and publications.

### Attendance/Distribution

More than 14,000 independent scientists representing the American Association of Anatomists, The American Physiological Society, American Society for Biochemistry and Molecular Biology, American Society for Investigative Pathology, American Society for Nutrition, American Society for Pharmacology and Experimental Therapeutics, and guest societies attend. Announce new product offerings or emphasize your booth at the exhibit by advertising in the program.

### Issuance/Closing Dates

Publication date is March 2009. Space closes February 2, 2009. Materials are due February 9, 2009.

### First Right of Refusal

2008 Advertisers have First Right of Refusal (FRR) on premium positions. Deadline for FRR is January 9, 2009.

### EB Program Rates

Cover Positions (Price includes color)  
 Cover 2: \$6,305 Cover 3: \$5,020 Cover 4: \$8,515

### Other Preferred Positions

Page 1: 25%  
 Opp. TOC: 25%  
 Opp. Society Officers: 15%  
 Opp. Title Page: 15%  
 Opp. General Info: 15%  
 All others: 10%

### Black and White

Full Page: \$2,920 1/2 Page: \$1,930 1/4 Page: \$1,115

### Color Charges

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



## FASEB Directory of Members

[www.faseb.org/directory](http://www.faseb.org/directory)

**Statistics:** 874,350 (avg. hits per month)



### Description

The FASEB Directory of Members lists thousands of individuals (currently more than 56,000) representing FASEB's participating Member Societies. The FASEB Directory of Members is considered by many to be an essential reference for the life science community. The Directory contains (as provided by the individual) the following information: name, degree, title, institutional affiliation, address, society affiliation, telephone number, fax number, and email address.

Membership in a participating FASEB Society gives users instant access to a vast database of professional colleagues across the country and around the world. Advertising affords advertisers the year-long exposure that journals can't provide. Space is available on the covers and inside.

### Issuance/Closing Dates

The Directory is always available online and is also a print-on-demand product updated and produced in October. The deadline for print advertising is in September. Online advertising can be purchased anytime. Contact FASEB AdNet for rates and deadlines.

### FASEB Directory of Members Print and Online Package

Advertise on the FASEB Directory of Members website for one year and in the print Directory for one low price. Contact FASEB AdNet for package price and individual rates.

### FASEB Directory of Members Website Rates

\$1,452/quarter or \$4,356/year

For product sales call 800-43FASEB, ext. 7103 or 7157

For recruitment sales call 800-43FASEB, ext. 7156  
[adnet@faseb.org](mailto:adnet@faseb.org) [www.faseb.org/adnet](http://www.faseb.org/adnet)



## **Advertising Policies and Production Information**

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**2009**  
**Advertising Media Kit**



# Advertising Policies

## Acceptance

Publishers reserve the right to decline any advertisement. All new advertisements must be received by the publisher by the closing dates. The publisher reserves the right to discontinue any advertising. The word "advertisement" will be printed at the top of advertisements which, in the opinion of the publisher, may be confused with articles. Publishers do not endorse the products and/or services in ads or by the vendors, and ad agencies are responsible for all content of ads, and also assume responsibility for any claims made against them.

## Insertion Orders

All orders must be received in writing prior to the closing dates. Conditions must be specified on the order. The order must be accompanied by a replica or copy of the ad. Printed conditions on orders will not be accepted as binding if in conflict with AdNet policies.

## Material Requirements

Materials must conform to AdNet's published material requirements. Charges will be incurred for any additional work involved. If new material is not received by the closing date, existing materials will be repeated. Hard copy proofs are required for all digitally supplied print ads. Color proofs are required for all color ads. AdNet accepts no responsibility for printing and color errors if a matching proof is not supplied.

## eTOC Alert Policy

If eTOC sponsorships are reserved for a particular issue or issues and usable material is not received by the deadline, FASEB AdNet reserves the right to bill the advertiser for the issue(s) ordered. Exact appearance and formatting of the eTOC ad cannot be guaranteed. Limit the amount of special characters (e.g. registered trademarks) as they may not display properly. All text supplied will appear in the alerts as long as it fits within the size specifications. Logos are viewable only to registered users accepting HTML formatted emails.

## Banner Advertising

The banner ad graphic may be changed no more than once a month.

## Inline Advertising

Each advertiser/company is allowed up to 3 variations in company or product name for their inline links.

## Ad Placements

Advertising will precede or follow scientific editorial in the journals. Ads may be interspersed with content in the newsletters and magazines. Request for specified position at R.O.P. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

## Web TOC Policy

Online display ads will remain on the reserved issue of the journal TOC webpage for a period of 12 months.

## Cancellation

Cancellations are not accepted after the space closing date. AdNet reserves the right to charge for space if cancelled after the closing date. Frequency commitments not fulfilled will be readjusted and the difference invoiced. Copy corrections are not guaranteed after closing date. Advertisements ordered typeset and not used will be charged for composition. Any revision or special handling of materials will be billed to the advertiser.

## Commissions

15% standard agency discount to recognized agencies.

## Discounts

Frequency discounts apply across all AdNet represented print titles. Twelve-month online banners earned as part of a print/online contract are worth a 10% discount toward an online package with the same publisher.

## Payment Policy

Net 30 days. No cash discounts. Only checks drawn on U.S. banks in U.S. dollars are accepted. Accepted credit cards are: VISA, MasterCard, and AmericanExpress. Any and all expenses incurred while collecting on a delinquent account are billable to the delinquent account. AdNet reserves the right to disallow the 15% agency discount on accounts not settled within 30 days. AdNet publishers reserve the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. AdNet reserves the right to contact the advertiser directly if payment is not received in a timely manner. Failure to pay more than two consecutive invoices may result in the suspension of advertising. At that time, reinstatement of advertising will be at the discretion of the publisher.

## Disposition of Material

Film will be held for one year after publication unless otherwise requested in writing.

## Publisher Liability

AdNet publishers will not be liable for any special, indirect, or consequential loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor of its failure to appear on any specific date. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher for any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter), or advertisements printed, or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.

# Production Information



## Print Ad Requirements

### Ad Material

Digital files are preferred. A high resolution pdf file with all fonts embedded is preferred. Hard copy proofs are required for all digital ads. Color proofs are required for all color ads. For more information on creating files and proofs, contact FASEB AdNet (adnet@faseb.org or 301-634-7117).

On all files, please include agency name, contact and phone number; issue date and publication name; return address (for return of materials); list of contents; contact person; file or ad name, number and file type/format.

### Electronic Transfers

Internet-FTP or E-mail attachment

\*FTP Instructions: Site name: ftp://ftp.faseb.org/

\*Contact AdNet for access and posting details (adnet@faseb.org or 301-634-7117). Remember to send a hard copy of the ad.

### Contact/Submission Address:

Mail artwork and color proofs to:

FASEB AdNet

9650 Rockville Pike

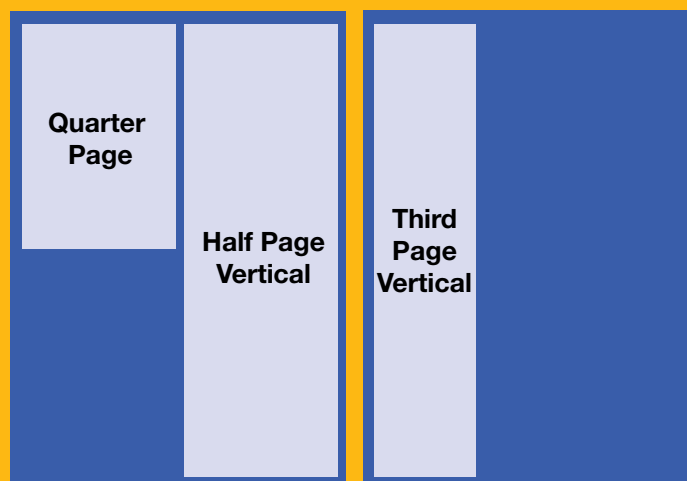
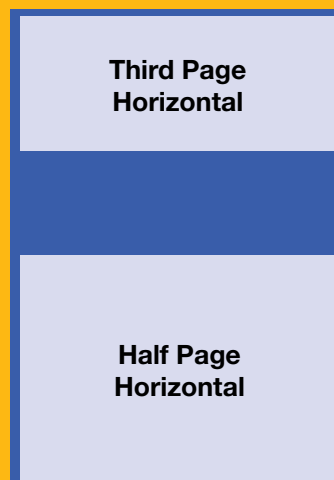
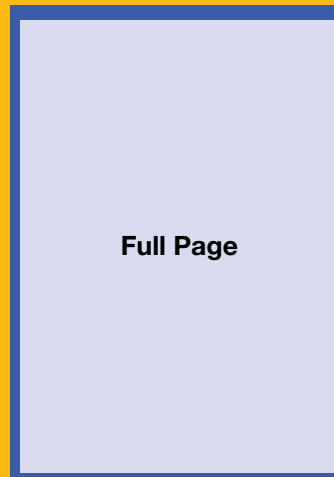
Bethesda, MD 20814-3998.

Email artwork or questions to adnet@faseb.org.

Toll free phone: 800-43FASEB, ext. 7117 or directly: 301-634-7117

Fax: 301-634-7153

Website: www.faseb.org/adnet



## Print Ad Dimensions (in inches) and Deadlines

Publication	Pub Trim	Full Page ad bleed	Full Page ad	Half Horiz. ad	Half Vert. ad	Quarter Page ad	Materials Deadline (# working days due before issue month)
Advances in Physiology Education	8.375x10.875	8.625x11.125	7x10	7x5	3.5x10	3.5x5	35
(The) American Journal of Clinical Nutrition	8.125x10.875	8.25x11	7x10	7x4.875	3.375x10	3.375x4.875	35
(The) American Journal of Pathology	8.125x10.875	8.375x11.125	7x10	7x4.875	3.37x10	3.375x4.875	30
American Journal of Physiology Consolidated & Sections	8.375x10.875	8.625x11.125	7x10	7x5	3.5x10	3.5x10	35
APS Conference Program	8.375x10.875	8.625x11.25	7x10	7x5	3.5x10	3.5x5	35
APS Wall Calendar	13x36	4x1.5					June
ASPB Meeting Program	TBA	TBA	TBA	TBA	TBA	TBA	TBA
ASPB Member Directory	TBA	TBA	TBA	TBA	TBA	TBA	TBA
ASPB News	8.5x11	n/a	7.5x9.625	n/a	3.5x10	3.5x4.375	25
Drug Metabolism and Disposition	8.125x10.875	8.375x11.125	7x10	7.5x4.375	3.5x10	3.5x5	30
EB Program	8.5x10.875	8.75x11.125	7x10	7x5	3.375x10	3.375x4.875	Feb. 9
FASEB Directory of Members	8.25x10.875	8.75x11.125	7x10	7x4.875	3.375x10	3.375x4.875	30
(The) FASEB Journal	8.25x10.875	8.75x11.125	7x10	7x4.875	3.375x10	3.375x4.875	30
Journal of Applied Physiology	8.375x10.875	8.625x11.125	7x10	7x4.875	3.5x10	3.5x5	35
Journal of Leukocyte Biology	8.25x11	8.5x11.25	7x10	7x5	3.375x10	3.375x4.875	30
(The) Journal of Molecular Diagnostics	8.125x10.875	8.375x11.125	7x10	7x4.875	3.375x10	3.375x4.875	30
Journal of Neurophysiology	8.375x10.875	8.75x11.25	7x10	7x4.875	3.375x10	3.375x4.875	35
(The) Journal of Nutrition	8.125x10.875	8.25x11	7x10	7x4.875	3.375x4.875	3.375x4.875	35
Journal of Pharmacology and Experimental Therapeutics	8.125x10.875	8.375x11.125	7x10	7x4.875	3.5x10	3.5x5	30
Molecular Interventions	8.375x10.875	8.625x11.125	7x10	7x5	3.25x9.625	Third page: h: 7x3.125 v: 2.25x8.75	15
Molecular Pharmacology	8.125x10.875	8.375x11.125	7x10	7x4.375	3.5x10	3.5x5	30
Pharmacological Reviews	8.125x10.875	8.375x11.125	7x10	7x5	3.5x10	3.5x5	30
Physiological Genomics	8.375x10.875	8.625x11.125	7x10	7x5	3.5x10	3.5x5	35
Physiological Reviews	8.375x10.875	8.625x11.125	7x10	7x5	3.5x10	3.5x5	35
(The) Physiologist	8.375x10.875	8.625x11.25	7x10	7x5	3.5x10	3.5x5	35
Physiology	8.375x10.875	8.625x11.125	7x10	7x5	3.5x10	3.5x5	35
(The) Plant Cell	8.375x10.875	8.625x11.125	7.25x9.75	7.25x4.75	3.5x9.75	3.5x4.75	20 days after issue
Plant Physiology	8.125x10.875	8.625x11.125	7.25x9.75	7.25x4.75	3.5x9.75	3.5x4.75	20

Note: Metric sizes available at [www.faseb.org/adnet](http://www.faseb.org/adnet) or call 301-634-7117 for conversions.



# Production Information

**Banner Ad (actual size on journals)**  
468 x 60 pixels

## Online Ad Requirements

### Banner Ads

468 pixels wide by 60 pixels high no larger than 25k (234 x 50 pixels for ASPB website). Submit your ad as a .gif file to [adnet@faseb.org](mailto:adnet@faseb.org). Provide the URL to which it should be linked. Provide ALT Text (5 words max) for those who have image-load turned off. Please note that only the first or last frame of banner ads might display for browsers that do not support animated .gifs.

### Inline/Premium Ads

Submit your banner ad as a .gif file to [adnet@faseb.org](mailto:adnet@faseb.org). Provide the URL to which it should be linked. Provide ALT Text (5 words max) for those who have image-load turned off. For the inline/premium service, send the company name exactly as it should be matched in the articles and the URL to which the name should be linked.

### eTOC Ads

Top: eTOC alert banner is 468 x 60 pixels. Send a .gif file no larger than 25k and at least 72 dpi to [adnet@faseb.org](mailto:adnet@faseb.org).  
Bottom: Email 4 lines of text (62 characters per line) and a link to your website to [adnet@faseb.org](mailto:adnet@faseb.org) 35 days prior to the month of sponsorship. Logos should be a .gif file confined to 110 pixels wide by 40 pixels high. Include the URL for hyperlinking the logo.

### TOC Package

eTOC alert banner is 468 x 60 pixels. Send a .gif file no larger than 25K and at least 72 dpi to [adnet@faseb.org](mailto:adnet@faseb.org)

TOC display ad is 195 x 195 pixels (or 150 x 150 for ASPB journals). Send a .gif file at least 72 dpi to [adnet@faseb.org](mailto:adnet@faseb.org).

Include your URL and alternative text with both files for those users who have image-load turned off.

### Stamp Ads

ASPB Member Chatter: Stamp ads are 120 x 90 pixels (can be graphic or text). Email graphic as a .gif file (or text as a word document) to [adnet@faseb.org](mailto:adnet@faseb.org) with URL and ALT text.

APS eNews Update: Stamp ads are 190 x 190 pixels. Email a .gif file to [adnet@faseb.org](mailto:adnet@faseb.org) and include URL and ALT text.

### Contact/Submission Address:

Mail artwork and color proofs to:

FASEB AdNet

9650 Rockville Pike

Bethesda, MD 20814-3998.

Email artwork or questions to [adnet@faseb.org](mailto:adnet@faseb.org).

Toll free phone: 800-43FASEB, ext. 7117 or directly: 301-634-7117

Fax: 301-634-7153

Website: [www.faseb.org/adnet](http://www.faseb.org/adnet)

**TOC Display Ad (actual size)**  
195 x 195 pixels

**Stamp Ad (actual size)**  
on APS eNews Update  
190 x 190 pixels

**TOC Small Display Ad**  
(actual size)  
on ASPB journals  
150 x 150 pixels

**Stamp Ad**  
(actual size)  
on ASPB  
Member Chatter  
120 x 90 pixels

## Online Advertising Options and Deadlines

Publication/Website	Banner Ads	Inline Links (Premium)	eTOC Ads	TOC Packages*	eTOC/TOC Ad Materials Deadline: (# working days due before issue sponsorship)	Job Boards/ Banks	Stamp Ads
Advances in Physiology Education	•	•	•	•	20		
(The) American Journal of Clinical Nutrition	•	•	•	•	30		
(The) American Journal of Pathology	•	•	•	•	25		
American Journal of Physiology (specialty sections only)	•	•	•	•	20		
APS eNews Update					5		•
ASN eNewsletter	TBA	TBA	TBA	TBA	TBA	TBA	TBA
ASPB Member Chatter					20		•
ASPB Website	•				anytime	•	•
ASPET Career Website					anytime	•	
Drug Metabolism and Disposition	•	•	•	•	20		
(The) FASEB Journal	•	•	•	•	20		
FASEB Website	•				anytime		
Journal of Applied Physiology	•	•	•	•	20		
Journal of Biomolecular Techniques	•		•		TBA		
Journal of Leukocyte Biology	•	•	•	•	20		
(The) Journal of Molecular Diagnostics	•	•	•	•	25		
Journal of Neurophysiology	•	•	•	•	20		
(The) Journal of Nutrition	•	•	•	•	30		
Journal of Pharmacology and Experimental Therapeutics	•	•	•	•	20		
Molecular Interventions	•	•	•	•	20		
Molecular Pharmacology	•	•	•	•	20		
Pharmacological Reviews	•	•	•	•	20		
Physiological Genomics	•	•	•	•	20		
Physiological Reviews	•	•	•	•	20		
Physiology	•	•	•	•	20		
(The) Plant Cell	•	•	•	•	20 days after issue date		
Plant Physiology	•	•	•	•	15		

\*TOC package includes eTOC banner & TOC display ad

Back Cover

FASEB

## Federation of American Societies for Experimental Biology

**FASEB AdNet**

9650 Rockville Pike • Bethesda, MD • 20814-3998

**Sales:** 800-43FASEB, ext. 7157 or 301-634-7157

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

**Recruitment Sales:** 800-43FASEB, ext. 7156

or 301-634-7156

**Production and Billing:** 800-43FASEB, ext. 7117

or 301-634-7117

**Feedback Line:** 301-634-7791

**Fax:** 301-634-7153

**Email:** [adnet@faseb.org](mailto:adnet@faseb.org)

**Website:** [www.faseb.org/adnet](http://www.faseb.org/adnet)