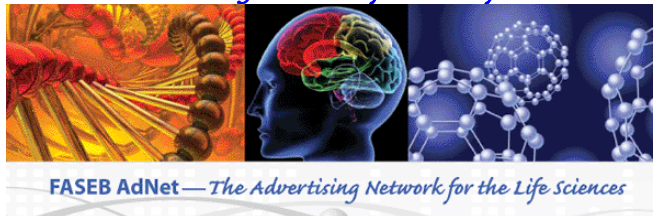


FASEB AdNet

The Advertising Network for the Life Sciences



The FASEB Journal (www.fasebj.org) Advertising Details for Recruitment Advertisers

Position openings, fellowship opportunities, conference announcements, training programs, and more can run in *The FASEB Journal's* print edition or online. There are several online advertising options for recruitment advertisers that are now more cost-effective than ever before. Employers have found quality candidates from advertising their positions online. See below for journal information, advertising options, and pricing.

Journal Description

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*.

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 34 FASEB AdNet represented publications.

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

Issuance/Closing Dates

The FASEB Journal is published monthly and mailed in polybags. Issues close 30 working days before the issue month (i.e. the first of the month preceding the issue month so the February issue closes by January 1).

Bonus Distribution

Reach even more candidates for no extra charge. The March and April issues of *FJ* will be offered to attendees of Experimental Biology 2009 (April 18-22) which is an interdisciplinary meeting consisting of 6 societies and their members. Over 13,000 attendees are expected. Your recruitment ad could run in March and April issues of *FJ* at no additional charge. Contact FASEB AdNet (adnet@faseb.org or 301-634-7156) for deadlines and for other bonus issues.

Banner Ads

A banner ad is an electronic rectangular graphic that rotates throughout the journal's website including homepage, search pages, and article pages. Your banner ad could have your institution or organization's name, logo, job title and/or department or your conference or training program title. It would then link to your company's website where you could have the full job description or conference/training program details. The banner graphic size is 468 x 60 pixel .gif file with link to your website. See below for banner ad pricing. Online ad design is available. The price for design is \$150 for a standard, static banner ad or \$200 for an animated banner.

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 where your full program or job description could be found. 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! See below for eTOC ad pricing. Online ad design is available. The price for design is \$150 for a standard, static banner ad or \$200 for an animated banner.

FJ Recruitment Print Rates

NOTE: These are discounted rates between 40-50% off that are only available for recruitment advertisers!

	1x	3x	6x	12x	24x
Full Page	\$1,206	\$1,080	\$1,020	\$963	\$837
1/2 Page	\$720	\$648	\$612	\$579	\$474
1/4 Page	\$429	\$390	\$366	\$342	\$258

Typesetting/Print Ad Formatting Charges: Full page \$275, Half page \$175, Quarter page \$150

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

FJ Recruitment Online Rates

NOTE: These are discounted rates between 40-50% off that are only available for recruitment advertisers!

	1 mo.	3 mo.	6 mo.	12 mo.
Banner	\$417	\$1,000	\$1,751	\$3,002
eTOC Top:	\$875/issue			
eTOC Bottom:	\$350/issue. Add logo for \$100			

FJ Recruitment Package Rates (Print and Online Combination)

NOTE: These are discounted rates between 40-50% off that are only available for recruitment advertisers!

	1x	3x	6x	12x
Full Page	\$1,352	\$1,734	\$2,309	\$3,304
1/2 Page	\$947	\$1,374	\$1,969	\$2,984
1/4 Page	\$705	\$1,159	\$1,764	\$2,787

FJ Online Ad Design Rates

Banner Online Ad Design: \$150 for static banners; \$200 for animated banners.

Advertiser provides 4 standard things: a logo, the organization name, the department or division if there is one, and the position title.

Note: Banners rotate on journal websites. Banners run exclusively at the top of email alerts.

FJ Advertising Contacts

Recruitment Advertising Sales:

Robyn Engelson

rengelson@faseb.org

301-634-7103

FASEB AdNet

9650 Rockville Pike

Bethesda, MD 20814

Advertising Production and Billing:

Ann Marchant

amarchant@faseb.org

301-634-7117

FASEB AdNet

9650 Rockville Pike

Bethesda, MD 20814

AdNet Website: www.faseb.org/adnet

Journal Website: www.fasebj.org