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 basic and translational 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

AMP’s Mission and Vision
The Association for Molecular Pathology (AMP) is a not-for-profit scientific society dedicated to the advancement, practice, and science of clinical molecular laboratory medicine and translational research based on the applications of genomics and proteomics. AMP is committed to the advancement of clinical molecular diagnostic and prognostic medicine through education and training of practitioners, physicians, laboratory and industrial scientists, and health care professionals involved in patient care and management. AMP supports the development of new technologies in molecular biology to be used in laboratory medicine, including diagnosis, treatment, and prognosis of genetic disorders, cancer, infectious diseases, identity and histocompatibility. AMP members and supporters participate in basic and translational research aimed at broadening the understanding of gene/protein structure and function, disease processes, and molecular diagnostics. AMP aims to inform and educate its members of advances in, and applications of nucleic acid-based diagnostics through its annual society meetings, publications (*The Journal of Molecular Diagnostics* and the AMP newsletter), website (http://www.amp.org), listserv (CHAMP), and other venues.

Snapshot of Advertising Opportunities
Banner Ads
Inline Ads
eTOC Ads
TOC Packages
Print Ads
Bonus Meeting Issues

Recruitment Advertising
*The American Journal of Pathology (AJP)* and *The Journal of Molecular Diagnostics (JMD)* 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 301-634-7103).

Advertise your job listing in *AJP* and/or *JMD* 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 Distribution
See the following pages under Bonus Distribution for issue and meeting specific information. Contact FASEB AdNet for deadlines (adnet@faseb.org or 301-634-7103).

Advertising Sales
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Product and Recruitment Sales: 800-43FASEB, ext. 7103 or 301-634-7103
Fax: 301-634-7153
adnet@faseb.org • www.faseb.org/adnet
**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 Annual Meeting; the April issue will be at Experimental Biology Meeting; the May issue will be at the International Society for Biological and Environmental Repositories Annual Meeting; the June issue will be at the ASP Summer Academy; the July issue will be at the Association of Pathology Chairs Annual Meeting; the August issue will be at the Italian Pathology Society Meeting; the September issue will be at the Society for the Advancement of Chicanos and Native Americans in Science Annual Meeting; the October issue will be at the International Academy of Pathology and the American College of Veterinary Pathologists Meetings; the November issue will be at the Annual Biomedical Research Conference for Minority Students. Contact FASEB AdNet for deadlines. Contact FASEB AdNet for deadlines adnet@faseb.org or call 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!

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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 websites for $6,210/year or purchase a banner and inline ad on the 2 ASIP websites for $9,122/year.

**AJP Online Rates**

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<td>eTOC Top:</td>
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<td>eTOC Bottom:</td>
<td>$350/issue</td>
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Add 4-color print ad (Opp TOC) for $1,200 (a 50% discount!)

**AJP Print Rates**

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<td>$450</td>
<td>$405</td>
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Color charges add: $415 standard, $495 matched, $1,095 3- and 4-color.

Premium positions add: Cover 2 (25%), Opp Cover 2 (25%), Opp TOC1 (25%), Opp TOC2 (25%), Upfront RHP (25%), Upfront other (15%), Cover 3 (15%), Cover 4 (40%).

All others (10%).
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 3.643 (Thomson Reuters’ 2008 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): 229,978
eTOC Registered Users: 4,961
Print Circulation: 3,200
Editor-in-Chief: Timothy J. O’Leary, M.D., Ph.D.

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 and Experimental Biology Meetings; the May issue will be at the ASIP Summer Academy, the July issue will be at the Association of Pathology Chairs and the Italian Pathology Society Meetings; the September issue will be at the Beaumont Symposium on Molecular Pathology, the Society for the Advancement of Chicanos and Native Americans in Science, the International Academy of Pathology, and the American College of Veterinary Pathologists Meetings; the November issue will be at the Association for Molecular Pathology Annual Meeting and the Annual Biomedical Research Conference for Minority Students. Contact FASEB AdNet for deadlines adnet@faseb.org or call 301-634-7103.

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<td>Add 4-color print ad (Opp TOC) for $1,200 (a 50% discount!)</td>
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