About SLB
The Society for Leukocyte Biology (SLB) is devoted to the exploration of cellular and molecular biology of leukocytes and host defense.

SLB’s Mission
The goals of the Society are to promote the discipline of leukocyte biology by promoting research and scientific endeavor in the field; promoting the study of leukocyte biology by young investigators; promoting the field to a wide audience, including other scientists and people interested in science; promoting and extending current understanding of the importance of leukocyte biology, particularly in regard to the physiology of these cells and their relationship to the immune system; promoting education and further understanding of leukocytes’ importance in diseases and their application to biotechnology.

SLB’s Members
The Society for Leukocyte Biology comprises leukocyte biologists, students, postdoctoral scientists, and faculty.

Publisher
SLB
9650 Rockville Pike • Bethesda, MD 20814-3991
Ph: 301-634-7810 • Fax: 301-634-7813
slb@faseb.org • www.leukocytebiology.org

Snapshot of Advertising Opportunities
TOC Packages
eTOC Ads
Banner Ads
Inline Ads
Print Ads
Meeting Program and Abstracts Issue

Recruitment Advertising
The Journal of Leukocyte Biology (JLB) accepts recruitment advertising. Position openings, fellowship opportunities, conference announcements, etc. can be run as display ads in the JLB. 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, and as a banner ad on JLB’s website. Online display advertising design is now available. Contact FASEB AdNet for online design/formatting rates (adnet@faseb.org or 301-634-7157).

Advertising Sales
FASEB AdNet
9650 Rockville Pike • Bethesda, MD 20814
Product and Recruitment Sales: 800-43FASEB, ext. 7157 or 301-634-7157
Fax: 301-634-7153
adnet@faseb.org • www.faseb.org/adnet
Readership
Readership consists primarily of basic biomedical researchers in hematology, pathology, immunology, infectious diseases, allergy, cytokine, and inflammatory research.

Issuance/Closing Dates
The Journal of Leukocyte Biology (JLB) is published monthly. There is a supplement for the annual meeting program and abstracts. All issues are mailed in polybags and close 30 working days before the issue month.

Bonus Distribution
The Society for Leukocyte Biology Annual Meeting Program is printed as a supplemental issue and goes to all subscribers and meeting attendees. Advertising is accepted and regular rates apply except for cover 4, which is priced at $1,950 (black and white rate). Contact FASEB AdNet for details and deadlines (adnet@faseb.org or 301-634-7157).

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 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 (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!

JLB Online Rates

<table>
<thead>
<tr>
<th></th>
<th>1 mo.</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
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<tbody>
<tr>
<td>Banner</td>
<td>$620</td>
<td>$1,488</td>
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<tr>
<td>Premium</td>
<td>$899</td>
<td>$2,158</td>
<td>$3,776</td>
<td>$6,473</td>
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<tr>
<td>eTOC Top: $750/issue</td>
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<tr>
<td>eTOC Bottom: $300/issue</td>
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<tr>
<td>Add 4-color print ad (Opp TOC) for $1,000 (a 50% discount!)</td>
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JLB Print Rates

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<th>6x</th>
<th>12x</th>
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<tr>
<td>Full Page</td>
<td>$685</td>
<td>$615</td>
<td>$585</td>
<td>$555</td>
<td>$500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$415</td>
<td>$375</td>
<td>$355</td>
<td>$340</td>
<td>$305</td>
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<tr>
<td>1/4 Page</td>
<td>$290</td>
<td>$260</td>
<td>$250</td>
<td>$240</td>
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</table>

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 and recruitment sales
call 800-43FASEB, ext. 7157
adnet@faseb.org • www.faseb.org/adnet

www.jleukbio.org
# FASEB AdNet

The Advertising Network for the Life Sciences

9650 Rockville Pike
Bethesda, MD 20814-3998

Fax orders to Molly Bowen
Fax: 301-634-7153

For more information
Call: Molly at 301-634-7157
or 800-43-FASEB ext. 7157
Email: mbowen@faseb.org

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## ADVERTISING INSERTION ORDER

<table>
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<tr>
<th>Company/Agency Name:</th>
<th>Billing Address:</th>
<th>City/State/Zip/Country:</th>
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<th>Phone:</th>
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<th>Order Authorized by:</th>
<th>Signature:</th>
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### PLEASE RESERVE THE FOLLOWING:

- [ ] Print
- [ ] Online/Web
- [ ] Both

### Print Publication Name(s):

<table>
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<tr>
<th>Issue Date(s):</th>
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### Size:

- [ ] 1/4 page
- [ ] 1/2 horiz.
- [ ] 1/2 vert.
- [ ] Full page
- [ ] Plus in MI
- [ ] 1/3 horiz.
- [ ] 1/3 vert.
- [ ] line ad (MI only)

### Color:

- [ ] B/W
- [ ] 4-color
- [ ] 2-color (Specify standard or matched)
- [ ] Standard color or PMS#

### Frequency Rate:

- [ ] 1X
- [ ] 3X
- [ ] 6X
- [ ] 12X
- [ ] 24X

### Position:

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<th>Fee:</th>
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<tr>
<td>[ ] YES</td>
<td>[ ] NO</td>
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</table>

(Typesetting fee will be automatically applied to non-camera ready ads, except line ads.)

### Online Advertising Location(s):

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<th>Net Rate:</th>
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### Type(s) of Ads:

- [ ] Basic (Banner)
- [ ] Premium (inline)
- [ ] Postage-sized/Stamp
- [ ] ASPB Member Chatter Text
- [ ] eTOC Top Banner/TOC Online Display Pkg
- [ ] eTOC Top Banner
- [ ] eTOC Bottom Alert
- [ ] w/ logo
- [ ] Classified Posting (ASPET site only)
- [ ] Other
- [ ] Online Ad Design Needed $____

### Gross Rate:

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### BILLING INFORMATION:

- [ ] Please invoice us at above address.

### Purchase Order Number:

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<tr>
<th>Net Rate:</th>
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### ADVERTISER FEEDBACK:

Please let us know how you heard about AdNet. Check all that apply.

- [ ] website search (which)  
- [ ] word of mouth  
- [ ] received media kit  
- [ ] received other mailing/fax/email promotion (which)