American Society for Pharmacology and Experimental Therapeutics (ASPET)

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Journal of Pharmacology and Experimental Therapeutics—5
ASPET Career Website

2009 Advertising Media Kit
About ASPET
The American Society for Pharmacology and Experimental Therapeutics (ASPET) has been the premier scientific society for pharmacology since it was founded in 1908. ASPET publishes journals and other publications, and provides frequent educational opportunities through meetings, colloquia, and symposia. The ASPET website serves as a far-reaching source of information for the general public and its members.

ASPET’s Mission
To promote the advancement of the sciences of pharmacology and experimental therapeutics and to facilitate the interchange of information between investigators who are engaged in research in those fields by organizing scientific meetings and publishing journals.

ASPET’s Members
ASPET is a 4,500 member scientific society whose members conduct basic and clinical pharmacological research in academia, industry and the government. Our members’ research efforts help develop new medicines and therapeutic agents to fight existing and emerging diseases.

Publisher
ASPET
9650 Rockville Pike • Bethesda, MD 20814
Ph: 301-634-7060 Fax: 301-634-7061
info@aspet.org www.aspetjournals.org
www.aspet.org

Snapshot of Advertising Opportunities
Banner Ads
Inline Ads
eTOC Ads
TOC Packages
Print Ads
Bonus Meeting Issues
Meeting Sponsorship Opportunities
Special Graduate Training Programs Issue

Recruitment Advertising
All of ASPET’s print publications accept recruitment advertising. Position openings, fellowship opportunities, conference announcements, etc., can be run as display ads in any of the ASPET 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. Molecular Interventions (MI) also runs line ads in its Professional Opportunities Section for $15 per line. Free web posting on ASPET’s website comes with a paid line ad. View the career website at http://www.aspet.org/public/positions_ads/default.html. Recruitment ads can also run in email alerts, as banner ads on journal sites, and on the ASPET website. Online display advertising design is now available. Contact FASEB AdNet for details and deadlines (adnet@faseb.org or 301-634-7156).

Bonus Distributions
The ASPET publications will have bonus distribution at the Experimental Biology 2009 Meeting in April and the Society for Neuroscience Meeting in October. MI’s October issue will have additional bonus distribution at the ABRCMS (Annual Biomedical Research Conference for Minority Students) and SACNAS (Society for Advancement of Chicanos and Native Americans in Science) in the fall. This special issue is the place to promote your graduate training program. Contact FASEB AdNet for details and deadlines (adnet@faseb.org or 301-634-7103).

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
Molecular Interventions (MI) highlights cutting-edge research from all avenues of pharmacology in the form of short review articles and other features such as interviews, opinion pieces, book reviews, and more. A roster of superb scientists representing a wide breadth of expertise heads the journal’s Editorial Advisory Board. MI is sent to most ASPET members, making it the ideal place to promote products, services, and professional opportunities. Each full edition of the journal is available online in a pdf format from cover to cover. Readers can view both front and back matter of the journal, and that includes your print ad. For every issue, the table of contents (TOC) is emailed to registered individuals. The electronic version of Molecular Interventions receives over 120,000 hits per month. Choose from the online advertising options below.

http://molinterv.aspetjournals.org

### Readership
All ASPET members receive MI. Readership includes research scientists and students working in industry, government, and academics.

### Issuance/Closing Dates
Molecular Interventions is published bi-monthly in February, April, June, August, October, and December. Issues close 15 working days before the issue month.

### Bonus Distribution
The April issue will have bonus distribution at the Experimental Biology 2009 Meeting; the August issue will have bonus distribution at SCONAS (Society for Advancement of Chicanos and Native Americans in Science); the October issue will have bonus distribution at the Society for Neuroscience Meeting and ABRCMS (Annual Biomedical Research Conference for Minority Students). Contact FASEB AdNet for complete schedule (adnet@faseb.org or 301-634-7103).

### Recruitment Advertising
MI has a Professional Opportunities section every issue where line ads can run for $15 per line. Free web postings on the ASPET website come with a paid line ad in the magazine. Display ads can also run in the journal at the regular rates. The October issue is the Special Graduate Program Issue that is featured at two fall meetings as detailed under bonus distribution. Email your ad to adnet@faseb.org or call 301-634-7156 for a free cost estimate.

### 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 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!

### ASPET Publisher Online Package
Purchase a banner ad on the 5 ASPET publication sites for $12,550/year or purchase a banner and inline ad on the 5 ASPET sites for $18,197/year.

### MI Online Rates

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

### MI Print Rates

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<td>$755</td>
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<tr>
<td>1/3 Page</td>
<td>$610</td>
<td>$550</td>
<td>$520</td>
<td>$475</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 TOC (25%), Cover 3 (15%), Cover 4 (40%). All others (10%).
Pharmacological Reviews

Presenting papers generally invited by the Editor and written to command the attention and respect of experts in the field as well as nonspecialists, ASPET’s quarterly review journal is among the top five pharmacology publications. Researchers return to this journal again and again for clear, concise overviews that examine methods, results, and conclusions and challenge accepted concepts where warranted. IUPHAR Receptor Nomenclature Reports are premiered in Pharmacological Reviews (PharmRev). This must-read journal provides great exposure for advertisers, both in print and on the web. Each full edition of the journal is available online in a pdf format from cover to cover. Readers can view both front and back matter of the journal, and that includes your print ad. For every issue, the table of contents (TOC) as well as the Future TOC and Fast Forward alerts (articles published ahead of print) are emailed to registered individuals. When you buy an email alert ad, your ad is placed in all of these alerts. The electronic version of Pharmacological Reviews receives over 260,000 hits per month. Choose from the online advertising options below.

http://pharmrev.aspetjournals.org

Statistics:
Web Hits (avg. per month): 268,843
eTOC Registered Users: 4,293
TOC Page Views (avg. per month): 5,939

Print Circulation: 850
Editor-in-Chief: Ross D. Feldman, PhD

Readership
Research scientists, professors, and students working in pharmacology and related fields in academia, industry, and government.

Issuance/Closing Dates
Pharmacological Reviews (PharmRev) is published March, June, September, and December. Print and online issues close 30 working days before the issue month.

Bonus Distribution
The March issue will have bonus distribution at the Experimental Biology 2009 Meeting; the September issue will have bonus distribution at the Society for Neuroscience Meeting. Contact FASEB AdNet for complete schedule (adnet@faseb.org or 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.

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TOC Package
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ASPEt Publisher Online Package
Purchase a banner ad on the 5 ASPET publication sites for $12,550/year or purchase a banner and inline ad on the 5 ASPET sites for $18,197/year.

PharmRev Online Rates

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<td>$0.11</td>
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*Banner and Premium CPMs are cost per thousand hits. TOC CPVs are cost per view based on registered users and TOC views.

PharmRev Print Rates

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<tr>
<td>1/4 Page</td>
<td>$345</td>
<td>$320</td>
<td>$310</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 TOC (25%), Cover 3 (15%), Cover 4 (40%). All others (10%).
Drug Metabolism and Disposition

Drug Metabolism and Disposition (DMD) is a monthly journal presenting original in vivo and in vitro approaches to research on the metabolism and disposition of therapeutic agents and environmental chemicals. Published since 1973, DMD’s topics include basic and clinical articles on the genetic, nutritional, and hormonal influences on the biological fate of chemicals as well as pharmacokinetic/pharmacodynamic research. Each full edition of the journal is available online in a pdf format from cover to cover. Readers can view both front and back matter of the journal, and that includes your print ad. For every issue, the table of contents (TOC) as well as the Future TOC and Fast Forward alerts (articles published ahead of print) are emailed to registered individuals. When you buy an email alert ad, your ad is placed in all of these alerts that are disseminated monthly and several times weekly. The electronic version of DMD receives over 680,000 hits per month. Choose from the advertising options below.

http://dmd.aspetjournals.org

Statistics:
Web Hits (avg. per month): 686,134
eTOC Registered Users: 3,276
TOC Page Views (avg. per month): 5,157

Print Circulation: 500
Editor-in-Chief: Eric F. Johnson, PhD

Readership
Readers work in industry, government, and academic research, using a variety of approaches including cultured cells, heterologous expression systems, and mathematical modeling.

Issuance/Closing Dates
Drug Metabolism and Disposition (DMD) is published monthly. Print and online issues close 30 working days before the issue month.

Bonus Distribution
The March issue will have bonus distribution at the Experimental Biology 2009 Meeting; the October issue will have bonus distribution at the Society for Neuroscience Meeting. Contact FASEB AdNet for complete schedule (adnet@faseb.org or 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 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 (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!

ASPET Publisher Online Package
Purchase a banner ad on the 5 ASPET publication sites for $12,550/year or purchase a banner and inline ad on the 5 ASPET sites for $18,197/year.

DMD Online Rates

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DMD Print Rates

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<td>$ 410</td>
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<tr>
<td>1/4 Page</td>
<td>$ 300</td>
<td>$ 290</td>
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<td>$ 265</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 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
Molecular Pharmacology
A cutting-edge journal since 1965, Molecular Pharmacology’s (MP) monthly issues report highly significant new information on drug action and selective toxicity at the molecular level. Researchers report state-of-the-art methodology to define the molecular foundations of clinical problems. Articles shed light on molecular mechanisms and may include studies of receptors, signaling, pathways, enzymes, channels, and transcriptional mechanisms. The journal also presents studies involving molecular modeling relevant to drug design or drug action. Each full edition of the journal is available online in a pdf format from cover to cover. Readers can view both front and back matter of the journal, and that includes your print ad. For every issue, the table of contents (TOC) as well as the Future TOC and Fast Forward alerts (articles published ahead of print) are emailed to registered individuals. When you buy an email alert ad, your ad is placed in all of these alerts that are disseminated monthly and several times weekly. The electronic version of Molecular Pharmacology receives over 930,000 hits per month. Choose from the online advertising options below.

http://molpharm.aspetjournals.org

Statistics:
Web Hits (avg. per month): 935,081
eTOC Registered Users: 4,352
TOC Page Views (avg. per month): 6,167
Print Circulation: 600
Editor-in-Chief: P. Jeffrey Conn, PhD

Readership
Print and online versions have a world-wide readership in academic, government, and industry settings.

Issuance/Closing Dates
Molecular Pharmacology (MP) is published monthly. Print and online issues close 30 working days before the issue month.

Bonus Distribution
The March issue will have bonus distribution at the Experimental Biology 2009 Meeting; the October issue will have bonus distribution at the Society for Neuroscience Meeting. Contact FASEB AdNet for complete schedule (adnet@faseb.org or 301-634-7103).

Banner Ads
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MP Online Rates

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MP Print Rates

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<tr>
<td>1/4 Page</td>
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<td>$295</td>
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<td>$240</td>
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Journal of Pharmacology and Experimental Therapeutics

Established in 1909, JPET's monthly issues span pharmacology and experimental therapeutics research from the molecular to the whole animal level. Both basic and clinical research in all subdisciplines of pharmacology are reported in JPET. Each full edition of the journal is available online in a pdf format from cover to cover. Readers can view both front and back matter of the journal, and that includes your print ad. For every issue, the table of contents (TOC) as well as the Future TOC and Fast Forward alerts (articles published ahead of print) are emailed to registered individuals. When you buy an email alert ad, your ad is placed in all of these alerts that are disseminated monthly and several times weekly. The electronic version of Journal of Pharmacology and Experimental Therapeutics receives over 1,490,000 hits per month. Choose from the online advertising options below.

http://jpet.aspetjournals.org

Statistics:
Web Hits (avg. per month): 1,499,301
eTOC Registered Users: 5,901
TOC page views (avg. per month): 10,840
Print Circulation: 950
Editor-in-Chief: Rick G. Schnellmann, PhD

Readership
ASPET’s oldest and most widely read publication serves researchers and clinicians world-wide in research centers, hospitals, and laboratories run by universities, government, and industry.

Issuance/Closing Dates
Journal of Pharmacology and Experimental Therapeutics (JPET) is published monthly. Print and online issues close 30 working days before the issue month.

Bonus Distribution
The March issue will have bonus distribution at the Experimental Biology 2009 Meeting; the October issue will have bonus distribution at the Society for Neuroscience Meeting. Contact FASEB AdNet for complete schedule (adnet@faseb.org or 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!

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 (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!

ASPET Publisher Online Package
Purchase a banner ad on the 5 ASPET publication sites for $12,550/year or purchase a banner and inline ad on the 5 ASPET sites for $18,197/year.

JPET Online Rates

<table>
<thead>
<tr>
<th>1 mo.</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
<th>CPM/V*</th>
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<tr>
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<tr>
<td>eTOC Top: $875/issue</td>
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<td>eTOC Bottom: $350/issue</td>
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<td>Add logo for $100</td>
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<td>TOC Pkg: $1,225/issue</td>
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<tr>
<td>Add 4-color print ad (Opp TOC) for $1,030 (a 45% discount!)</td>
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*Banner and Premium CPMs are cost per thousand hits. TOC CPVs are cost per view based on registered users and TOC views.

JPET Print Rates

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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%).