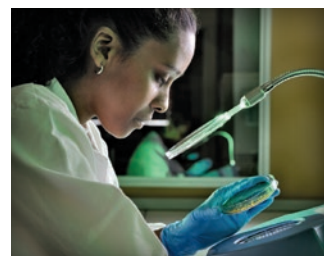
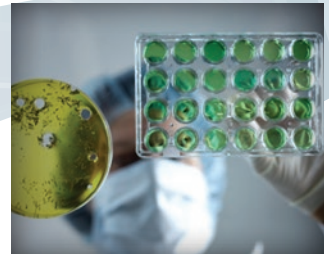


INSPIRE ★ EDUCATE ★ ADVANCE

2016 ASBMB Media Kit

Reach biochemists and
molecular biologists.



American Society for Biochemistry and Molecular Biology
11200 Rockville Pike, Suite 302 • Rockville, MD 20852-3110
Phone: 240-283-6600 • Fax: 301-881-2080
Email: marketing@asbmb.org

Advertise with the ASBMB. It's the most effective way to reach key decision makers in biochemistry and molecular biology labs and companies.

The American Society for Biochemistry and Molecular Biology (ASBMB) publishes three prestigious research journals and a monthly magazine covering issues of importance to biomedical researchers and life science students. ASBMB journals consistently are ranked as some of the most-cited and respected journals in the field of experimental biology.

- ▶ ***Journal of Biological Chemistry (JBC)***
- ▶ ***Journal of Lipid Research (JLR)***
- ▶ ***Molecular & Cellular Proteomics (MCP)***
- ▶ ***ASBMB Today* (member publication)**

ASBMB journals publish original research in the fields of:

- cell signaling
- genomics
- lipidomics
- microbiology
- molecular genetics
- neurobiology
- peptides
- proteomics
- RNA
- systems biology
- transcription
- systems biology
- cell signaling

All ASBMB journals are COUNTER-compliant and are completely accessible online, including fully searchable figures, drawing a large and varied group of researchers and students to the ASBMB journal websites. All articles undergo an extensive peer-review process and are published online as Papers in Press upon acceptance.



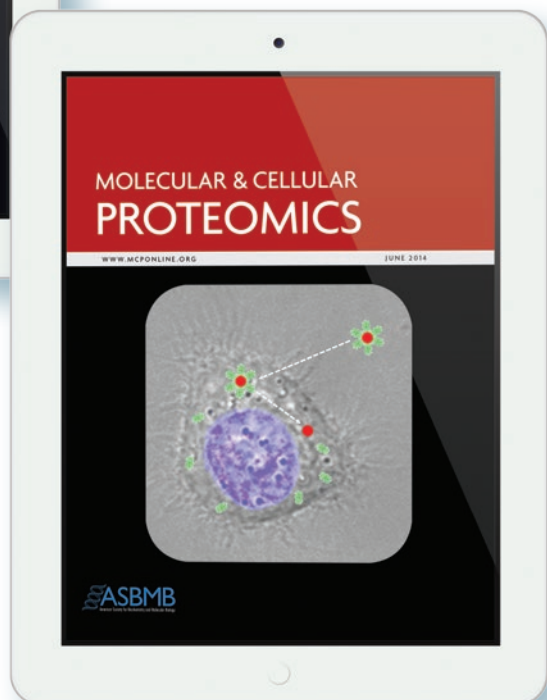
Journal of Biological Chemistry (Online Only)

www.jbc.org



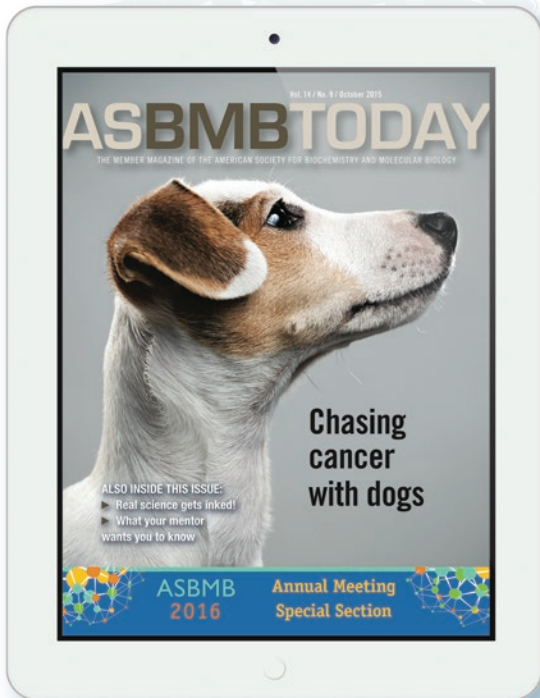
Journal of Lipid Research (Print & Online)

www.jlr.org



Molecular & Cellular Proteomics (Online Only)

www.mcponline.org



ASBMB Today (Print & Online)

www.asbmb.org/asbmbtoday

Journal of Biological Chemistry (JBC)

ONLINE ONLY

F. PETER GUENGERICH, Deputy
Editor & Interim Editor-in-Chief

HERBERT TABOR, Co-editor

- *An average of 5,057,000
impressions per month*

www.jbc.org

Description

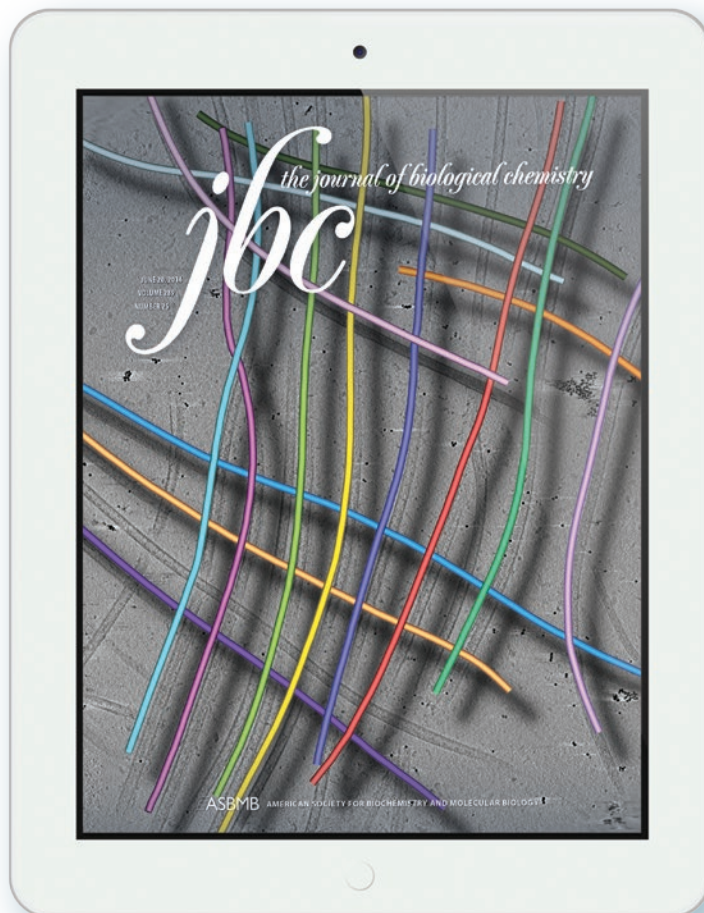
The *Journal of Biological Chemistry (JBC)* is a weekly publication and is the largest and most significant contributor to the fields of biochemistry and molecular biology.

Subscribers: 14,100

(individuals and institutions)

Readers include basic researchers and translational investigators worldwide in:

- bioenergetics
- cell biology
- developmental biology
- DNA and chromosomes
- enzymology
- gene regulation
- genomics and proteomics
- glycobiology and extracellular matrices
- immunology
- lipids
- membrane biology
- metabolism
- microbiology
- molecular bases of disease
- molecular biophysics
- neurobiology
- plant biology
- protein structure and folding
- protein synthesis and degradation
- RNA
- signal transduction



JBC Online Advertising

JBC (www.jbc.org) is accessed by more than 233,250 visitors per week and receives more than 5,057,000 impressions per month. It has been at the forefront of electronic scientific publications since it was the first of its kind to go online in 1995.

JBC MONTHLY ONLINE STATISTICS

Visitors	933,000
Unique visitors	394,000
Pageviews	2,117,000
Impressions	5,057,000
Time on site	1:57
eTOC registered users	98,100
PDF Downloads	1,618,000

JBC ONLINE MONTHLY RATES: SHARE OF VOICE

Tower and banner ads:
5% = \$1,750
10% = \$2,500
15% = \$3,000
eCommunications \$600/issue
(eTOC, PIP, announcements) See page 12.

JBC ONLINE AD SPECS

Tower ad, right sidebar 160 x 600 pixels
Banner ad, top & bottom 728 x 90 pixels
File format accepted GIF, SWF and JPEG
File size limit 700k

Issuance/Closing Dates

JBC is published weekly (dated each Friday). An eTOC ad is due the Friday before the emails run. Online ads are posted upon receipt of artwork.



SPECIAL ISSUE: BEST OF JBC 2016

This yearly collection of the best papers of the week in each JBC publication category is distributed in print at up to 15 meetings and mailed to 11,000 ASBMB members (total distribution 15,000). Sponsorships are available.

DEADLINE FOR SPONSORSHIP: NOVEMBER 2016



Journal of Lipid Research (JLR)

PRINT AND DIGITAL

EDWARD A. DENNIS, Co-editor
JOSEPH L. WITZUM, Co-editor

www.jlr.org

Description

As the most-cited journal devoted to lipids, the *Journal of Lipid Research (JLR)* is a key resource for investigators in the specialized areas of biological lipids. Advertise in *JLR* and expand your reach to a broad reader base of researchers studying the role of lipids in disease and their clinical and nutritional implications, mechanisms and genetics of lipid metabolism.

Digital subscribers: 12,780
(individuals and institutions)

Print subscribers: 124

Readers include basic and clinical research scientists worldwide in:

- biochemistry
- cell biology
- genetics
- genomics
- immunology
- lipidomics
- metabolism
- molecular biology
- molecular medicine
- nutrition
- physiology
- proteomics
- structural biology



JLR Online Advertising

JLR online (www.jlr.org) is the online version of the *Journal of Lipid Research*. JLR Online receives more than 353,000 impressions each month.

JLR MONTHLY ONLINE STATISTICS

Visitors.....	63,000
Unique visitors.....	38,000
Pageviews.....	141,000
Impressions.....	353,000
Time on site.....	1:37
eTOC registered users.....	9,400
PDF downloads.....	133,000

JLR ONLINE MONTHLY RATES

Tower ad.....	\$1,000
Banner ad.....	\$875
eCommunications.....	\$600/issue
(eTOC, PIP, announcements)	

See page 12.

JLR ONLINE AD SPECS

Tower ad, right sidebar.....	160 x 600 pixels
Banner ad top & bottom.....	728 x 90 pixels
File format accepted.....	GIF, SWF and JPEG
File size limit.....	700k

JLR Print Advertising

JLR PRINT AD RATES

	1x	3x	6x	12x
Full page	\$915	\$830	\$775	\$740
1/2 page	\$525	\$480	\$445	\$412
1/4 page	\$350	\$315	\$290	\$280
Cover 4	\$1,285	\$1,145	\$1,085	\$1,030
Cover 3	\$1,052	\$954	\$891	\$851
Cover 2	\$1,144	\$1,038	\$969	\$925
Poly bag insert.....	Call for rates			
Color charge.....	Add \$600			

Issuance/Closing Dates

JLR is printed monthly and mailed in poly bags. JLR is published online monthly, as well. Print issues close one month before the issue month. Online ads are posted upon receipt of artwork.

The screenshot shows the JLR website interface. At the top, there is an advertisement for 'anatrace' with the text 'When you make your own products'. Below this is the JLR logo and a search bar. The main content area is titled 'Table of Contents - October 2015, 56 (10)'. It includes a 'Thematic Review Series' section with the article 'Phospholipases: Central Role in Lipid Signaling and Disease' by Lucio Cocco et al. Below that is a 'Research Articles' section with the article 'Membrane-spanning lipids for an uncompromised monitoring of membrane fusion and intermembrane lipid transfer' by Günter Schwarzmann et al. The right sidebar contains a 'Current Issue' section, a 'Download ePub version' button, and a list of navigation links such as 'Authors' Area', 'Subscribers' Area', and 'Reviewers' Area'. At the bottom right, there is an advertisement for 'Cayman Chemicals' featuring 'Peroxide-Free Polyunsaturated Fatty Acids'.

Molecular & Cellular Proteomics (MCP)

DIGITAL ONLY

ALMA L. BURLINGAME, Editor

www.mcponline.org

Description

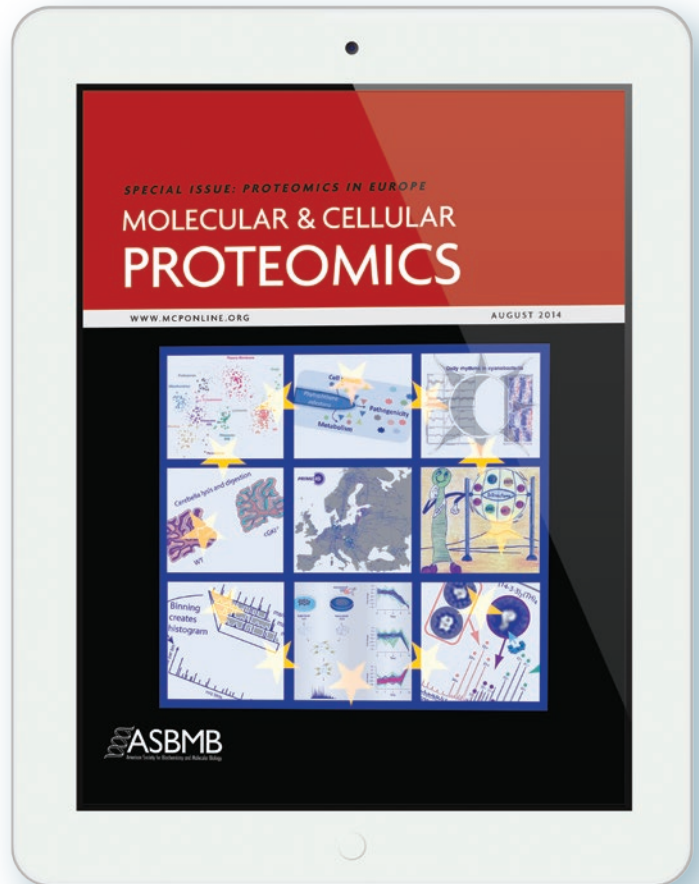
Molecular & Cellular Proteomics (MCP) is the pre-eminent online journal in proteomics and is at the forefront of proteomics, protein synthesis and bioinformatics publishing. *MCP* online is freely available to nearly 12,000 members of ASBMB and receives more than 155,000 pageviews per month from members and subscribers.

Digital subscribers: 12,700

(individuals and institutions)

Readers include researchers and clinical investigators worldwide in:

- bioinformatics
- drug discovery
- molecular and cellular biology
- protein chemistry
- protein synthesis
- proteomics



MCP Online Advertising

MCP online (www.mcponline.org) receives more than 360,000 impressions each month.

MCP MONTHLY ONLINE STATISTICS

Visitors.....	62,000
Unique visitors.....	33,000
Pageviews.....	155,000
Impressions.....	360,000
Time on site.....	2:07
eTOC registered users.....	6,330
PDF downloads.....	86,400

MCP ONLINE MONTHLY RATES

Tower ad.....	\$1,000
Banner ad.....	\$875
eCommunications.....	\$400/issue
(eTOC, PIP, announcements)	

See page 12.

MCP ONLINE AD SPECS

Tower ad, right sidebar.....	160 x 600 pixels
Banner ad top & bottom.....	728 x 90 pixels
File format accepted.....	GIF, SWF and JPEG
File size limit.....	700k

Issuance/Closing Dates

MCP is published online monthly. Online ads are posted upon receipt of artwork.

The screenshot shows the MCP Online website interface. At the top, there are advertisements for Mebiol Gel and COSMO BIO USA. The main header features the MCP logo and the journal title 'MOLECULAR & CELLULAR PROTEOMICS'. Below the header is a search bar with fields for Author, Keyword, Year, Vol, and Page, along with a 'Go' button and a link to 'Advanced Search'. The navigation menu includes 'Home', 'Current issue', 'Papers in Press', 'Archive', 'Reviews', 'Editorials', and 'Special Issues'. The main content area displays search results for 'Review' in the 'Molecular & Cellular Proteomics' journal. The results are filtered to show 1-20 of 99 items. The first result is a review by Qiang Tian, Vineet Sangar, and Nathan D. Price, titled 'Emerging proteomic technologies provide enormous and underutilized potential for brain cancer research'. The second result is a review by Matthew N. Rasband, titled 'Glial contributions to neural function and disease'. The third result is a regular article by Xi Zhang, titled 'Less is More: Membrane Protein Digestion Beyond Urea-Trypsin Solution for Next-level Proteomics'. The right sidebar contains a 'Current Issue' section for November 2015, a 'Thematic Series' for Phospholipases, and a 'New Transfection Reagent' advertisement for MVL5/GMO Kit. The bottom of the page includes a 'CLICK HERE FOR INFO' button.

ASBMB Today
www.asbmb.org/asbmbtoday

Description

ASBMB Today is a monthly publication distributed in print to members of the American Society for Biochemistry and Molecular Biology and available to the public online. The magazine covers news and features about groundbreaking science and researchers and provides insights and updates on budgetary and legislative issues and their impacts on biological research. Additionally, *ASBMB Today* highlights and profiles trailblazing life scientists and top-performing U.S. and international research institutions. The magazine's readers are a premium target for recruitment advertising, as well as marketing of laboratory equipment and materials.

Digital subscribers: 12,000

Print readership: 11,000

ASBMB Today readers include:

- Heads of departments and laboratories at universities and research institutions
- Faculty members of all levels at research- and teaching-intensive colleges and universities
- Researchers and executives in biotech businesses
- Undergraduate and graduate students and postdoctoral fellows



Wild Types Blog

On her blog, Rajendrani Mukhopadhyay discusses matters pertaining to molecular biology and biochemistry, including basic and applied biomedical research, life in the lab, science policy, education, and the intersections of science and culture. New content is posted weekly at wildtypes.asbmb.org and is actively promoted through social media. Each year on average, the blog receives almost 1,000 pageviews monthly.



ASBMB Today Online

ASBMB Today (www.asbmb.org/asbmbtoday) offers a fully navigational online version of the member magazine! Features include:

- online-exclusive content
- printer-friendly articles
- commenting for readers
- longer, more in-depth articles
- multimedia (podcasts, slideshows, video, polls, surveys)

ASBMB TODAY MONTHLY ONLINE STATISTICS

Visitors.....	62,000
Unique visitors.....	46,000
Pageviews.....	123,000
Impressions.....	51,000
Time on site.....	1:32

ASBMB TODAY ONLINE AD RATES

	1x	3x	6x	12x
Tower	\$975	\$926	\$878	\$829
Banner	\$750	\$713	\$675	\$638

ASBMB TODAY ONLINE AD SPECS

Tower ad, right sidebar.....	160 x 600 pixels
Banner ad top & bottom.....	728 x 90 pixels
File format accepted.....	GIF, SWF and JPEG
File size limit.....	700k

ASBMB Today Print

ASBMB TODAY PRINT AD RATES

	1x	3x	6x	12x
Full page	\$1,120	\$1,020	\$990	\$940
1/2 page	\$670	\$615	\$585	\$555
1/4 page	\$410	\$375	\$355	\$330
Cover 4	\$1,285	\$1,145	\$1,085	\$1,030
Cover 3	\$1,052	\$954	\$891	\$851
Cover 2	\$1,244	\$1,138	\$1,069	\$1,025
Poly bag insert.....	Call for rates			
Color charge.....	Add \$600			

Issuance/Closing Dates

ASBMB Today is printed and mailed monthly in poly bags. Issues close the first of the month prior to the month of publication.

Poly Bag Inserts

ASBMB Today is mailed in poly bags and your calendars, posters and other inserts can be included. This is a perfect vehicle to get your direct-mail pieces seen by nearly 11,000 biochemical scientists who look forward to receiving their magazines every month.

The screenshot shows the ASBMB Today website interface. At the top, there's a navigation bar with links for 'CURRENT ISSUE | ARCHIVES | JOIN ASBMB | ADVERTISE | COLLECTIONS | INFOGRAPHICS | SUBMIT'. The main header features the 'Annual Review of Microbiology' logo and the 'ASBMB TODAY' title. Below this, there's a large graphic for the 'ASBMB 2016 Annual Meeting' in San Diego, April 2-6. To the left, a sidebar lists 'OCTOBER 2015' content: 'DOWNLOAD THE ENTIRE ISSUE', 'NEWS', 'FEATURES', 'PERSPECTIVES', and 'ANNUAL MEETING'. To the right, there are several article teasers: 'SOMETHING TO TALK ABOUT' (live blogs, photo galleries, online exclusives), 'Wild Types' (a rare horse disease), and 'LOOKING FOR YOUR NEXT HIRE?' (career site). At the bottom, a 'More from the current issue' section highlights 'Meet the 2016 plenary lecturers' (Satoshi Omura, Tomas Lindahl) and 'PRESIDENT'S MESSAGE' (Review the reviewers).

Journal eCommunications

All ASBMB journals (*JBC*, *MCP*, and *JLR*) send daily, weekly, and monthly e-communications to opt-in subscribers. Emails can only accommodate banner ads (728 X 90).

eCOMMUNICATIONS INCLUDE:

Electronic Table of Contents (eTOC)

eTOCs may include newly published minireviews, reports, and articles. *JBC* sends a weekly eTOC, and *MCP* and *JLR* send monthly eTOCs.

Papers in Press (PIP) Alerts

PIPs are papers in manuscript form which have been accepted but which have not been copyedited and not yet appeared in a regular issue of the journal. PIP alert emails are sent as needed.

Announcements

Any additional messages sent to subscribers as needed.

The screenshot displays the homepage of the Journal of Biological Chemistry (JBC). At the top, the JBC logo and title are visible. Below the logo is a search bar with fields for Author, Keyword, Year, Vol, and Page, along with a 'Go' button and links for 'Advanced Search' and 'Browse the Archive'. A navigation menu includes 'Home', 'Current Issue', 'Archive', 'Papers in Press', 'Minireviews', 'Classics', 'Reflections', and 'Papers of the Week'. A banner for EMD Millipore is present, featuring the text 'Speed up your research to slow down aging.' and a button 'Explore the Hallmarks of Aging'. The main content area is titled 'Journal of Biological Chemistry JBC Papers in Press Contents Alert' and states that new JBC Papers in Press articles are available for the period 18 Sep 2015 to 21 Sep 2015. The alert is categorized under 'CELL BIOLOGY' and features a colorful illustration of cells. The featured article is 'The structure of a full-length membrane-embedded integrin bound to a physiological ligand' by Agung Dai, Feng Ye, Dianne W. Taylor, Guiqing Hu, Mark H. Ginsberg, and Kenneth A. Taylor, published on 21 September 2015. Below this, the 'ENZYMOMOLOGY' section is shown with a molecular diagram, featuring the article 'Conditional Ablation of Retinol Dehydrogenase 10 in the Retinal Pigmented Epithelium Causes Delayed Dark Adaption in Mice' by Bhubanananda Sahu, Wenyu Sun, Lindsay Perusek, Vipulkumar Parmar, Yun-Zheng Le, Michael D. Griswold, Krzysztof Palczewski, and Akiko Maeda, published on 21 September 2015. The 'GENE REGULATION' section follows with a colorful dot plot, featuring the article 'Disruption of Heat Shock Protein 90 (Hsp90)-Protein Kinase Cδ (PKCδ) Interaction by (-)-Maackiaian Suppresses Histamine H1 Receptor Gene Transcription in HeLa Cells' by Yuki Nariai, Hiroyuki Mizuguchi, Takeyasu Ogasawara, Hiroaki Nagai, Yohei Sasaki, Yasunobu Okamoto, Yoshiyuki Yoshimura, Yoshiaki Kitamura, Hisao Nemoto, Noriaki Takeda, and Hiroyuki Fukui, published on 21 September 2015. Finally, the 'IMMUNOLOGY' section is shown with a microscopic image of cells, featuring the article 'Ac2PIM-responsive miR-150 and miR-143 target receptor-interacting protein kinase 2 and transforming growth factor beta-activated kinase 1 to suppress NOD2-induced immunomodulators' by Praveen Praxhar, Sahana Holla, Devram Sampat Ghorpade, Martine Gilleron, Germain Puzo, Vibha Udupa, and Kithiganahalli.

Online Job Placement Advertising

ASBMB CAREERS SITE

Online job listings are posted on the ASBMB website for a fee of \$400 for educational institutions and \$495 for companies and governmental agencies. ASBMB members can post listings free. Listings are posted within five business days of Pharmaceutical Media, Inc. (PMI) receiving a finalized order.

Ads can be viewed at www.asbmb.org/careers.

The screenshot shows the ASBMB Careers website interface. At the top, there is a navigation menu with links for ABOUT US, MEMBERSHIP, PUBLICATIONS, MEETINGS, ADVOCACY, CAREERS (highlighted), EDUCATION, MINORITY AFFAIRS, and OUTREACH. Below the navigation is a large blue banner with the ASBMB logo and the text "American Society for Biochemistry and Molecular Biology".

The main content area is titled "CAREERS" and includes a search bar labeled "Search Jobs". On the left side, there is a "MEMBER LOGIN" section with fields for USERNAME and PASSWORD, and a link for "FORGOT YOUR USERNAME/PASSWORD? CLICK HERE". Below the login section are two buttons: "Post a Job" and "Careers Blog".

On the right side, there are two promotional boxes: "MEMBERS (login required)" with bullet points about browsing jobs, reading the weekly blog, and posting jobs for free; and "GUESTS" with a bullet point about posting a job for institutions or companies.

The main content area features three "FEATURED" job listings:

- University of California Riverside: Teaching Faculty Position**
October 16, 2015
Teaching Faculty Position (LPSOE) in Biochemistry
University of California Riverside
- American Society for Biochemistry and Molecular Biology: Manager, MCP Publications Compliance**
October 16, 2015
The journal, Molecular and Cellular Proteomics (MCP), a publication of the American Society for Biochemistry and Molecular Biology (ASBMB), is the leading journal focusing on publishing original research findings that report significant advances in understanding of protein and systems biology as well as innovative technologies and software that enables such research.
- Boston University School of Medicine: Faculty Positions in Genetics and Genomics**
September 29, 2015
The Department of Biochemistry and the Genome Science Institute invite applications at the Assistant, Associate, and Full Professor levels from highly qualified individuals working in Genetics and Genomics. Several positions are available, and these will be highly competitive with regard to start-up funds, newly renovated space, and salary.
- University of Pennsylvania, School of Dental Medicine: Tenured Professor and Chair Department of Biochemistry**
September 22, 2015
The University of Pennsylvania, School of Dental Medicine invites applications for a tenured Professor and Chair of the Department of Biochemistry.

ONLINE Ad Production Specifications and Materials Instructions

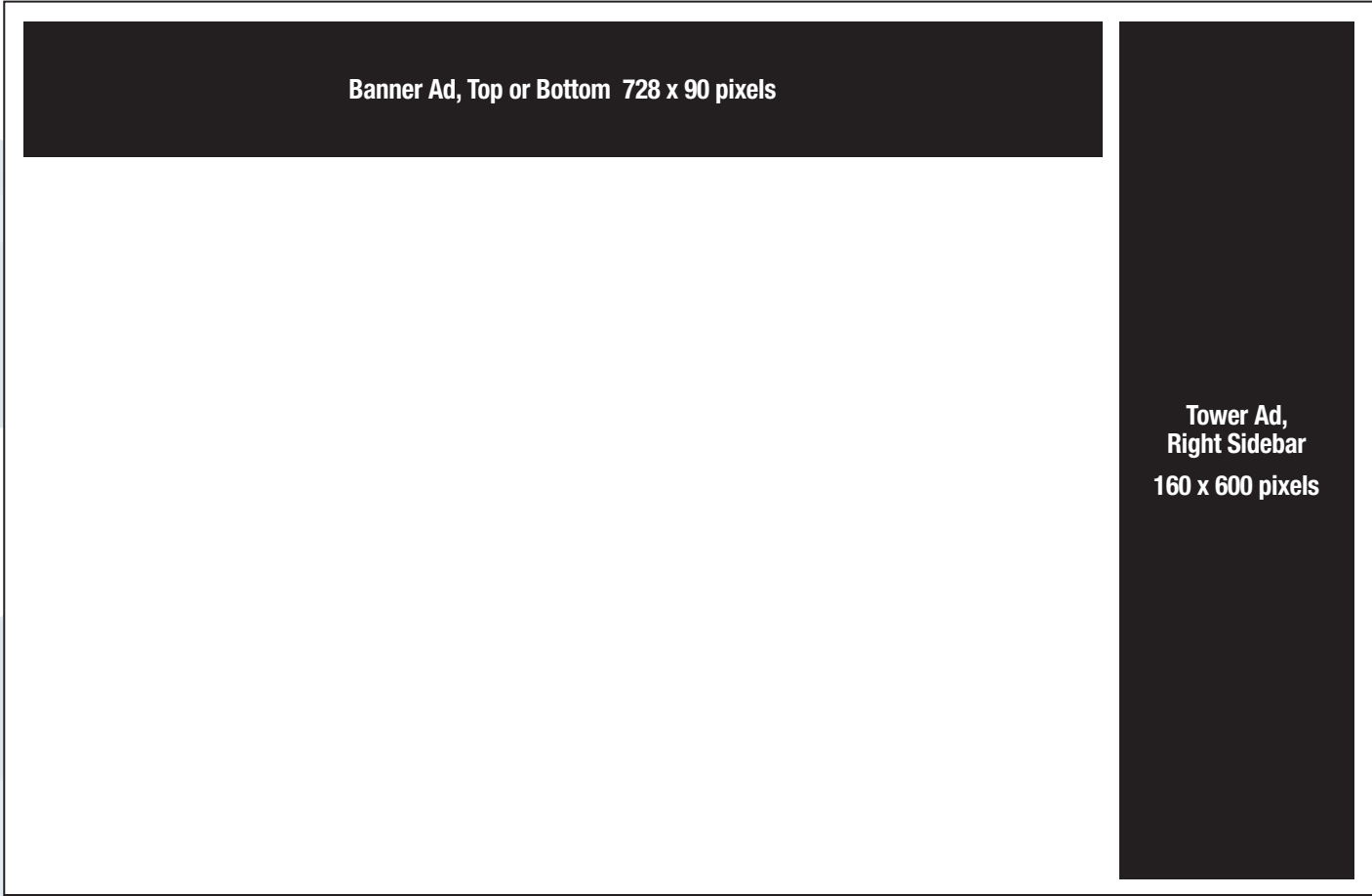
PRODUCTION SPECIFICATIONS

Online ad file format and size
Formats limited to: GIF, SWF, JPG
File size limit: 700KB
Journal eToc: 728 x 90 JPG or GIF

MATERIAL INSTRUCTIONS

See deadline schedule for each publication.
Online artwork and URL deadline: Rolling
Please submit insertion order and artwork to marketing@asbmb.org.
Invoicing will be submitted by PMI on behalf of ASBMB. Make check payable to PMI.

Advertisement Sizes



PRINT Ad Production Specifications and Materials Instructions

PRODUCTION SPECIFICATIONS

Print material requirements

PDF files. CMYK 300 dpi. Include all fonts.

Hard copy proof of ad required. *Ads will not be accepted without appropriate proof.*

MATERIAL INSTRUCTIONS

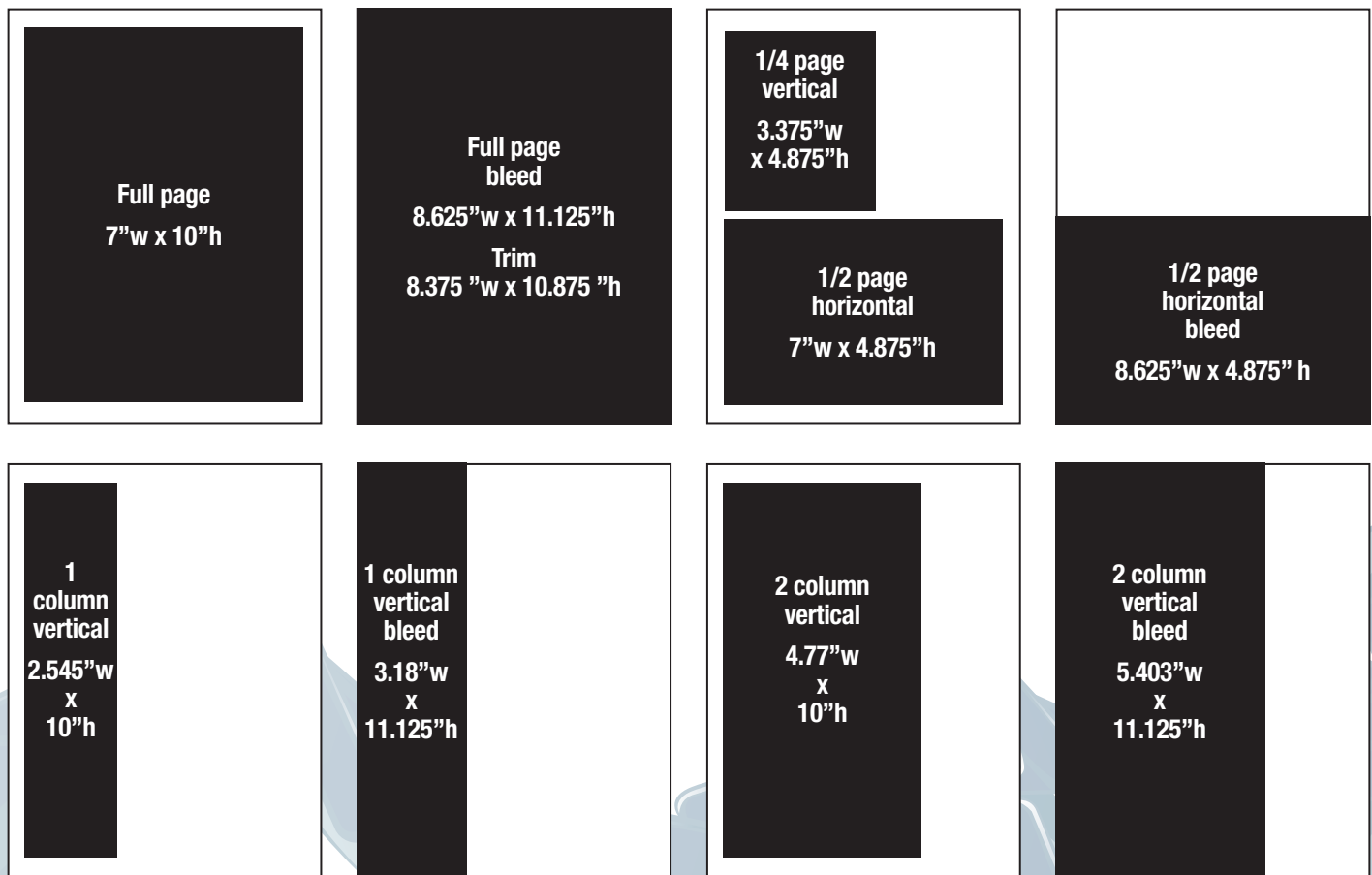
See deadline schedule for each publication.

Online artwork and URL deadline: Rolling

Please submit insertion order and artwork to marketing@asbmb.org.

Invoicing will be submitted by PMI on behalf of ASBMB. Make check payable to PMI.

Advertisement Sizes



Contact Us

Put your advertising message in front of millions of scientists each year through the *Journal of Biological Chemistry (JBC)*, *Molecular & Cellular Proteomics (MCP)*, the *Journal of Lipid Research (JLR)* and *ASBMB Today*.

Michael Perlowitz

National Account Manager
212-904-0374
mperlowitz@pminy.com

Samir Delgado

Digital Operations Manager
212-904-0369
adops@pminy.com

Susan Tagliaferro

Production Manager
212-904-0369
stagliaferro@pimny.com



American Society for Biochemistry and Molecular Biology
11200 Rockville Pike, Suite 302 • Rockville, MD 20852-3110
Phone: 240-283-6600 • Fax: 301-881-2080
Email: marketing@asbmb.org