



Publisher:

American Society for Microbiology
1752 N Street, NW
Washington, DC 20036-2904
Phone: (202) 737-3600
Fax: (202) 942-9355
Email: journals@asmusa.org
Website: www.journals.asm.org

Advertising Office:

The Walchli Tauber Group, Inc.
2225 Old Emmorton Road
Suite 201
Bel Air, MD 21015
Telephone: (443) 512-8899
Fax: (443) 512-8909
www.wt-group.com

Contacts:

National Sales Manager
David Baker (443) 512-8899 Ext. 105
david.baker@wt-group.com

Production Manager:
David Bubbins (443) 512-8899 Ext. 115
david.bubbins@wt-group.com

Editor in Chief: Lynn W. Enquist, Ph.D., Princeton University

GENERAL INFORMATION

ISSUANCE: Twice Monthly
Issue date: 2nd and 4th week of preceding month.
Mail class: Second-class mail, plastic wrapped or bulk shipped

ESTABLISHED: 1967

SPECIAL ISSUES:

May – Convention Issue (ASM General Meeting)
September – Convention Issue (ICAAC/IDSA Joint meeting)

JOURNAL DESCRIPTION:

Journal of Virology (JVI) is specifically concerned with viruses of bacteria, plants, and animals, research which increasingly yields insights into cancer cells.

With an impact factor of 5.332, *JVI* is ranked #3 out of 25 journals in *Virology*. (As reported in ISI's 2007 Journal Citation Report)

ADVERTISING ACCEPTANCE AND COPY RESTRICTIONS:

Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

PLACEMENT POLICY FOR ADVERTISING:

Precedes and follows editorial section.

CIRCULATION & DEMOGRAPHICS

(September 2008)

CIRCULATION

DISTRIBUTION (PRINT): 906

COVERAGE AND MARKET

Coverage: International
Market served: Microbiologists, virologists, immunologists, research laboratories and institutions.

Research and Product Development68%
Diagnostic Testing, Consulting, Clinical Practice2%
Administration, Sales, Teaching9%
Other (academic institutions, hospitals, and allied industries) .21%

Percentage of Subscribers with MD Degrees22%
Percentage of Subscribers with PhD Degrees67%
Other (students and/or members with a bachelor degree in microbiology or related field) .11%
Source: 2006 ASM member subscriber questionnaire

CLOSING DATES

Month	Space	Materials	Month	Space	Materials
January	11/14	11/26	January	11/30	12/12
February	12/14	12/26	February	1/2	1/11
March	1/16	1/27	March	2/2	2/11
April	2/16	2/25	April	3/3	3/10
May	3/18	3/27	May	4/1	4/13
June	4/17	4/28	June	4/30	5/08
July	5/19	5/29	July	6/2	6/11
August	6/16	6/25	August	6/30	7/09
September	7/21	7/29	September	7/31	8/10
October	8/16	8/27	October	9/1	9/10
November	9/17	9/28	November	10/5	10/13
December	10/16	10/27	December	10/30	11/09

Cancellations cannot be accepted later than one week after space reservation date.

RATES

GENERAL ADVERTISING RATES: (Effective January 2009)

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$1,440	\$980	\$665
3 Times	1,390	970	660
6 Times	1,370	960	645
12 Times	1,310	920	615

COLOR RATES (In addition to earned black & white rates):

Standard Color per page: \$ 920
Matched Color per page: 955
3/Color & 4/Color per page: 1,440

Additional charges apply for metallic inks.

EARNED RATES:

Based upon accumulated space during 12-month period (e.g., 6 full pages and 6 half pages earn 12x rate). The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

BANNER AD RATES FOR ONLINE VERSION: \$375 per month
All banner ads are due by the 23rd of the month, preceding month of issue. For information in placing a banner ad please contact the ASM at (202) 942-9357 or email to ejournals@asmusa.org. Banner ads are non-commissionable.

Screen size: 220 pixels wide x 40 pixels high
File format: Interlaced, non-transparent, gif (name must end in .gif)
File size: 20k maximum (ideally, less than 10k)
Bit depth: 5-bit color maximum

Alternate text: A very short (less than 5 words) description of the ad for people who have image-loading turned off or are using a browser that doesn't display images.

Animated gifs: They must not loop at all. They must play one time and then stop (some browsers do not recognize 'loop N times' and they loop forever). Keep in mind that for browsers that do not support animated gifs, only the first or last frame will be displayed (depends on the browser).

AGENCY COMMISSION:

15%. Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

COVER AND PREFERRED POSITION RATES:

2nd Cover: earned rate plus 25%
3rd Cover: earned rate plus 25%
4th Cover: earned rate plus 50%
Page Facing First Text: earned rate plus 25%
Page Facing Contents: earned rate plus 25%
Page Facing Cover 2: earned rate plus 25%

Cancellation of space order forfeits right to position protection.

INSERTS:

2-Page Insert: 2 times earned B/W page rate.
4-Page Insert: 4 times earned B/W page rate.
Back-Up Rates Per Page: one-half earned B/W page rate.
Larger Units, gate-folds, tip-ins, die cuts: Rates upon request.
Special handling charges: etc., for unusual insert handling:
Rates upon request.
Business Reply Cards: 2 times earned B/W page rate.

MECHANICAL REQUIREMENTS

UNIT SIZES:

	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8-3/8"	11-1/8"
1/2 Page H	7"	4-3/4"	-----	-----
1/2 Page V	3-1/4"	10"	-----	-----
1/4 Page	3-1/4"	4-3/4"	-----	-----

TRIM SIZE:

Journal trims 3/16" off top, 1/8" off bottom, gutter and outside edge. Final trim size of publication: 8-1/8" x 10-7/8" inches. Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

HALFTONE SCREEN:

Covers, inside, 4/color process: 150 line screen.

REPRODUCTION REQUIREMENTS:

Journal of Virology is produced digitally and printed direct to plate (DTP).

Below is the file format submission information for ads:

PDF - High resolution.

- Upload a high-res PDF to The Walchli Tauber Group Inc. FTP site at ftp2.wt-group.com — user: wtgroupftp, password: sendfiles
- Find the folder for *Journal of Virology* and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to david.bubbins@wt-group.com indicating that materials have been uploaded.
- You also can email the PDF to david.bubbins@wt-group.com if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques. Ship to: Walchli Tauber Group, Attn: David Bubbins, 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015

All color digital ads submitted must be CMYK.

IMPORTANT: ALL ADS REQUIRE PROOFS

PAPER STOCK:

Inside: 50.7lb coated.
Covers: 80lb gloss cover stock

TYPE OF BINDING:

Perfect

INSERT REQUIREMENTS:

Sizes: 2 page insert – 8-3/8" x 11-3/16"
4 page insert – 16-3/4" x 11-3/16"

Larger sizes upon request.

Inserts to be supplied folded.

Trimming: 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 1/2" inside all edges of untrimmed insert.

Stock: 70lb minimum.

Quantity: Consult Advertising Representative.

Copy Clearance: All inserts subject to approval by Publisher.

BUSINESS REPLY:

A business replay card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check for minimum and maximum sized, paper stock and binding requirements.

ADDRESSES FOR MAILING AND SHIPPING:

For contacts, insertion orders, publication set copy, offset material, color proofs and other instructions:

Journal of Virology
(Issue Date)
The Walchi Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

FOR INSERTS:

Journal of Virology
(Issue Date - for insertion)
c/o Cadmus Insert Storage
500 Cadmus Lane
Easton, MD 21601-3857

INSERTION ORDER & COPY REGULATIONS

Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished), plus any special instructions such as bleed, color, etc.

No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions, that conflict with the publisher's stated policies will be binding on the published.

Advertiser and advertising agency agree to indemnify, defend and save harmless the publisher for any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter) or advertisements printed, and/or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

A contract year, a 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap: in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate of the subsequent or past periods.

Cancellation of space order forfeits the right to position protection.

The publisher's liability for any error will not exceed the charge for the advertisement in question.

The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.

Requests for a specified position at R.O.B. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

Advertisement ordered, set and not used will be charged for composition.

Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

In the event that an advertiser is owed a credit as a result of adjustment of frequency rates, the publisher will only provide credit on future advertisements placed.