



**AMERICAN
SOCIETY FOR
MICROBIOLOGY**

MOLECULAR AND CELLULAR BIOLOGY

Rate Card No. 11

January 2010

Publisher:

American Society for Microbiology
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Washington, DC 20036-2904
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Website: www.journals.asm.org

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The Walchli Tauber Group, Inc.
2225 Old Emmorton Road
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Editor in Chief: Roger J. Davis, Ph.D., University of Massachusetts Medical School

GENERAL INFORMATION

ISSUANCE: Twice Monthly
Issue date: 3rd week of preceding month and 1st week of publication month.
Mail class: Second-class mail, plastic wrapped or bulk shipped

ESTABLISHED: 1981

SPECIAL ISSUES:

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

JOURNAL DESCRIPTION:

Molecular and Cellular Biology (MCB) is a premier journal covering research in all aspects of the molecular biology of eukaryotic cells. The scope includes regulation of gene expression, transcription, cell growth and development, oncogenesis, cell and organelle structure and assembly, DNA replication and recombination, chromosome structure, and somatic cell genetics. The journal publishes work on microbial as well as higher organisms and on viral systems where the emphasis is clearly on the cell.

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

(July 2009)

CIRCULATION

DISTRIBUTION (PRINT): 549
DISTRIBUTION (ONLINE): 4,738
TOTAL DISTRIBUTION 5,287

COVERAGE AND MARKET

Coverage: International
Market served: Microbiologists, cell scientists, cancer specialists, virologists, immunologists, research laboratories and institutions.
Research and Product Development69%
Diagnostic Testing, Consulting, Clinical Practice2%
Administration, Sales, Teaching9%
Other (academic institutions, hospitals, and allied industries) .20%
Percentage of Subscribers with MD Degrees21%
Percentage of Subscribers with PhD Degrees66%
Other (students and/or members with a bachelor degree in microbiology or related field) .13%
Source: 2009 ASM member Demographic Survey

CLOSING DATES

Month	Space	Materials	Month	Space	Materials
January	11/16	11/30	January	11/30	12/14
February	12/21	1/4	February	1/4	1/11
March	1/21	1/29	March	2/3	2/12
April	2/18	2/26	April	3/5	3/16
May	3/19	3/31	May	4/6	4/14
June	4/21	4/30	June	5/5	5/14
July	5/21	6/2	July	6/2	6/16
August	6/17	6/30	August	6/30	7/16
September	7/21	7/30	September	7/30	8/17
October	8/19	8/27	October	9/1	9/14
November	9/17	9/30	November	10/1	10/15
December	10/15	10/28	December	10/29	11/09

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

RATES

GENERAL ADVERTISING RATES: (Effective January 2010)

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$1,485	\$1,010	\$685
3 Times	1,430	1,000	680
6 Times	1,410	990	665
12 Times	1,350	945	635
24 Times	1,340	915	—

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

Standard Color per page: \$ 945
Matched Color per page: 985
3/Color & 4/Color per page: 1,485
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.

AD RATES FOR ONLINE:

\$50 per thousand impressions
Ads appear on Home Page and inside pages but are not included on the full-text article pages. Online ads are non-commissionable.

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

Business Reply Cards: 2 times earned B/W page rate

Larger units, gate-folds, tip-ins, die cuts: available upon request.

Special handling charges for unusual insert handling: available upon request.

MECHANICAL REQUIREMENTS**UNIT SIZES:**

	Non-Bleed		Bleed	
	Width	Depth	Width	Depth
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.

Printer's marks should be kept outside of any bleed area.

HALFTONE SCREEN:

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

REPRODUCTION REQUIREMENTS:*Antimicrobial Agents and Chemotherapy* is produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.
- 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 *Antimicrobial Agents and Chemotherapy* and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to tammy.huth@wt-group.com indicating that materials have been uploaded.
- You also can email the PDF to tammy.huth@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: Tammy Huth, 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015

All color digital ads submitted must be CMYK.**PAPER STOCK:**

Inside: 50.7lb coated

Covers: 80lb gloss cover stock

Type Of Binding: Perfect

ONLINE AD SPECIFICATIONS:

- Leaderboard - 728x90
- Skyscraper - 120x600
- URL needs to be provided for hyperlinked ads
- Acceptable ad formats: GIF, JPEG, FLASH, SHOCKWAVE
- Third-party ad serving is acceptable
- Rich Media is acceptable
- Preferred Max file size 68k
- Animation Length - 30 second max
- Expandable ad units are not acceptable

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;

1/2" inside all edges of untrimmed insert for live matter.

Stock: 70lb minimum

Quantity: Consult advertising representative

Copy Clearance: All inserts subject to approval by publisher.

BUSINESS REPLY:

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

DISPOSITION OF REPRODUCTION MATERIAL:

Reproduction material will be held one year from date of last insertion and then destroyed, unless specifically instructed in writing to do otherwise.

ADDRESSES FOR MAILING AND SHIPPING:

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

Molecular and Cellular Biology

(Issue Date)

The Walchli Tauber Group, Inc.

2225 Old Emmorton Road, Suite 201

Bel Air, MD 21015

FOR INSERTS:

Molecular and Cellular Biology

(Issue Date & Quantity - 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.

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 uncancelled 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.