

Molecular Microbiology

Molecular Microbiology, the leading primary journal in microbial sciences, publishes research articles reporting the results of molecular studies of eukaryotic microorganisms and of prokaryotes (bacteria and archaea) and their viruses. Studies that include genetic, biochemical, biophysical, bioinformatic and structural analyses leading to a deeper understanding of the molecular principles underlying basic physiological processes or mechanisms are considered as potentially suitable for publication in the Journal. Topics that are considered appropriate include gene expression and regulation, pathogenicity and virulence, physiology and metabolism, synthesis of macromolecules (proteins, nucleic acids, lipids, polysaccharides, etc), cell biology and subcellular organization, membrane biogenesis and function, traffic and transport, cell-cell communication and signaling pathways, evolution and gene transfer.

Advertising and Sales Office

Joseph Tomaszewski, Sr. Account Manager, Life Sciences P: 1-908-514-0776 ~ E: jtomaszews@wiley.com

Kristin McCarthy, Recruitment Advertising Sales P: 978-609-4215 ~ E: kmccarthy@wiley.com

Dave Surdel, Director – Reprint Sales P: 781-388-8343 ~ E: commercialreprints@wiley.com

For Sponsorships, Supplements, Microsites and Custom Projects, please contact busdev@wiley.com.

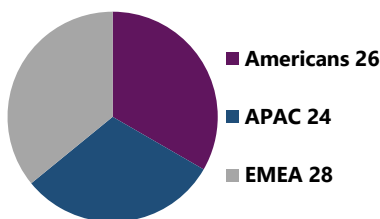
Publisher & Editorial Office

Wiley
9600 Garsington Road, Oxford, OX4 2DQ, UK
Tel: +44 (0) 1865 77 6868

Circulation

Coverage: United States and International

Markets Served: Academic and industrial researchers based in the following fields: Gene expression and regulation, pathogenicity and virulence, physiology and metabolism, synthesis of macromolecules, cell biology and subcellular organization, membrane biogenesis and function, traffic and transport, cell-cell communication and signalling pathways, evolution and gene transfer.



Editorial Information

Editor-in-Chief: John D. Helmann

www.wileyonlinelibrary.com/journal/mmi

Advertising Information

Connect with buyers and make a lasting impression. Wiley offers unique value to advertisers through print and online advertising opportunities. Contact your Wiley representative to learn how we can help you.

Ask about digital advertising opportunities in *Molecular Microbiology*

Digital Advertising Opportunities

Banner Advertising

Published for this journal on the Wiley Online Library, one of the world's most heavily trafficked websites for scientific content.

- Leaderboards: 728 x 90 pixels
- MPU (square): 300 x 250 pixels
- Include your URL with ad creative file
- Accepted file formats: GIF, JPG, PNG and HTML5; maximum size: 200 KB No 3rd party tags or geo-targeting



Issue Alerts

Sent to opt-in subscribers, it is a preview of upcoming articles in a mobile friendly email. Four (4) positions are available in each issue.

- MPU (square): 300 x 250 pixels
- Include your URL with ad creative file
- Accepted file formats: static GIF, JPG, and PNG; maximum size: 200 KB



For detailed digital specifications: <https://goo.gl/mQJHjV>

Print Advertising Rates

Page Size	Color	B/W
Full page	\$1,333	\$850
1/2 page	\$1,125	\$575
Full page, preferred position	\$1,475	

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%. Please check with your sales rep for print run quantity before sending Inserts.



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2020 Advertising Rate Card

Molecular Microbiology

Issuance & Closing Dates

Frequency: 12x per year

2019 Closing Dates:

Vol/Iss	Cover Date	Reservation	Material Due	Inserts Due
111:1	January 8	11/28/18	12/21/18	12/27/18
111:2	January 16	12/6/18	12/29/18	1/4/19
111:3	February 4	12/25/18	1/17/19	1/23/19
111:4	February 15	1/5/19	1/29/19	2/4/19
111:5	March 5	1/23/19	2/15/19	2/21/19
111:6	March 15	2/2/19	2/26/19	3/4/19
112:1	April 3	2/21/19	3/16/19	3/22/19
112:2	April 17	3/7/19	3/30/19	4/5/19
112:3	May 6	3/26/19	4/18/19	4/24/19
112:4	May 20	4/9/19	5/2/19	5/8/19
112:5	June 5	4/25/19	5/18/19	5/24/19
112:6	June 18	5/8/19	5/31/19	6/6/19
113:1	July 8	5/28/19	6/20/19	6/26/19
113:2	July 16	6/5/19	6/28/19	7/4/19
113:3	August 5	6/25/19	7/18/19	7/24/19
113:4	August 19	7/9/19	8/1/19	8/7/19
113:5	September 4	7/25/19	8/17/19	8/23/19
113:6	September 16	8/6/19	8/29/19	9/4/19
114:1	October 4	8/24/19	9/17/19	9/23/19
114:2	October 15	9/4/19	9/27/19	10/3/19
114:3	November 5	9/25/19	10/18/19	10/24/19
114:4	November 18	10/8/19	10/31/19	11/6/19
114:5	December 4	10/24/19	11/16/19	11/22/19
114:6	December 17	11/6/19	11/29/19	12/5/19

Mechanical Requirements

Trim Size: 8.25" x 11"

Page Sizes, Non-Bleed	Width	Depth
Full page	7.75"	10.5"
1/2 page vertical	3.75"	10.5"
1/2 page horizontal	7.75"	5"
1/4 page	3.25"	5"

Page Sizes, Bleed	Width	Depth
Two-page spread	17"	11.25"
Full page	8.5"	11.25"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Al Liburd, Advertising Specialist at PrintAdTraffic@wiley.com prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.

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- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications.
- Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- Multi-page inserts are to be furnished folded (three samples).
- Sizes: 2-page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: 0.125" on all margins.
- Stock Weights Acceptable: Not to exceed 100 lb. coated.
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

Paper Stock

- Text stock: Sterling Gloss
- Cover Board: White Sterling Dull Cover
- Insert stock: 80 lb. minimum – 120 lb. maximum.
- Halftone Screen: 133
- Type of Binding: Perfect, publication jogs to the head.

Reproduction Requirements

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, publisher must receive progressive proofs pulled as described above.

Contacts

Ship all advertising material to:

Wiley, Attn: Al Liburd, Advertising Specialist
MMI, Vol __, Issue __
111 River Street, Hoboken, NJ 07030-5774
E: PrintAdTraffic@wiley.com

Contracts and Insertion orders to:

Wiley, Attn: Joseph Tomaszewski
111 River Street, Hoboken, NJ 07030-5774
P: 1-908-514-0776 ~ E: jtomaszewski@wiley.com

Printer:

Sheridan PA (SPA)

Attn: Angie Myers
TITLE NAME, Volume: ____, Issue: ____
450 Fame Avenue
Hanover, PA 17331
717-632-3535 X8131
E: angie.myers@sheridan.com



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