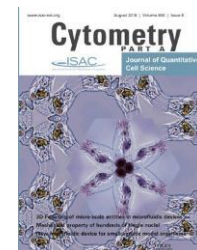


# 2020 Advertising Rate Card

## Cytometry Part A



**Cytometry: Part A** embraces the study of the cytochrome, covering all aspects of molecular analysis of cellular systems in the following areas: cytomics (studies linking the genome and proteome to cell regulation and function), flow cytometry, image cytometry, molecular array technologies, as well as other cell-based spectroscopic analyses and associated bioinformatics/ computational methodologies. The research featured in the journal encompasses not only the development of the techniques and reagents needed to measure cell features and cellular constituents, but also investigations that primarily employ these techniques for characterization in order to provide an understanding of function and regulation in the context of the cell, organ, and organism. **Cytometry: Part A** publishes original research articles, in-depth reviews, rapid communications of new, novel "hot" topics, and technical innovation articles.

### Advertising and Sales Office

**Joseph Tomaszewski**, Sr. Account Manager, Life Sciences P: 1-908-514-0776 ~ E: [jtomaszewski@wiley.com](mailto:jtomaszewski@wiley.com)

**Kristin McCarthy**, Recruitment Advertising Sales P: 978-609-4215 ~ E: [kmccarthy@wiley.com](mailto:kmccarthy@wiley.com)

**Dave Surdel**, Director – Reprint Sales P: 781-388-8343 ~ E: [commercialreprints@wiley.com](mailto:commercialreprints@wiley.com)

For Sponsorships, Supplements, Microsites and Custom Projects, please contact [busdev@wiley.com](mailto:busdev@wiley.com).

### Publisher & Editorial Office

#### Wiley

111 River Street, Hoboken, NJ 07030

P: 201-748-8895 ~ E: [ussalesupport@wiley.com](mailto:ussalesupport@wiley.com)

**Jinnie Kim**, Publisher

#### Circulation

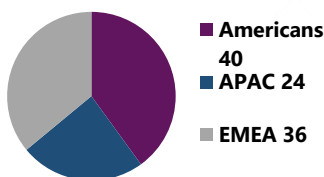
**Total Circulation:** 508

**Coverage:** United States and International

**Markets Served:** Cytologists, cell biologists, stem cell researchers,

immunologists, hematologists/

oncologists, pathologists, diagnostic and clinical laboratory specialists, image analysts, geneticists, biochemists and biophysicists, instrumentation specialists, statisticians.



### Editorial Information

**Editor-in-Chief:** Attila Tárnok, Ph.D.

**2018 Impact Factor:** 3.433

**ISI Journal Citation Report Ranking 2018:**

20/79 (Biochemical Research Methods), 100/193 (Cell Biology)

[www.wileyonlinelibrary.com/journal/cyto](http://www.wileyonlinelibrary.com/journal/cyto)

### Advertising Information

**Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

**Policy On Ad Placement:** Ads will be stacked. Please contact your sales rep for information on premium positions.

**Requirements on Acceptance of Advertising:** All advertising is subject to the approval of the editors and publisher.

Ask about digital advertising opportunities in **Cytometry: Part A**

### Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,426	\$975	\$602
3x	\$1,386	\$948	\$636
6x	\$1,348	\$925	\$624
12x	\$1,281	\$874	\$591
24x	\$1,252	\$852	\$574
36x	\$1,180	\$824	\$557
48x	\$1,108	\$780	\$518

### Classified Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,036	\$706	\$502
3x	\$975	\$668	\$468
6x	\$925	\$636	\$446
12x	\$874	\$596	\$406

**Color Rates** (in addition to earned B&W rate):

Standard	\$650
Matched	\$690
Metallic	\$650
4-color process (per page or fractional)	\$1,200

**Classified Rates** are determined using the black and white earned rate per number of insert pages.

**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.

**Cover & Preferred Position:** In addition to earned B&W rate:

2nd Cover:	35%
3rd Cover	15%
4th Cover	25%
Opposite Table of Contents:	10%

Positions available on a non-cancelable basis.

**WILEY**

## Cytometry Part A

### Issuance & Closing Dates

Frequency: 12x per year

Closing Dates:

Vol/Iss	Cover Date	Reservation	Material Due	Inserts Due
95:1	January	12/9/19	12/16/19	12/21/19
95:2	February	1/7/20	1/14/20	1/21/20
95:3	March	2/5/20	2/12/20	2/19/20
95:4	April	3/9/20	3/16/20	3/21/20
95:5	May	4/7/20	4/14/20	4/21/20
95:6	June	5/7/20	5/14/20	5/21/20
95:7	July	6/8/20	6/15/20	6/20/20
95:8	August	7/7/20	7/14/20	7/21/20
95:9	September	8/7/20	8/14/20	8/21/20
95:10	October	9/7/20	9/14/20	9/19/20
95:11	November	10/7/20	10/14/20	10/21/20
95:12	December	11/6/20	11/13/20	11/20/20

### 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](mailto: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.
- 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  
CYTOA, Vol \_\_\_\_, Issue \_\_\_\_  
111 River Street, Hoboken, NJ 07030-5774  
E: [PrintAdTraffic@wiley.com](mailto: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: [jtomaszews@wiley.com](mailto:jtomaszews@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](mailto:angie.myers@sheridan.com)