

INSPIRE ★ EDUCATE ★ ADVANCE

2018 ASBMB MediaKit

**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 news magazine)***

ASBMB journals publish original research in the fields of:

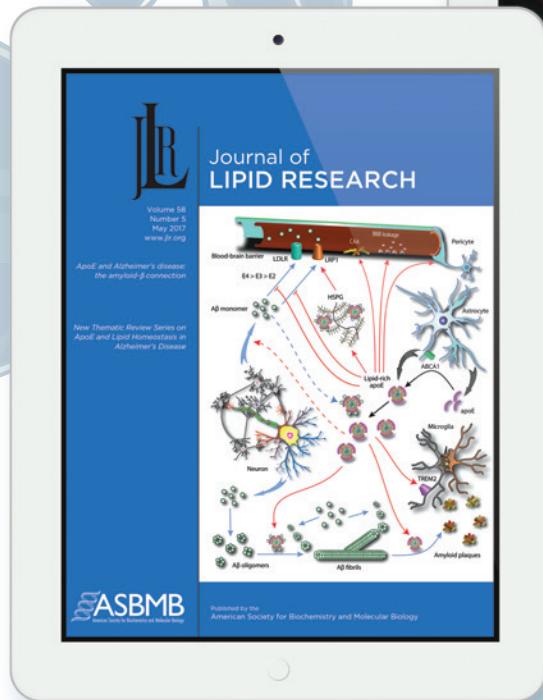
- cell signaling
- genomics
- lipidomics
- microbiology
- molecular genetics
- neurobiology
- peptides
- proteomics
- RNA
- systems biology
- transcription
- systems biology
- cell signaling

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.

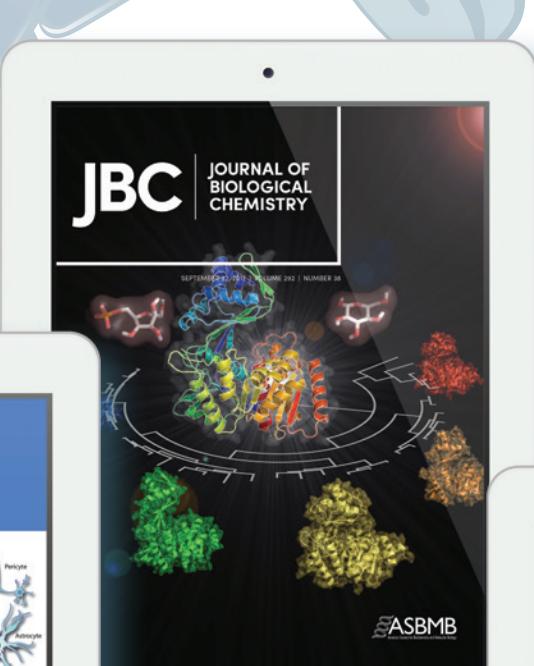


**Journal of
Biological
Chemistry** (Online Only)

www.jbc.org

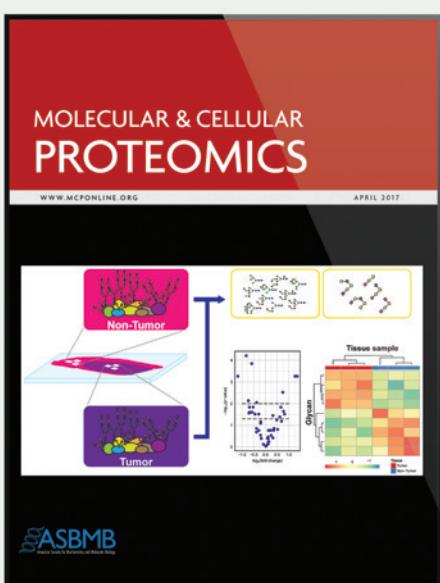


**Journal of Lipid
Research** (Print & Online)
www.jlr.org

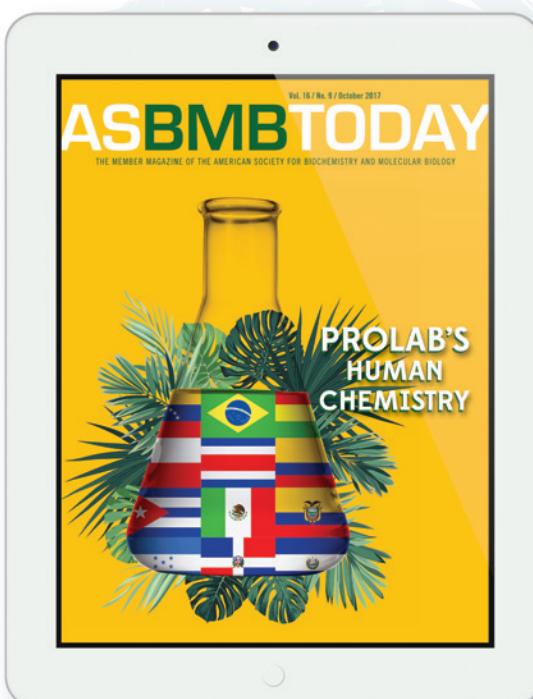


**Journal of
Biological
Chemistry** (Online Only)

www.jbc.org



**Molecular &
Cellular
Proteomics** (Online Only)
www.mcponline.org



ASBMB Today (Print & Online)
www.asbmb.org/asbmbtoday

Journal of Biological Chemistry

Journal of Biological Chemistry (JBC)

ONLINE ONLY

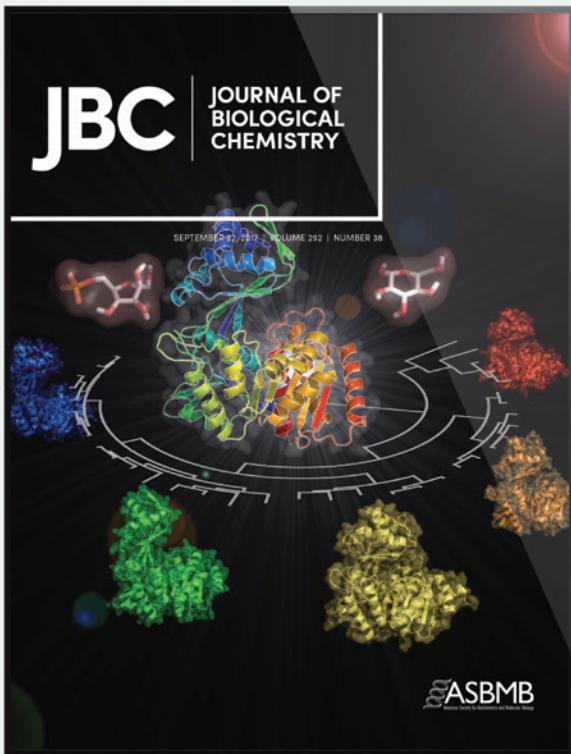
LILA M. GIERASCH,
Editor-in-Chief

HERBERT TABOR, Co-Editor

F. PETER GUENGERICH,
Deputy Editor

- An average of 2,750,000 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: 14,800

(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 225,500 visitors per week and receives more than 2,750,000 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.....	902,000
Unique visitors.....	410,000
Pageviews.....	1,518,000
Impressions.....	2,750,000
Time on site.....	1:46
eTOC registered users.....	70,000
PDF Downloads.....	1,451,000

JBC ONLINE MONTHLY RATES

Tower or banner ad	\$1,750
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.

The screenshot shows the JBC website homepage with several advertising banners:

- A top banner for ASBMB '18 Annual Meeting.
- A sidebar banner for "Follow JBC on LinkedIn".
- A right sidebar banner for "Explore the Cosmo." featuring the Cosmo Bio USA logo.

The main content area includes:

- The JBC logo and title "JOURNAL OF BIOLOGICAL CHEMISTRY".
- A search bar with fields for "Search by Keyword", "Author", "Year", "Vol", "Page", and "Advanced Search".
- A navigation bar with links for "Home", "Current Issue", "Papers in Press" (which is highlighted), "Editors' Picks", "Reflections", and "Minireviews".
- A "Papers in Press" section for October 11, 2017, listing a paper in Signal Transduction - Cell Biology by Shuvomoy Banerjee et al. and a withdrawn paper by Curcumin shifts RAS-induced pro-proliferative MEK/ERK-signaling toward pro-apoptotic p38MAPK/JNK1-signaling, triggering p53 activation and apoptosis.
- A sidebar for "Submit your work to JBC" with links for "Email (eTOCs)" and "RSS syndication".
- A sidebar with links for "Authors", "Editorial Policies", "Editorial Board", and "Editorial Board (PDF)".
- A sidebar with links for "Classics", "Virtual Issues", "Most Read / Cited", and "Archive".
- A sidebar with links for "About the JBC", "Announcements", and "Newsroom".

Journal of Lipid Research (JLR)

PRINT AND DIGITAL

EDWARD A. DENNIS, Co-editor
WILLIAM L. SMITH, 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.

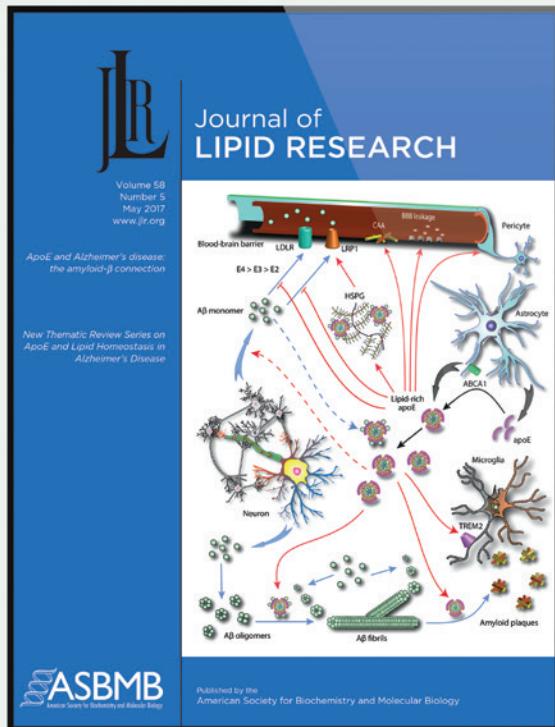
Digital subscribers: 13,300

(individuals and institutions)

Print subscribers: 85

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 300,000 impressions each month.

JLR MONTHLY ONLINE STATISTICS

Visitors.....	60,000
Unique visitors.....	37,000
Pageviews.....	145,000
Impressions.....	300,000
Time on site.....	1:46
eTOC registered users.....	4,900
PDF downloads.....	121,000

JLR ONLINE MONTHLY RATES

Tower or banner ad	\$1,000
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 homepage of the Journal of Lipid Research (JLR) website. At the top, there are two advertisements: one for Avanti Polar Lipids, Inc. featuring a polar bear, and another for More than Lipids. Below the ads, the JLR logo and the journal title "Journal of LIPID RESEARCH" are displayed. A search bar allows users to search by Author, Keyword, Year, Vol., and Page, with options for "Go" and "[Advanced Search]". Below the search bar, navigation links include HOME, CURRENT, IN PRESS, ARCHIVE, THEMATIC REVIEWS, METHODS PAPERS, COMMENTARIES, and PATIENT-ORIENTED PAPERS. A "Papers in Press" section is highlighted, showing the last updated date as October 6, 2017. This section contains a detailed description of what "Papers in Press" means and includes a link to "More on DOI". It also features a "View by section" button and a "Subscribe to Papers in Press" button with options for Email (eTOCs) and RSS syndication. To the right of the main content area, there is a sidebar titled "Current Issue" (October 2017, 58 (10)) which includes a thumbnail of the journal cover and a link to "Alert me to new issues of The Journal of Lipid Research". Other sidebar links include Authors' Area, Subscribers' Area, Reviewers' Area, Editorial Board, About the JLR, RSS and Alerts, Copyright Permissions, and Advertise. The footer of the page includes the JLR logo and the full journal title "Journal of LIPID RESEARCH".

Molecular & Cellular Proteomics (MCP)

DIGITAL ONLY

ALMA L. BURLINGAME, Editor
STEVEN CARR, Deputy Editor
ANNE-CLAUDE GRINGRAS,
Deputy Editor

www.mcponline.org

Description

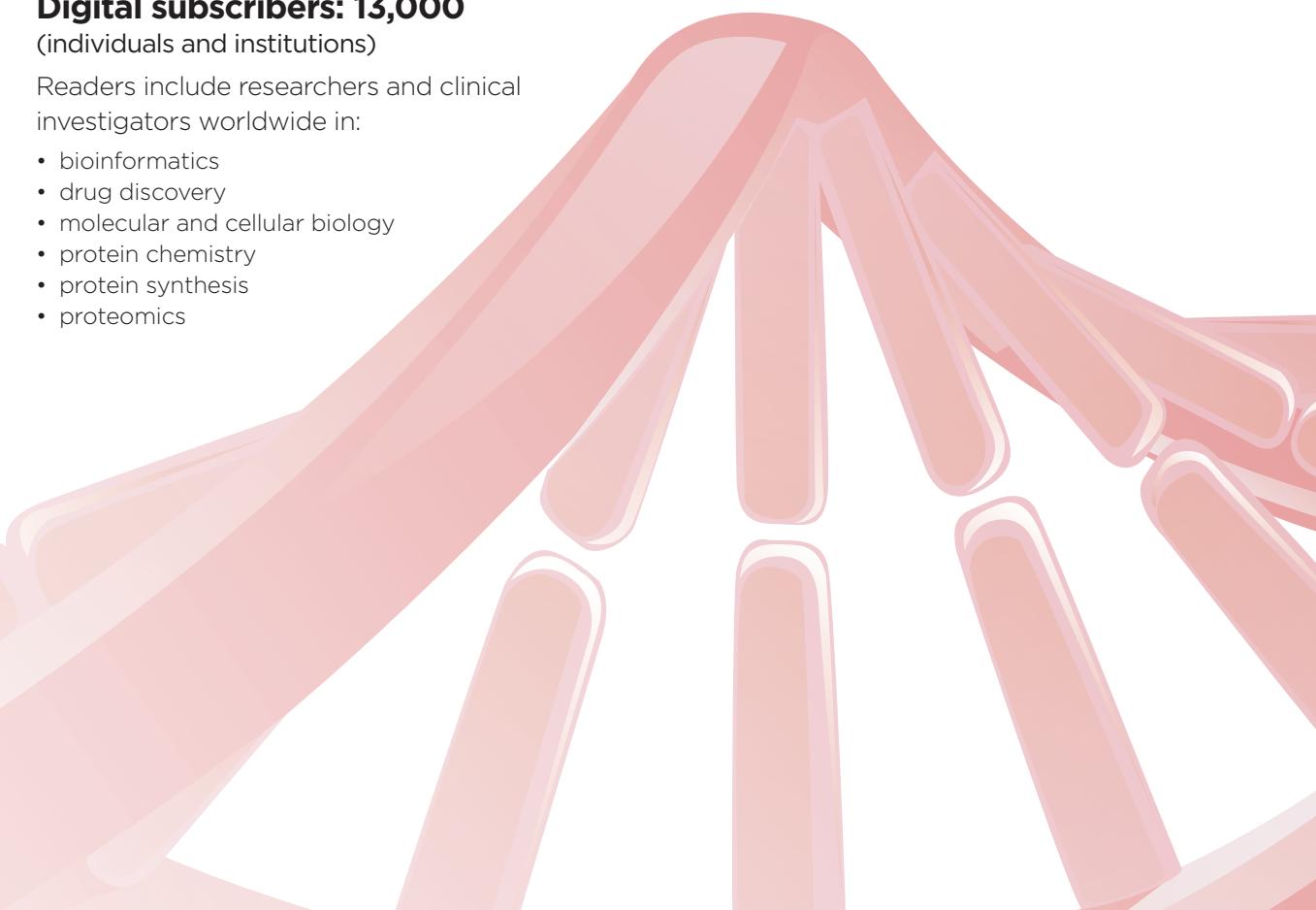
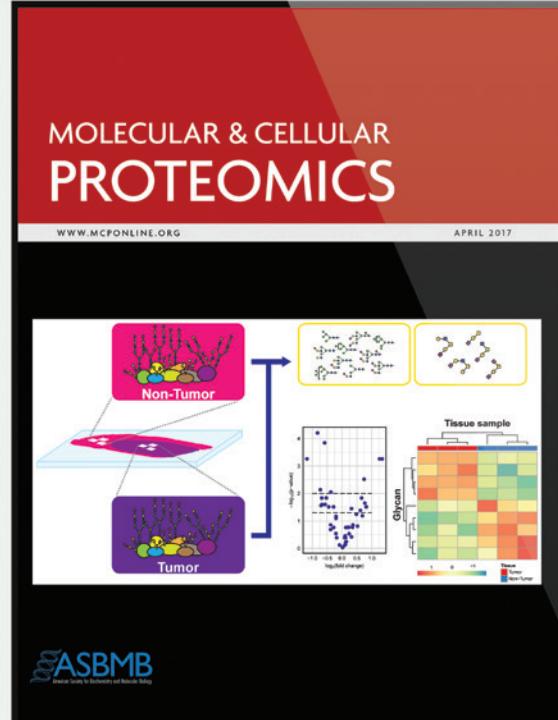
Molecular & Cellular Proteomics (MCP) is the pre-eminent online journal in proteomics and is at the forefront of proteomics, protein synthesis and bioinformatics publishing. *MCP* online is freely available to nearly 13,000 members of ASBMB and receives more than 145,000 pageviews per month from members and subscribers.

Digital subscribers: 13,000

(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 290,000 impressions each month.

MCP MONTHLY ONLINE STATISTICS

Visitors.....	56,000
Unique visitors.....	32,000
Pageviews.....	145,000
Impressions.....	290,000
Time on site.....	2:05
eTOC registered users.....	9,250
PDF downloads.....	62,100

MCP ONLINE MONTHLY RATES

Tower or banner ad	\$1,000
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 journal website. At the top, there are three horizontal advertisements: 1) A SCIEX advertisement for "SWATH® Acquisition" featuring a grid and a landscape image. 2) A "Submit your abstract by Dec. 7!" advertisement for the "SASBMB '18 ANNUAL MEETING" with a photo of a woman. 3) A "Current Issue" advertisement for October 2017, 16 (10) with a thumbnail of the journal cover. The main navigation bar includes links for Home, Current issue, Papers in Press, Archive, Reviews, Editorials, and Special Issues. Below the navigation, the journal title "MOLECULAR & CELLULAR PROTEOMICS" is displayed. The left sidebar features a "Table of Contents" for October 2017, 16 (10), with several research articles listed, each with a thumbnail, author names, and publication details. The right sidebar contains a vertical menu with links to Authors, Frequently Asked Questions (FAQs), Submit, Subscribers, About the Journal, Editorial Board, Copyright Permissions, RSS and Alerts, Advertise, and Contact MCP. The central column displays the "This Issue" and "Current Issue" content, including the journal cover, article thumbnails, and search functions.

ASBMB Today

www.asbmb.org/asbmbtoday

Description

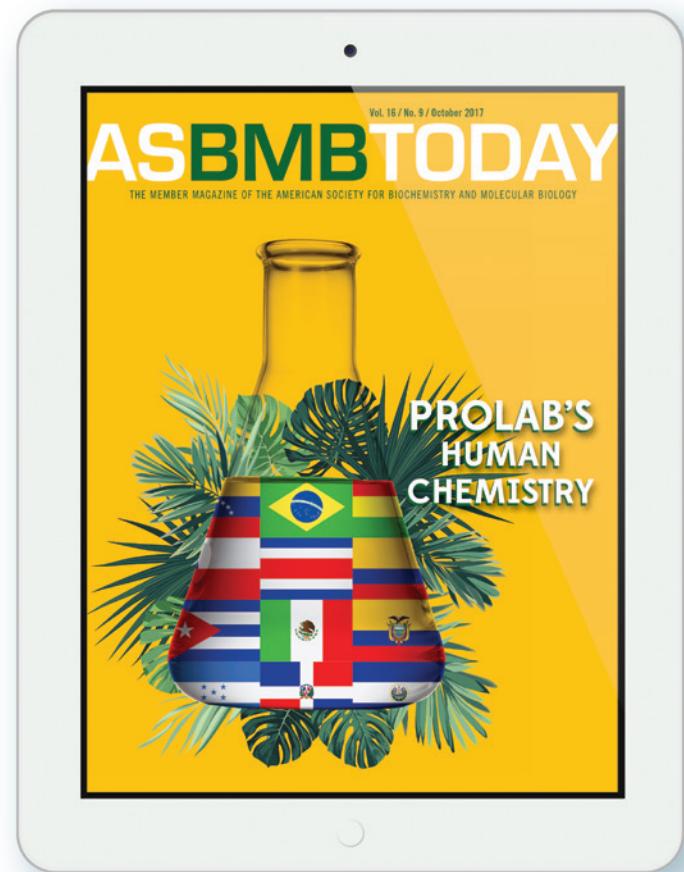
ASBMB Today is a monthly publication distributed in print to members of the American Society for Biochemistry and Molecular Biology and available to the public online. The magazine covers news and features about groundbreaking science and researchers and provides insights and updates on budgetary and 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: 12,500

Print readership: 9,800

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
- Graduate students and postdoctoral fellows



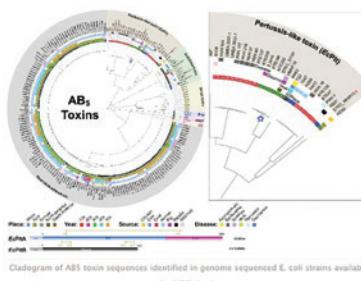
ASBMB TODAY

Pertussislike toxins in E. coli

September 11, 2017 | Leave a comment

WILD TYPES
AN ASBMB TODAY BLOG

HOME



Pertussislike toxins are pathologic proteins released by various bacteria during infection. (Pertussis toxin itself has a well-established role in whooping cough.) The unique structures shared by pertussislike toxins enable them to recognize cells by binding to long carbohydrate chains, known as glycans, on the cell surface and then enter the cytoplasm.

Pertussislike toxins are less studied than pertussis itself, and their cellular mechanisms remain relatively unknown, but a recent report in the *Journal of Biological Chemistry* elucidates the structures and functions of a subset of them.

Wild Types Blog

The blog 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.



Check out the September issue of ASBMB Today!

@ASBMB

Tweets by @ASBMB



Submit your #ASBMB18 abstract early for the chance to win a \$250 Visa gift card! <http://bit.ly/2ZD9gkE>. #HappyResearching #WeLoveScience



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.....	73,000
Unique visitors.....	54,000
Pageviews.....	133,000
Impressions.....	60,000
Time on site.....	0:44

ASBMB TODAY ONLINE AD RATES

	1x	3x	6x	12x
Tower or banner ad	\$975	\$926	\$878	\$829

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 10,000 biochemical scientists who look forward to receiving their magazines every month.

The screenshot shows the ASBMB Today website homepage for October 2017. At the top, there's a banner with a photo of a woman and the text "I AM A TRAILBLAZER" and "Submit your abstract by Dec. 7!". To the right is the "ASBMB '18 ANNUAL MEETING" logo. Below the banner, the main title "ASBMB TODAY" is displayed in large, bold letters. To the left of the main content area, there's a sidebar with links for "OCTOBER 2017", "DOWNLOAD THE ENTIRE ISSUE", "EDITOR'S NOTE", "NEWS", "FEATURES", "PERSPECTIVES", and "2018 ASBMB ANNUAL MEETING". The main content area features a yellow banner with the text "PROLAB'S HUMAN CHEMISTRY" and several small images related to chemistry and biology. To the right, there are several boxes: one for "SOMETHING TO TALK ABOUT" with links to live blogs, photo galleries, and online exclusives; another for "WILD TYPES" featuring a mouse; and a third for "ENGAGE" with a globe icon. At the bottom, there's a section for "More from the current issue" with two small images and a link to "JOURNAL NEWS How green tea affects cells".

Journal Communications

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).

COMMUNICATIONS 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.

FILE MESSAGE ADOBE PDF

Fri 10/20/2017 3:33 AM

jbc-mailer@alerts.highwire.org

J. Biol. Chem. Table of Contents for 20 October 2017; Vol. 292, No. 42

To [\[i\] If there are problems with how this message is displayed, click here to view it in a web browser.](#)

JBC | JOURNAL OF BIOLOGICAL CHEMISTRY

EMD Millipore Publishing with our Antibodies? Get your next one FREE! [Learn How](#)

Journal of Biological Chemistry Online Table of Contents Alert
A new issue of [Journal of Biological Chemistry](#) is available online
20 October 2017; Vol. 292, No. 42

Editors' Picks Highlights

In search of regulatory circuits that control the biological activity of vitamin D
Sylvia Christakos
J. Biol. Chem. 2017; 292:17559-17560 doi:10.1074/jbc.H117.806901 [\[Abstract\]](#) [\[Full Text\]](#) [\[Summary\]](#) [\[Summary\]](#) [\[Summary\]](#) [\[PDF\]](#)

Editors' Picks

A kidney-specific genetic control module in mice governs endocrine regulation of the cytochrome P450 gene Cyp27b1 expression
Mark B. Meyer, Nancy A. Benkusky, Martin Kaufmann, Seong Min Lee, Melda Onal, Glenville Jones and J. Wesley Pike

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 website's careers section. At the top, there is a navigation bar with links for Sign Out, Jennifer Dean's Profile, and Contact us. Below the navigation is the ASBMB logo and the text "American Society for Biochemistry and Molecular Biology". A horizontal menu bar includes links for ABOUT US, MEMBERSHIP, PUBLICATIONS, MEETINGS, ADVOCACY, CAREERS, EDUCATION, MINORITY AFFAIRS, and OUTREACH. On the left, there is a sidebar for "ASBMB TODAY" featuring sections for Advice and How-Tos, Case Studies, and Opinions and Issues. The main content area displays five featured job listings in boxes:

- Scripps Institution of Oceanography, UC San Diego: Faculty Positions**
November 30, 2017
We seek motivated, broad-thinking scientist/educators to establish vigorous research programs and provide intellectual leadership in their fields while complementing existing expertise at Scripps and other UCSD departments.
- University of Texas at Dallas: Assistant Professor in the Department of Biological Sciences**
November 29, 2017
The Department of Biological Sciences in the School of Natural Sciences and Mathematics at the University of Texas at Dallas (<http://www.utdallas.edu/biology/>) invites applications for a faculty position at the rank of Assistant Professor.
- Monash University: Postdoctoral Research Fellows in Cellular and Structural Biochemistry**
November 23, 2017
Play a lead role in a project related to the regulation of chemokine function in inflammation.
- Takeda: Director, Head of Structural Biology and Biophysics**
November 17, 2017
Are you an inspirational drug discovery leader with a background in the utilization of Structural Biology and Biophysics to enable drug discovery programs and looking for a patient-focused company that will inspire you and support your career? If so, be empowered to take charge of your future at Takeda. Join us as Director, Head of Structural Biology and Biophysics Group in our San Diego office.
- Takeda: Associate Director of Structural Biology**
November 17, 2017

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

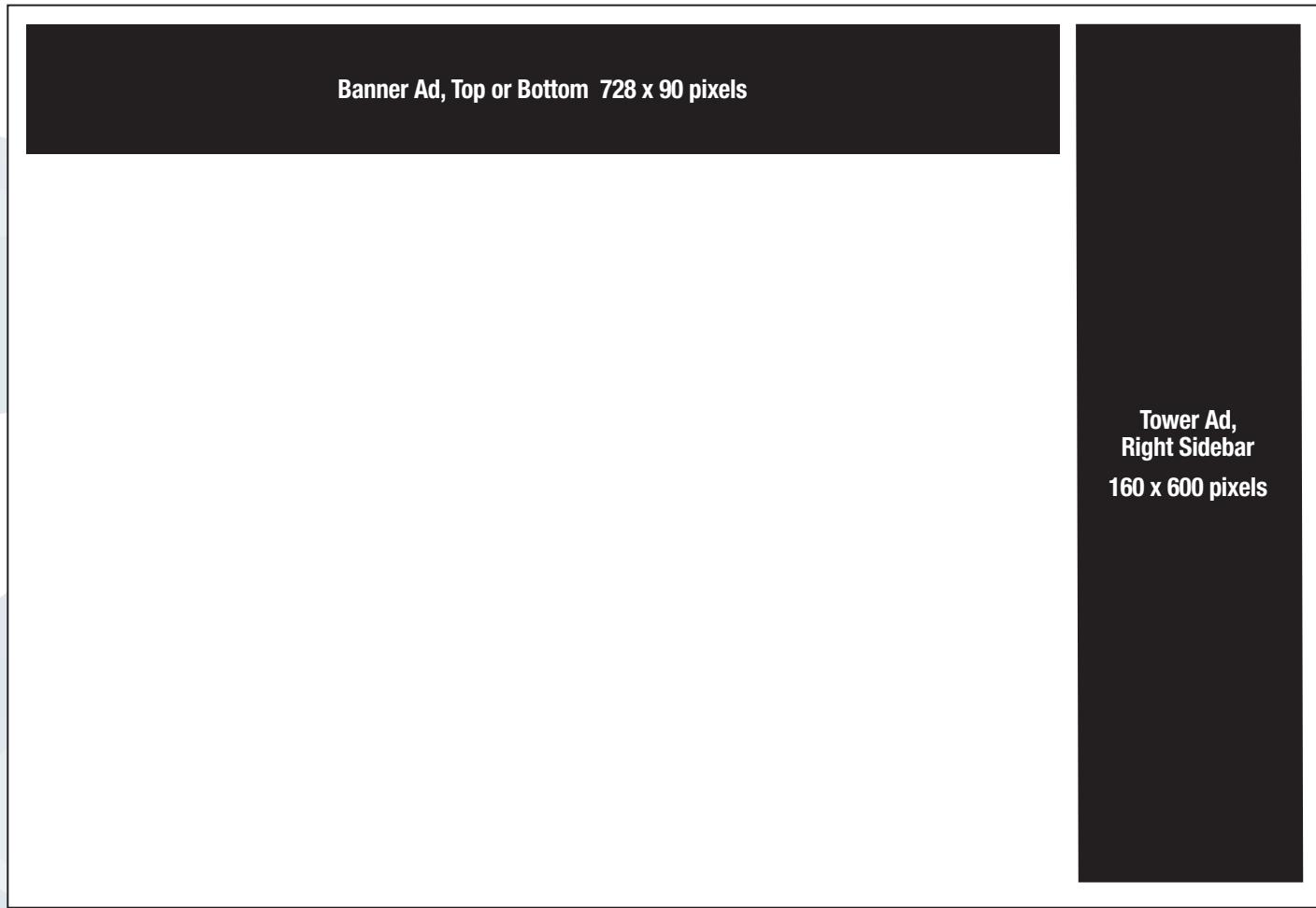
See deadline schedule for each publication.

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

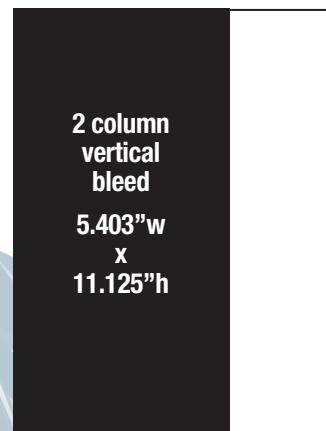
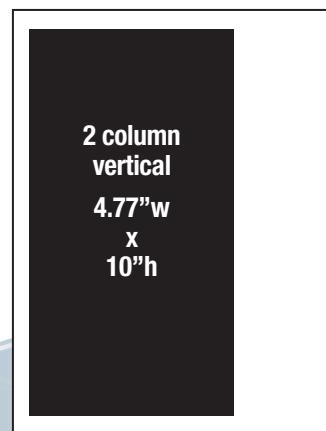
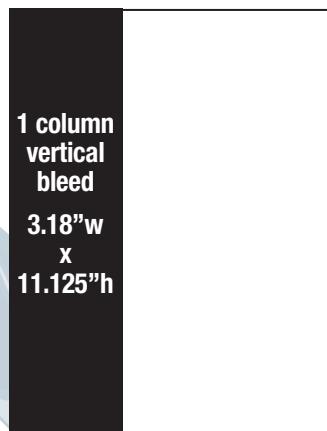
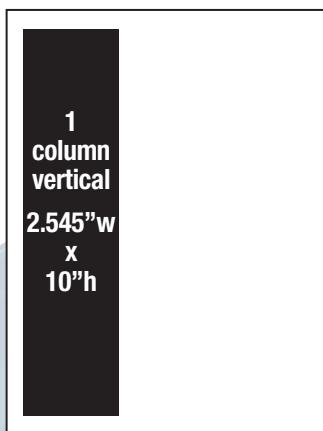
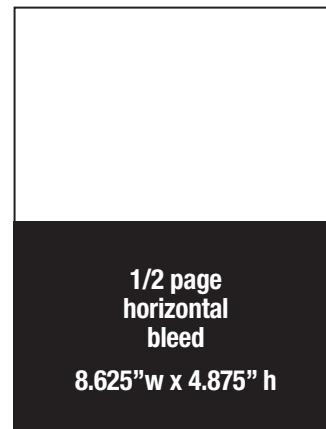
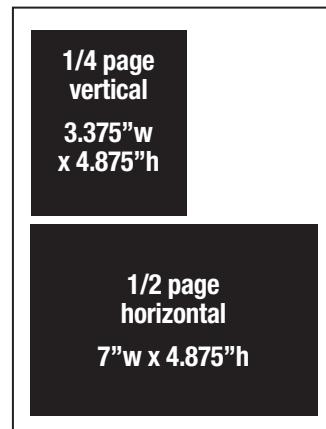
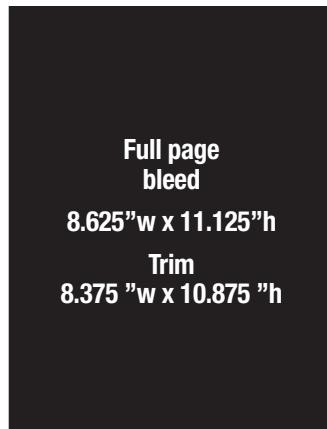
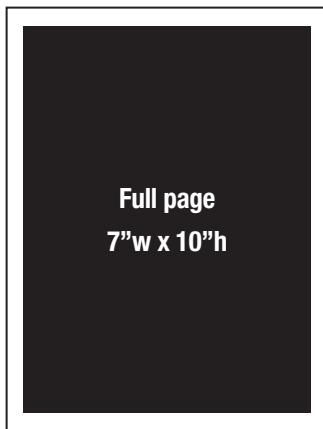
See deadline schedule for each publication.

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*.

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