

# JOURNAL OF BIOMOLECULAR SCREENING

Official Journal of the Society for Biomolecular Sciences



**ADVERTISING RATES & SPECIFICATIONS**  
*Effective January 2009*



# JOURNAL OF BIOMOLECULAR SCREENING

## GENERAL INFORMATION

**FREQUENCY:** 10 times/year

**PUBLISHER:**

SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320, U.S.A., Phone: (805) 499-0721, Fax: (805) 499-8096

**SOCIETY AFFILIATION:**

Official Journal of The Society for Biomolecular Sciences (formerly The Society for Biomolecular Screening)

**EDITOR-IN-CHIEF:** Bob Campbell, Eli Lilly

**COMMERCIAL SALES DIRECTOR:**

Bob Vrooman, SAGE Publications

**ADVERTISING REPRESENTATIVE (DISPLAY AND CLASSIFIED ADVERTISING):**

Leonard Media Group  
415 Horsham Road, Horsham, PA 19044

- Nicole Roach Louderback (U.S. Advertisers)  
Phone: (949) 542-4087, Fax: (215) 675-9376  
E-mail: nicole@leonardmedia.com
- Brett Goldfine (Non-U.S. Advertisers)  
Phone: (215) 675-9133 x226, Fax: (215) 675-9376  
E-mail: brett@leonardmedia.com

**DESCRIPTION:**

*Journal of Biomolecular Screening (JBS)* is a peer-reviewed journal publishing articles that emphasize scientific and technical applications and advances in the

field of biomolecular discovery. It is the official publication of The Society for Biomolecular Sciences, reaching its entire membership and other drug discovery professionals.

Topics include assay design, target identification and development, detection methods and assay comparisons, lab automation, data analysis and information management, virtual screening, compound management, biomarker legal/licensing issues, product applications, and industry news.

*Journal of Biomolecular Screening* provides information that enables HTS practitioners and other drug discovery professionals to evaluate current technologies and incorporate those applications to enhance their performance and objectives.

**GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:**

All advertising is subject to the publisher's and society's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

**VALUE-ADDED PROGRAMS:**

- All 10x advertisers receive the following value-added incentives:
  1. Free hyperlink on the "links" section of the SBS website.
  2. Bold listing in the *15th Annual Conference and Exhibition Handbook*.
- All advertisers will receive 1 point per page per issue to count toward SBS booth assignment priority.

## AD PLANNING CALENDAR

Issue	Theme for Product Focus	Conference Distribution	Dates	Location	Value-Added Incentives
January	Screening Robotics and Automation	Association for Laboratory Automation (ALA)	January 25-27, 2009	Palm Springs, CA	Free counter cards for all full page and larger advertisers
February	Microplates, Assay Reagents, Screening Consumables, and Kits	Screening Europe 2008 (Select Biosciences)	February 23-25, 2009	Berlin, Germany	
March	Software, Databases, and Information Services	Society of Toxicology (SOT)	March 15-19, 2009	Baltimore, MD	
April	Analytical and Preparative Instrumentation and General Lab Equipment	Society for Biomolecular Sciences (SBS)	April 26-30, 2009	Lille, France	Free counter cards for all full page and larger advertisers
June	Outsourcing and Contract Services				Free Ad Perception Study for all full page and larger advertisers
July	Screening Robotics and Automation				
August	Microplates, Assay Reagents, Screening Consumables, and Kits	Drug Discovery Technology (DDT) - US	August 3-6, 2009	Boston, MA	
September	Software, Databases, and Information Services	Euro Laboratory Robotics Interest Group (ELRIG)	TBA	TBA	
October	Analytical and Preparative Instrumentation and General Lab Equipment	SBS Fall Symposium	TBA	TBA	
December	Outsourcing and Contract Services				

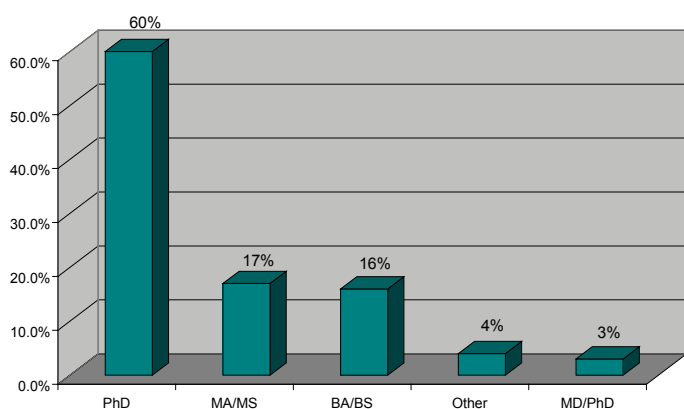
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## READERSHIP

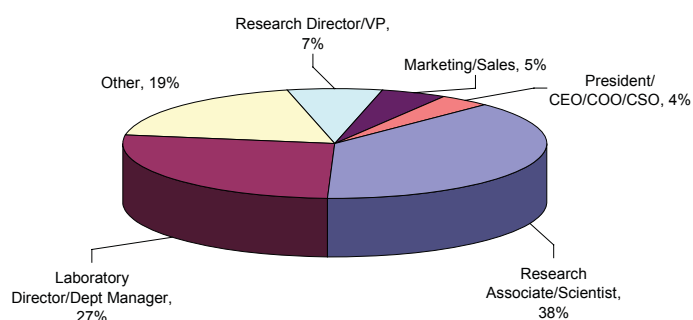
Readership encompasses an international, interdisciplinary audience of HTS practitioners and other drug discovery professionals, including the following: chemists, biochemists, molecular biologists, microbiologists, pharmacologists, toxicologists, and information specialists.

- 79% have responded to ads in *JBS* over the past 12 months.
- 93% are involved in purchasing decisions for their organizations.
- 89% plan to make purchases over the next 12 months.

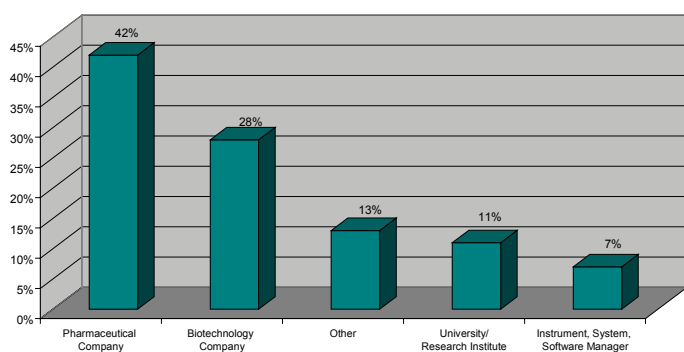
### DEGREE(S) HELD



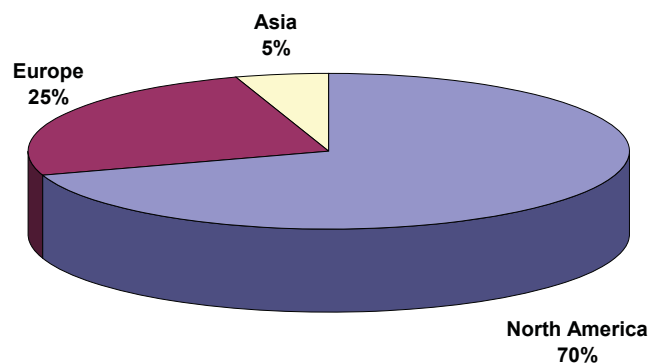
### JOB TITLE(S)



### BUSINESS AREA



### LOCATION



Demographics provided by 2008 SBS membership data and Readex® Survey – 2007.

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## OTHER MARKETING OPPORTUNITIES

**Belly bands** – Advertisement that wraps around middle of each issue.

**Journal supplements** – Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

**Article reprints** – Reprints of articles pertinent to your company's mission serve as excellent marketing support materials for conference hand-outs, collateral sales material, and direct mail pieces.

**2010 SBS Wall Calendar** – Here is an opportunity to be seen everyday by *JBS* subscribers. For the first time, we are offering advertising on each page of the 2010 SBS Wall Calendar. This calendar will include all of the industry and educational conferences and events throughout 2009.

This calendar will be mailed with the December 2009 issue of the journal. Your ad will be on the page above the month of your choice.

### **Exhibiting at SBS Conference and Advertising in the 15th Annual Conference and Exhibition Handbook:**

If you are interested in exhibiting at the 15th Annual Conference of The Society for Biomolecular Sciences, please contact:

Christina Lynch, Exhibits Coordinator

Phone: (203) 743-1336

E-mail: [clynch@sbsonline.org](mailto:clynch@sbsonline.org)

**SBS News** – Single sponsorships are available for each of the 6 issues. Available on first-come, first-served basis, so please call for information today.

**Product focus listings** – We invite companies to submit product information for possible inclusion in the product focus sections of *JBS*. Inclusion is free but is subject to the editors' selection and is on a space available basis. To submit your product information for consideration, please send to:

David Roman

Product Focus Section, *JBS*

Society for Biomolecular Sciences

36 Tamarack Ave., Suite 348, Danbury, CT 06811

E-mail: [email@sbsonline.org](mailto:email@sbsonline.org)

(See instructions in journal for more detailed specifications for submissions.)

**Please contact the publisher for more information about any of these opportunities.**

## ONLINE OPPORTUNITIES

<http://jbsc.sagepub.com>

*Please see separate rate card for online rates.*

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## CLOSING DATES – 2009

### January Issue

Space Reservations.....	11/28/2008
Materials Closing.....	12/3/2008
Inserts Due.....	12/12/2008
Mail Date.....	1/2/2009

### February Issue

Space Reservations.....	12/31/2008
Materials Closing.....	1/5/2009
Inserts Due.....	1/15/2009
Mail Date.....	2/3/2009

### March Issue

Space Reservations.....	1/30/2009
Materials Closing.....	2/4/2009
Inserts Due.....	2/13/2009
Mail Date.....	3/5/2009

### April Issue

Space Reservations.....	2/27/2009
Materials Closing.....	3/4/2009
Inserts Due.....	3/13/2009
Mail Date.....	4/2/2009

### June Issue

Space Reservations.....	4/30/2009
Materials Closing.....	5/5/2009
Inserts Due.....	5/15/2009
Mail Date.....	6/3/2009

### July Issue

Space Reservations.....	5/29/2009
Materials Closing.....	6/3/2009
Inserts Due.....	6/12/2009
Mail Date.....	7/3/2009

### August Issue

Space Reservations.....	7/1/2009
Materials Closing.....	7/6/2009
Inserts Due.....	7/16/2009
Mail Date.....	8/4/2009

### September Issue

Space Reservations.....	7/30/2009
Materials Closing.....	8/4/2009
Inserts Due.....	8/14/2009
Mail Date.....	9/2/2009

### October Issue

Space Reservations.....	8/31/2009
Materials Closing.....	9/4/2009
Inserts Due.....	9/14/2009
Mail Date.....	10/5/2009

### December Issue

Space Reservations.....	10/30/2009
Materials Closing.....	11/4/2009
Inserts Due.....	11/13/2009
Mail Date.....	12/3/2009

Cancellations not accepted after closing dates for space reservations and must be submitted in writing.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

## ADVERTISING RATES – 2009

### B&W

Frequency	1x	4x	8x	10x	20x
1 page	\$1,630	\$1,580	\$1,460	\$1,380	\$1,300
½ page	\$1,120	\$1,085	\$1,000	\$945	\$890
1/4 page (classified only)	\$880	\$850	\$785	\$740	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

### COLOR RATES:

Additional Standard Color (Cyan, Magenta, Yellow), per ad, extra.....	\$820
Additional Pantone Color, per ad, extra.....	\$945
3 or 4 color, per ad, extra.....	\$1,135

**AGENCY COMMISSION:** 15%

### COVER AND PREFERRED POSITION SURCHARGES:

(In Addition to Earned Rate)

Cover 2.....	Earned B&W Rate + 35%
Cover 3.....	Earned B&W Rate + 25%
Cover 4.....	Earned B&W Rate + 50%
Opposite TOC.....	Earned B&W Rate + 30%
Other specified positions.....	Earned B&W Rate + 15%

### INSERTS (BOUND):

2 page insert – 3 times the earned black/white rate
4 page insert – 5 times the earned black/white rate
6 page insert – 6 times the earned black/white rate
8 page insert – 8 times the earned black/white rate

Outserts, loose inserts, gatefolds, tip-ins, die cuts and business reply cards are available. Sample must be submitted to the Publisher for approval. Please call for rates.

### INSERT QUANTITY:

Please call prior to each issue because the quantity fluctuates.

**PAYMENT TERMS:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

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## ARTWORK SPECIFICATIONS

	Inches	Millimeters
Trim Size:	8 3/8" w x 10 7/8" h	213 mm w x 276 mm h
Full Page (Non-Bleed):	7" w x 10" h	178 mm w x 254 mm h
Full Page (Bleed):	8 5/8" w x 11 1/8" h	220 mm w x 283 mm h
½ page horizontal:	7" w x 4 7/8" h	178 mm w x 124 mm h
½ page vertical:	3 3/8" w x 10" h	86 mm w x 254 mm h
Live matter: ¼" (6 mm) from trim		
Linescreen: 133-150		

### REQUIREMENTS FOR ELECTRONIC DELIVERY:

#### General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

#### Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

#### Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—[www.swop.org](http://www.swop.org)) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at <http://dx.sheridan.com/connect/main.html>.

#### File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

#### BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than ¼" from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

### POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 ¼" h x 6" w.

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

**Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.**

## ADDRESSES & NUMBERS

### FOR ALL ADVERTISING INQUIRIES:

Leonard Media Group  
415 Horsham Road  
Horsham, PA 19044

- Nicole Roach Louderback (U.S. Advertisers)  
Phone: (949) 542-4087, Fax: (215) 675-9376  
E-mail: [nicole@leonardmedia.com](mailto:nicole@leonardmedia.com)
- Brett Goldfine (Non-U.S. Advertisers)  
Phone: (215) 675-9133 x226, Fax: (215) 675-9376  
E-mail: [brett@leonardmedia.com](mailto:brett@leonardmedia.com)

### FOR ARTWORK (PRINT AND BANNER ADS) SUBMISSIONS:

Anna Gonda  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7772  
Fax: (805) 499-8096  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### PRE-PRINTED INSERTS:

*(list journal name, issue # and quantity on boxes/skid)*

Ship To:  
Mary Heiliger  
CSR  
Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331 USA  
Phone: (800) 635-7181 ext. 8145

### FOR REPRINT SALES:

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7763  
Fax: (805) 499-8096  
E-mail: [reprint@sagepub.com](mailto:reprint@sagepub.com)

### FOR SUPPLEMENT SALES:

Carolyn Saenz  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (215) 279-7597  
Fax: (805) 499-8096  
E-mail: [carolyn.saenz@sagepub.com](mailto:carolyn.saenz@sagepub.com)