JOURNAL OF BIOMOLECULAR SCREENING
Official Journal of the Society for Biomolecular Sciences

ADVERTISING RATES & SPECIFICATIONS
Effective January 2010
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.
• All advertisers will receive 1 point per page per issue to count toward SBS booth assignment priority.

EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme for Product Focus</th>
<th>Conference Distribution</th>
<th>Dates</th>
<th>Location</th>
<th>Value-Added Incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Screening Robotics and Automation</td>
<td>Association for Laboratory Automation (ALA)</td>
<td>January 24-26</td>
<td>Palm Springs, CA</td>
<td>Free Counter Cards to advertisers 1/2 page and larger</td>
</tr>
<tr>
<td>February</td>
<td>Microplates, Assay Reagents, Screening, Consumables, and Kits</td>
<td>Society of Toxicology (SOT)</td>
<td>March 7-11/April 11-15</td>
<td>Salt Lake City, UT</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Software, Databases, and Information Services</td>
<td>Society for Biomolecular Sciences (SBS)</td>
<td>Phoenix, AZ</td>
<td>Free Counter Cards to advertisers 1/2 page and larger</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Analytical and Preparative Instrumentation and General Lab Equipment</td>
<td>SBS Biopharmaceuticals Symposium</td>
<td>May 20-21</td>
<td>San Francisco, CA</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>High Content Screening and Imaging; Instrumentation, Analysis, and Applications</td>
<td>Drug Discovery &amp; Development Week</td>
<td>August 23-25</td>
<td>San Diego, CA</td>
<td>Free Ad Perception Reader Survey for all Full page and larger advertisers</td>
</tr>
<tr>
<td>July</td>
<td>Screening Robotics and Automation</td>
<td>Drug Discovery &amp; Development Week</td>
<td>August 23-25</td>
<td>San Diego, CA</td>
<td>Free Counter Cards to advertisers 1/2 page and larger</td>
</tr>
<tr>
<td>August</td>
<td>Microplates, Assay Reagents, Screening, Consumables, and Kits</td>
<td>Euro Laboratory Robotics Interest Group (ELRIG)</td>
<td>September 1-2</td>
<td>Coventry, UK</td>
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<tr>
<td>September</td>
<td>Software, Databases, and Information Services</td>
<td>SBS Fall Symposium</td>
<td>October TBA</td>
<td>Durham, NC</td>
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<td></td>
<td></td>
<td>MIPTEC Conference</td>
<td>October 12-14</td>
<td>Switzerland</td>
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<tr>
<td>October</td>
<td>Analytical and Preparative Instrumentation and General Lab Equipment</td>
<td>SBS Asian Conference</td>
<td>Late October/ early November</td>
<td>Shanghai, China</td>
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<tr>
<td>December</td>
<td>Outsourcing and Contract Services</td>
<td></td>
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</table>
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.

- 88% have responded to ads in JBS over the past 12 months.
- 93% are involved in purchasing decisions for their organizations.

**Plans to Purchase**

- 65% plan to purchase equipment.
- 62% plan to review possible new equipment.
- 50% plan to recommend equipment purchases.
- 7% plan to do neither.
- 6% do not know.

**Business Area**

- Screening Robotics & Automation: 67%
- Software, Databases & Information Services: 43%
- Outsourcing & Contract Services: 35%
- Analytical & Preparative Instrumentation: 31%
- Microplates, Assay Reagents, Screening Consumables & Kits: 28%
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.

2011 SBS Wall Calendar – Here is an opportunity to be seen everyday by JBS subscribers. This calendar will include all of the industry and educational conferences and events throughout 2011.

This calendar will be mailed with the December 2010 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 Annual Conference and Exhibition Handbook:
If you are interested in exhibiting at the 15th Annual Conference of The Society for Biomolecular Sciences, please contact:

Elizabeth Davis, Exhibits Coordinator
Phone: (703) 964-1240 x 11
E-mail: edavis@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

(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.
CLOSING DATES – 2010

January Issue
Space Reservations ................................................................. 11/30/2009
Materials Closing ................................................................. 12/4/2009
Inserts Due ............................................................................. 12/14/2009
Mail Date .................................................................................. 1/6/2010

February Issue
Space Reservations ................................................................. 12/24/2009
Materials Closing ................................................................. 12/29/2009
Inserts Due ............................................................................. 1/8/2010
Mail Date .................................................................................. 2/2/2010

March Issue
Space Reservations ................................................................. 1/29/2010
Materials Closing ................................................................. 2/3/2010
Inserts Due ............................................................................. 2/12/2010
Mail Date .................................................................................. 3/5/2010

April Issue
Space Reservations ................................................................. 2/26/2010
Materials Closing ................................................................. 3/3/2010
Inserts Due ............................................................................. 3/12/2010
Mail Date .................................................................................. 4/2/2010

June Issue
Space Reservations ................................................................. 4/29/2010
Materials Closing ................................................................. 5/4/2010
Inserts Due ............................................................................. 5/14/2010
Mail Date .................................................................................. 6/3/2010

July Issue
Space Reservations ................................................................. 5/28/2010
Materials Closing ................................................................. 6/2/2010
Inserts Due ............................................................................. 6/11/2010
Mail Date .................................................................................. 7/2/2010

August Issue
Space Reservations ................................................................. 6/25/2010
Materials Closing ................................................................. 6/30/2010
Inserts Due ............................................................................. 7/9/2010
Mail Date .................................................................................. 8/2/2010

September Issue
Space Reservations ................................................................. 7/30/2010
Materials Closing ................................................................. 8/4/2010
Inserts Due ............................................................................. 8/13/2010
Mail Date .................................................................................. 9/2/2010

October Issue
Space Reservations ................................................................. 8/27/2010
Materials Closing ................................................................. 9/1/2010
Inserts Due ............................................................................. 9/10/2010
Mail Date .................................................................................. 10/4/2010

December Issue
Space Reservations ................................................................. 10/29/2010
Materials Closing ................................................................. 11/3/2010
Inserts Due ............................................................................ 11/12/2010
Mail Date .................................................................................. 12/7/2010

Insertions made after printed space reservation deadline are non-cancelable.

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 – 2010

B&W

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>10x</th>
<th>20x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,630</td>
<td>$1,580</td>
<td>$1,460</td>
<td>$1,380</td>
<td>$1,300</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,140</td>
<td>$1,105</td>
<td>$1,020</td>
<td>$960</td>
<td>$905</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$880</td>
<td>$850</td>
<td>$785</td>
<td>$740</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES:

Additional Standard Color .......................... $695
Pantone color...................................................... $870
4 Color................................................................. $1,165

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.
**ARTWORK SPECIFICATIONS**

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

**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) 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/](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](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:**
Amanda Pulse
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7345
Fax: (805) 375-5282
E-mail: amanda.pulse@sagepub.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

**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 AND SUPPLEMENT 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