MEDIA KIT
Effective January 2011
**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:**
An Official Journal of the Society for Laboratory Automation and Screening

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

**COMMERCIAL SALES DIRECTOR:**
Bob Vrooman, SAGE Publications

**ADVERTISING REPRESENTATIVE (DISPLAY AND CLASSIFIED ADVERTISING):**
Amanda Pulse
Phone: (805) 410-7345, Fax: (805) 375-5282
E-mail: amanda.pulse@sagepub.com

**DESCRIPTION:**
*Journal of Biomolecular Screening (JBSc)* is a peer-reviewed journal publishing articles that emphasize scientific and technical applications and advances in the field of biomolecular discovery. It is an official publication of the Society for Laboratory Automation and Screening 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.

**EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Theme for Product Focus</th>
<th>Conference Distribution</th>
<th>Dates - 2011</th>
<th>Location</th>
<th>Value-Added Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Screening Robotics and Automation</td>
<td>Lab Automation 2011</td>
<td>January 29-February 2</td>
<td>Palm Springs, CA</td>
<td>Free Counter Cards to advertisers 1/2 pg and larger</td>
</tr>
<tr>
<td>February</td>
<td>Microplates, Assay Reagents, Screening, Consumables, and Kits</td>
<td>SBS 17th Annual Conference and Exhibition</td>
<td>March 27-31</td>
<td>Orlando, FL</td>
<td>Free Counter Cards to advertisers 1/2 pg and larger</td>
</tr>
<tr>
<td>March</td>
<td>Software, Databases, and Information Services</td>
<td>SBS 17th Annual Conference and Exhibition</td>
<td>March 27-31</td>
<td>Orlando, FL</td>
<td>Free Counter Cards to advertisers 1/2 pg and larger</td>
</tr>
<tr>
<td>April</td>
<td>Analytical and Preparative Instrumentation and General Lab Equipment</td>
<td></td>
<td></td>
<td></td>
<td>Free Ad Perception Reader Survey for all Full page and larger advertisers</td>
</tr>
<tr>
<td>June</td>
<td>High Content Screening and Imaging: Instrumentation, Analysis, and Applications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Screening Robotics and Automation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Microplates, Assay Reagents, Screening, Consumables, and Kits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Software, Databases, and Information Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Analytical and Preparative Instrumentation and General Lab Equipment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Outsourcing and Contract Services</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</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.

**SIMPLIFIED PLAN TO PURCHASE**

- Purchase equipment: 65%
- Recommend equipment purchases: 50%
- Review possible new equipment: 62%
- None of these: 7%
- Don't know: 6%

**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%

Demographics provided by SBS membership data and Readex® Survey – 2009
OTHER MARKETING OPPORTUNITIES

Belly bands / Cover tips - An exclusive way to place your message front and center with each journal reader. Belly bands and cover tips allow your message to be the very first one seen by readers.

Outserts (Product Samples, Brochures) - Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity - only one advertising outsert permitted per 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.

2012 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 2011 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 Annual Conference of The Society for Biomolecular Sciences, please contact:
Barry Sacks - Exhibit Manager
Society for Laboratory Automation and Screening
bsacks@labautomation.org
bsacks@sbsonline.org
(312) 265-9642

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. E-mail your product information for consideration to: Nan Hallock, nhallock@SLAS.org.

(See journal for featured topics calendar and more submission information.)

Please contact the publisher for more information about any of these opportunities.
JOURNAL OF BIOMOLECULAR SCREENING

CLOSING DATES – 2011

January Issue
Space Reservations ................................................................. 12/01/2010
Materials Closing ................................................................. 12/06/2010
Inserts Due ........................................................................... 12/13/2010

February Issue
Space Reservations ................................................................. 01/03/2011
Materials Closing ................................................................. 01/07/2011
Inserts Due ........................................................................... 01/14/2011

March Issue
Space Reservations ................................................................. 01/31/2011
Materials Closing ................................................................. 02/04/2011
Inserts Due ........................................................................... 02/11/2011

April Issue
Space Reservations ................................................................. 02/25/2011
Materials Closing ................................................................. 03/02/2011
Inserts Due ........................................................................... 03/09/2011

June Issue
Space Reservations ................................................................. 05/04/2011
Materials Closing ................................................................. 05/09/2011
Inserts Due ........................................................................... 05/16/2011

July Issue
Space Reservations ................................................................. 06/01/2011
Materials Closing ................................................................. 06/06/2011
Inserts Due ........................................................................... 06/13/2011

August Issue
Space Reservations ................................................................. 06/27/2011
Materials Closing ................................................................. 07/01/2011
Inserts Due ........................................................................... 07/08/2011

September Issue
Space Reservations ................................................................. 08/05/2011
Materials Closing ................................................................. 08/10/2011
Inserts Due ........................................................................... 08/17/2011

October Issue
Space Reservations ................................................................. 08/29/2011
Materials Closing ................................................................. 09/02/2011
Inserts Due ........................................................................... 09/09/2011

December Issue
Space Reservations ................................................................. 11/03/2011
Materials Closing ................................................................. 11/08/2011
Inserts Due ........................................................................... 11/15/2011

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 – 2011

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>$1,675</td>
<td>$1,620</td>
<td>$1,495</td>
<td>$1,415</td>
<td>$1,335</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,170</td>
<td>$1,130</td>
<td>$1,045</td>
<td>$985</td>
<td>$930</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$905</td>
<td>$875</td>
<td>$805</td>
<td>$760</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 rates for color insertions:
- Standard Color ............................................................. $725
- Pantone Color .............................................................. $905
- 4 Color ........................................................................ $1,210

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.
## JOURNAL OF BIOMOLECULAR SCREENING

### ONLINE ADVERTISING

- JBS website advertising
- JBS eTOC alert e-newsletter sponsorships

**BANNER ADVERTISING ON JOURNAL WEBSITE:** [http://jbsc.sagepub.com](http://jbsc.sagepub.com)

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### HOME PAGE:

- Banner 1: **Leaderboard**
  - Location: Top of home page and top of interior pages
  - Size: 728 x 90
  - Rates:
    - Advertiser: $1,900, $3,800, $3,500, $7,000, $6,000, $12,000
    - Non-Advertiser: $3,800, $7,000, $6,000, $12,000

- Banner 2: **Title Banner**
  - Location: Right Side of Home page and interior pages
  - Size: 234 x 60
  - Rates:
    - Advertiser: $1,375, $2,750, $2,200, $4,400, $3,850, $7,700
    - Non-Advertiser: $2,750, $4,400, $3,850, $7,700

- Banner 3: **Wide Skyscraper**
  - Location: Right Side of Home page and interior pages
  - Size: 160 x 600
  - Rates:
    - Advertiser: $1,375, $2,750, $2,200, $4,400, $3,850, $7,700
    - Non-Advertiser: $2,750, $4,400, $3,850, $7,700

- Banner 2: **Banner Tile**
  - Location: Right Side of Home page and interior pages
  - Size: 160 x 140
  - Rates:
    - Advertiser: $750, $1,500, $1,250, $2,500, $2,000, $4,000
    - Non-Advertiser: $1,500, $2,500, $2,000, $4,000

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### INTERNAL PAGES:

- Banner 1: **Leaderboard**
  - Location: Top of home page and top of interior pages
  - Size: 728 x 90

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### BANNER AD SPECIFICATIONS:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement

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*Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.*

*Exclusive visibility may be available in any of the locations. The price is twice the non-exclusive pricing above. Please contact your representative.*
E-TOC SPONSORSHIP

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.

<table>
<thead>
<tr>
<th>Spec</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
<tr>
<td>Text ad</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

BANNER AD SPECIFICATIONS FOR E-TOC:
- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement

SBS “THE BUZZ” E-NEWSLETTER

<table>
<thead>
<tr>
<th>E-Newsletter</th>
<th>Frequency</th>
<th>Sponsor recognition</th>
<th>Size/Specs</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>SBS Member Newsletter – “The Buzz at SBS” – Top Banner</td>
<td>Bi-monthly (February, April, June)</td>
<td>Banner to appear across the top of the e-newsletter</td>
<td>468 W x 60 H *Max size 100 KB</td>
<td>1X - $1350, 3X - $1250, 6X - $1150, 12X - $1050</td>
</tr>
</tbody>
</table>

BANNER AD SPECIFICATIONS:
- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement

- Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.
- Exclusive visibility may be available in any of the locations. The price is twice the non-exclusive pricing above. Please contact your representative.
SAGE Publications, in conjunction with SBS, introduces our annual Wall Calendar for 2011. This calendar will mail with the December 2011 issue of *Journal of Biomolecular Screening* to all 2,000+ subscribers. The calendar will include dates of selected conferences, as well as a comprehensive resource on professional education.

This calendar will be an invaluable resource for these 2,000+ subscribers as they will refer to it throughout the year. You have the opportunity to advertise your products adjacent to one of the 12 months. Please act fast because there are only 12 spaces available and the months are assigned on a first-come, first-served basis. Your ad would appear on the page directly above the month dates.

**Advertising Rates:** $2,650

*Rate is net and not commissionable to agencies. Full page/4-Color ads only.*

**Deadlines:**

<table>
<thead>
<tr>
<th>Space Reservations</th>
<th>Ad Materials</th>
</tr>
</thead>
</table>

**Artwork requirements (full page/4 color only):**

<table>
<thead>
<tr>
<th>Non-bleed ad</th>
<th>Bleed ad</th>
<th>Trim size of calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; w x 7 1/2&quot; h</td>
<td>11 3/8&quot; w x 8 5/8&quot; h</td>
<td>10 7/8&quot; w x 8 3/8&quot; h</td>
</tr>
</tbody>
</table>

Keep live matter ¼" from trim on sides and bottom and ½" from trim on top to allow for hanging hole to be inserted.

Linescreen: 133-150

Please supply a high resolution PDF, with an accompanying SWOP-certified color proof. Minimum required image resolution is 300 dpi for color or gray scale images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert all files submitted in RGB to CMYK but is not responsible for color reproduction on these converted ads.

**Sales/Reservations:**

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

**Artwork delivery:**

Kirsten Beaulieu
SAGE Publications
2455 Teller Rd.
Thousand Oaks, CA 91320
Phone: (805) 410-7160
Email: advertising@sagepub.com
ARTWORK SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>Inches</th>
<th>Millimeters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size:</td>
<td>8 3/8&quot; w x 10 7/8&quot; h</td>
<td>213 mm w x 276 mm h</td>
</tr>
<tr>
<td>Full Page (Non-Bleed):</td>
<td>7&quot; w x 10&quot; h</td>
<td>178 mm w x 254 mm h</td>
</tr>
<tr>
<td>Full Page (Bleed):</td>
<td>8 5/8&quot; w x 11 1/8&quot; h</td>
<td>220 mm w x 283 mm h</td>
</tr>
<tr>
<td>Spread (Non-Bleed):</td>
<td>16 3/4&quot; w x 10 7/8&quot; h</td>
<td>426 mm w x 276 mm h</td>
</tr>
<tr>
<td>Spread (Bleed):</td>
<td>17&quot; w x 11 1/8&quot; h</td>
<td>432 mm w x 283 mm h</td>
</tr>
<tr>
<td>½ page horizontal:</td>
<td>7&quot; w x 4 7/8&quot; h</td>
<td>178 mm w x 124 mm h</td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3 3/8&quot; w x 10&quot; h</td>
<td>86 mm w x 254 mm h</td>
</tr>
</tbody>
</table>

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) 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.

**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 pt.

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