

ADVERTISING OPPORTUNITIES WITH SOCIETY FOR LABORATORY AUTOMATION AND SCREENING



Come Transform Research™

All Advertising subject to SLAS approval.

2015 ADVERTISING RATES

JBS DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x	24x
1 page	\$2,230	\$2,005	\$1,905	\$1,810	\$1,630
½ page	\$1,780	\$1,745	\$1,660	\$1,575	\$1,420
¼ page	\$1,070	\$1,050	\$995	\$945	n/a

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above)..... \$1,250

JALA DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x	24x
1 page	\$1,765	\$1,730	\$1,640	\$1,560	\$1,405
½ page	\$1,410	\$1,380	\$1,315	\$1,250	\$1,125
¼ page	\$845	\$830	\$790	n/a	n/a

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above)..... \$1,115

Based on total combined JALA and JBS 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.

AGENCY COMMISSION: 15%

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

JBS 2015 DEADLINES

January

Space reservation due:	11/13/14
Materials due:	11/18/14
Inserts due:	11/25/14

February

Space reservation due:	12/10/14
Materials due:	12/15/14
Inserts due:	12/19/14

March

Space reservation due:	1/12/15
Materials due:	1/15/15
Inserts due:	1/22/15

April

Space reservation due:	2/12/15
Materials due:	2/17/15
Inserts due:	2/24/15

June

Space reservation due:	4/15/15
Materials due:	4/20/15
Inserts due:	4/27/15

July

Space reservation due:	5/13/15
Materials due:	5/18/15
Inserts due:	5/25/15

August

Space reservation due:	6/15/15
Materials due:	6/18/15
Inserts due:	6/25/15

September

Space reservation due:	7/15/15
Materials due:	7/20/15
Inserts due:	7/27/15

October

Space reservation due:	8/13/15
Materials due:	8/19/15
Inserts due:	8/26/15

December

Space reservation due:	10/14/15
Materials due:	10/19/15
Inserts due:	10/26/15

INSERTS AND OTHER HIGH IMPACT OPPORTUNITIES

INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:

- 2 page insert – 3 times the earned B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate
- Business reply cards – earned B&W rate

HIGH-IMPACT PRINT ADVERTISING:

- An exclusive way to place your message front and center with each journal reader. Your ad would attach

to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

- – Another exclusive visibility option. Your ad would wrap around the entire journal.
- – Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%
Inside Back Cover.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%

Facing Table of Contents	Earned B&W rate + 30%
Facing First Text Page.....	Earned B&W rate + 25%
Other specified positions	Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

JALA 2015 DEADLINES

February

Space reservation due:	12/10/14
Materials due:	12/15/14
Inserts due:	12/19/14

April

Space reservation due:	2/12/15
Materials due:	2/17/15
Inserts due:	2/24/15

June

Space reservation due:	4/13/15
Materials due:	4/17/15
Inserts due:	4/24/15

August

Space reservation due:	6/12/15
Materials due:	6/16/15
Inserts due:	6/23/15

October

Space reservation due:	8/13/15
Materials due:	8/19/15
Inserts due:	8/26/15

December

Space reservation due:	10/14/15
Materials due:	10/19/15
Inserts due:	10/26/15

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DIGITAL OFFERINGS

JOURNAL WEBSITES:
<http://jbx.sagepub.com>
<http://jla.sagepub.com>

ONLINE ADVERTISING RATES

- **Banner 1: Leaderboard (728 x 90)**\$85 CPM
- **Banner 2: Skyscraper (160 X 600)**\$85 CPM
- **Banner 3: Title Banner (234 X 60)**\$75 CPM
- **Banner 4: Banner Tile (160 x 140)**.....\$50 CPM

BANNER AD SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

Minimum buy: 10,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

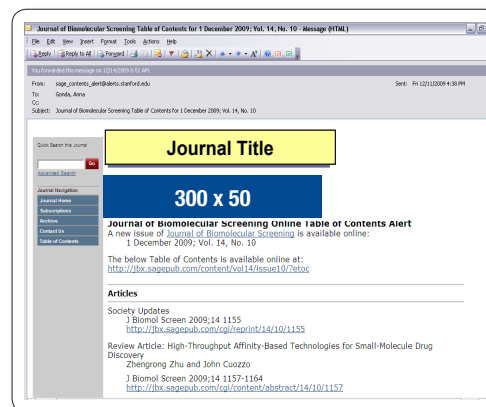
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

TYPE OF AD	SPECS	1x	3x	6x	12x
Banner Ad	300 x 50	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.



OTHER DIGITAL OPPORTUNITIES WITH SLAS

SLAS PRESENTS INNOVATIVE WAYS TO REACH THEIR MEMBERS...

The SLAS Electronic Laboratory Neighborhood (SLAS ELN) — A popular and highly regarded online news magazine. This “people focused and people sourced” e-zine is offering an exclusive sponsorship opportunity. Join the laboratory science and technology community at the SLAS ELN.

SLAS Webinars — Partner with SLAS to deliver world-class education and information to the laboratory science and technology community. Sponsor an SLAS Webinar and reach a highly qualified, targeted audience with an expressed interest in a specific topic area or discipline. SLAS Webinars are offered in real-time as well as on demand. Custom packages can extend your visibility and deliver maximum return on your investment.

Contact your SLAS Representative, Kelsey Ohle at kelsey.ohle@sagepub.com or (805) 410-7474 for sponsorship opportunities and learn how to deliver your product and services to this select audience!

GENERAL INFORMATION



20
YEARS

CELEBRATING
SCIENTIFIC
INNOVATION

J A L A • J B S

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ABOUT SLAS

SLAS is a global community of more than 18,000 scientists—from academia, government and industry—collectively focused on leveraging the power of technology to achieve scientific objectives. We consider a primary part of our mission to unite great minds in science and technology for the advancement of all research.

The membership of SLAS comprises academic, industrial and government scientists, engineers and informatics professionals, and science and technology focused product development, marketing and sale specialists — all of whom share a common interest in advancing their understanding and expertise in laboratory technology and science. Members of the Society are scientists who conduct research and develop new technologies to increase productivity, elevate data quality, reduce lab process cycle times or enable experimentation that otherwise would be impossible.

ABOUT THE JOURNALS

JALA and JBS readers are laboratory science and technology professionals who work primarily in life science R&D. Together, JALA and JBS address the full spectrum of issues that are mission-critical to this important audience, enabling scientific research teams to gain scientific insights, increase productivity, elevate data quality, reduce lab process cycle times and enable experimentation that otherwise would be impossible.

Both JBS and JALA consider previously unpublished, original research and review manuscripts on an ongoing basis from SLAS members and nonmembers.

Journal of Biomolecular Screening (JBS)

Advancing the Science of Drug Discovery

Editor-in-Chief: Robert M. Campbell, Ph.D., Eli Lilly and Company, Indianapolis, IN (USA)

2013 Impact Factor: 2.012 | 2013 Rankings: 37 out of 76 in the Analytical Chemistry category; 85 out of 165 in the Biotechnology & Applied Microbiology category; and 49 out of 78 in the Biochemical Research Methods category.

JBS reports how scientists use adapted technology to pursue new therapeutics for unmet medical needs, including assay development, identification of chemical probes and target identification and validation in general.

UPCOMING SPECIAL ISSUES AND SPECIAL SECTIONS:

- Novel Therapeutic Approaches for Neglected Infectious Diseases
- Therapeutic Antibody Discovery and Development
- Screening by RNAi and Precise Genome Editing Technologies
- Advances in Mass Spectrometry within Drug Discovery

FREQUENCY: 10 TIMES/YEAR

PRINT CIRCULATION: 1,710

Journal of Laboratory Automation (JALA)

Advancing Translational Laboratory Science and Technology

Editor-in-Chief: Edward Kai-Hua Chow, PhD, National University of Singapore (Singapore)

2013 Impact Factor: 1.50 | 2013 Rankings: 45 out of 76 in the Analytical Chemistry category; and 65 out of 78 in the Biochemical Research Methods category.

JALA explores ways in which scientists adapt advancements in technology for scientific exploration and experimentation.

UPCOMING SPECIAL ISSUES AND SPECIAL SECTIONS:

- Microengineered Cell- and Tissue-Based Assays for Drug Screening and Toxicology Applications
- New Developments in Biosensing Technologies
- Advancing Scientific Innovation with Acoustic Droplet Ejection
- High-Throughput Imaging Technologies

FREQUENCY: 6 TIMES/YEAR

PRINT CIRCULATION: 1,160

JBS/JALA BONUS DISTRIBUTION CALENDAR – 2015

JOURNAL	ISSUE	CONFERENCE DISTRIBUTION	DATES	LOCATION	VALUE-ADDED MARKETING
JBS/JALA	February	Society for Laboratory Automation & Screening (SLAS) 2015	February 7-11, 2015	Washington, DC	Free Counter Cards for all advertisers 1/2 pg and larger
JBS	April				Free Ad Perception Reader Survey for all 1/2 pg and larger advertisers
JALA	August				Free Ad Perception Reader Survey for all 1/2 pg and larger advertisers
JALA	December	Society for Laboratory Automation & Screening (SLAS) 2016	January 23-27, 2016	San Diego, CA	Free Counter Cards for all advertisers 1/2 pg and larger

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 5/8" w x 11 1/8" h
½ page horizontal:	7" w x 4 7/8" h	
½ page vertical:	3 3/8" w x 10" h	
¼ page vertical:	3 3/8" w x 4 7/8" h	

Live matter: ¼" 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.

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.

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 is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" x 6".

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.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING:

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FOR ARTWORK DELIVERY:

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 SAGE Publications
 2455 Teller Road
 Thousand Oaks, CA 91320 USA
 Phone: (805) 410-7772
 Fax: (805) 410-7009
 E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)
 Ship To:
 Tina Pringle / Pam Hays
 Dartmouth Printing
 69 Lyme Road
 Hanover, NH 03755 USA
 Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg
 SAGE Publications
 2455 Teller Road
 Thousand Oaks, CA 91320 USA
 Phone: (805) 410-7763
 Fax: (805) 410-7009
 E-mail: reprint@sagepub.com