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the american society for cell biology

2022 MEDIA KIT



Where the future of cell biology **begins.**

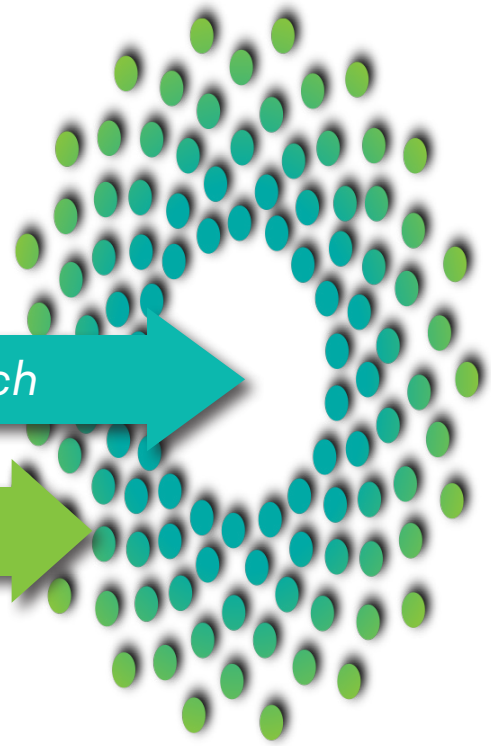
HIT YOUR *TARGET*

Reach *key decision makers*

...in *Labs*

...in *Biomedical/Cell Biology research*

...in *Universities*



INNOVATIVE

ASCB publishes original research in the fields of:

Biophysics • Cytoskeleton • Developmental Biology • Gene Regulation •
Genetics • Genomics • Proteomics • Signal Transduction • Systems Biology •
Trafficking • Theory

GLOBAL

Our members are everywhere, representing 60+ countries including:

Afghanistan • Argentina • Australia • Austria • Belgium • Brazil • Canada • Chile • China
• Colombia • Czech Republic • Denmark • Finland • France • Germany • Hong Kong •
Hungary • India • Ireland • Israel • Italy • Japan • Korea • Lebanon • Mexico • Netherlands •
New Zealand • Nigeria • Norway • Portugal • Qatar • Russia • Singapore • Spain • Sweden •
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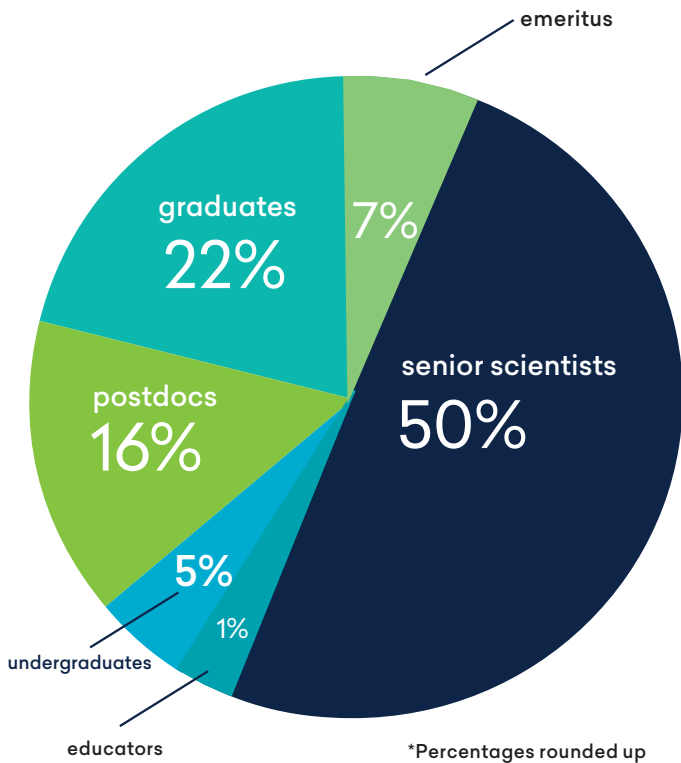


DIVERSE

Our members have wide-ranging research interests including:

Biophysics • Cancer Cell Biology • Cell-Cell Interaction • Cell-Matrix • Cilia & Flagella •
Cytoskeleton • Development and Morphogenesis • Genetics • Imaging and New Technologies •
Immunology • Lipid Biology • Mammalian Cells • Membrane Trafficking • Microbiology • Model
Organisms • Neuroscience • Nuclear Structure and Function • Organelles • Proteostasis, Cell
Stress, and Aging • RNABiology • Science Education • Signaling • Stem Cell Biology • Stem
Cells/iPS Cells • Translational Research

Why advertise with ASCB?



ASCB has been home to thousands of scientists across the globe, working in dozens of fields and areas of study. ASCB has housed an impressive and diverse array of members from graduate students and postdocs to **45 Lasker Awardees** and **42 Nobel laureates**— meaning you will always find the right audience for YOUR message. With over fifty years as an established scientific society, there is no better place to be seen than in our print and online publications, tried-and-true outlets that ensure your message reaches the right people.

ASCB—ahead of the curve

- ASCB is an international forum. With rapidly expanding initiatives in China, the Middle East, Europe, and many other countries, ASCB is making inroads into a global market — an opportunity for you to reach new and untapped markets.
- ASCB stays on top of member interests with specialized committees. Committees tackle current, relevant issues such as reproducibility, ensuring that ASCB's voice is heard clearly in the scientific community. The ASCB also has an active presence on Capitol Hill where our efforts bring the fight for science funding to the highest levels of government.
- Exceptional editorial content, including work by Nobel laureates. ASCB's high standard for publication ensures consistent relevance in today's rapidly changing scientific landscape.
- Marketing and graphics support — we ensure your message looks good while providing quick turnaround when you have questions.

Grow with ASCB

Promotion through ASCB is a two-way street. When you advertise with ASCB, you strengthen and promote the scientific community, providing us with the resources to further the interests of our membership. ASCB is an inclusive, international community of biologists studying the cell, the fundamental unit of life. We are dedicated to advancing scientific discovery, advocating sound research policies, improving education, promoting professional development, and increasing diversity in the scientific workforce. We are committed to growing the community, and our growth expands your audience.

digital publications

ASCB offers several print and online publications, each catering to a different demographic of scientific interest. Increase your visibility and see a clear return on your investment with an advertisement in one of our publications today.

access online

ASCB Newsletter Digital Flipbook



The ASCB Newsletter Digital Flipbook offers six issues, each with a theme. This printed publication, with a circulation of nearly 7,000 updates members on grant and award opportunities, public policy briefings, meeting announcements, news of interest to basic scientists, members in the news, and more.

Cell Bio 2022 Meeting Program and App



Cell Bio 2022 will have a mobile app, downloadable schedule PDF, and downloadable poster guide.

*Advertising placements are being determined for Cell Bio 2022. Please inquire at ascbexhibits@spargoinc.com

Purchase a banner ad on one of our high-traffic journal websites.

Molecular Biology of the Cell (MBoC)



Molecular Biology of the Cell (MBoC) is ASCB's premiere scientific journal. It is published 26 times a year.

The website has an average of 245,000 pageviews per month.

CBE—Life Sciences Education (LSE)



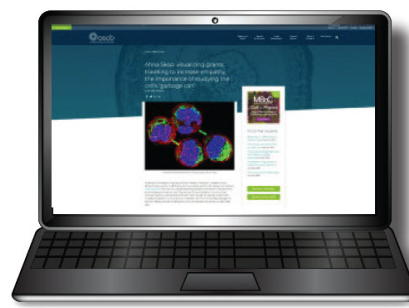
CBE—Life Sciences Education (LSE) is a peer-reviewed journal of life science education research and evidence-based practice.

The website has an average of 200,000 pageviews per month.

The ASCB Post

The ASCB Post, ASCB's all-inclusive digital news source contains Science Policy, Career and Science News articles available to members and non-members.

ASCB Post Website-Interior Pages



Your ad would be placed on all interior news pages for the month you purchase. About 11,000 users visit the news site per month.

ascb NEWSLETTER

Keep your finger on the pulse of the **cell biology community**.
Spread your message with the *ASCB Newsletter Digital Flipbook*.

There's no better way to reach ASCB members than to advertise in the *ASCB Newsletter*. The *ASCB Newsletter* provides you with the ability to target the entire membership with your message in a timely, precise manner. Articles cover a wide range of material, from write-ups of groundbreaking research, career advice, public policy updates, grant opportunities, and more. Additionally, the *Newsletter* allows ASCB members a window into the latest ideas, news, and opportunities currently trending within the cell biology community.

Target your advertising with the *ASCB Newsletter*'s special issues or engage in blanket coverage with our **special discounts** for multiple month advertising packages.



		2022 Editorial Calendar	
FEBRUARY		APRIL	
	AD DEADLINE: JAN. 21		AD DEADLINE: MARCH 18
JUNE		AUGUST	
	AD DEADLINE: MAY 13		AD DEADLINE: JULY 8
OCTOBER		DECEMBER	
Topic: ASCBIEMBO Meeting	AD DEADLINE: SEPT. 2		AD DEADLINE: NOV. 4

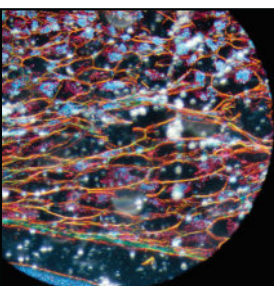
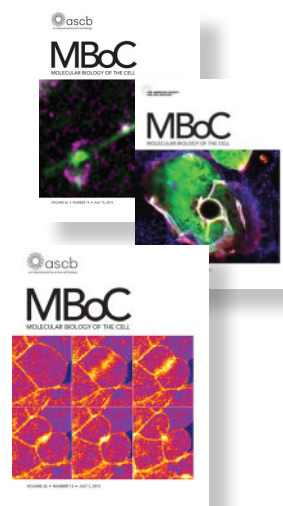
Advertise online with *MBoC*, the worldwide journal of researchers & scientists featuring the best in cell biology and biomedical research.

Published 26 times a year, *MBoC* is the journal of important research in all areas of cell biology and life sciences, from biophysics to genetics to neuroscience.

All submissions are reviewed by working scientists, who make up our outstanding editorial board and represent the varied range of life science disciplines in *MBoC*.

MBoC is **the journal of choice** among the most respected scientists in the field. Just a few of the distinguished scientists who have published important work in *MBoC* are Liz Blackburn, David Botstein, Marilyn Farquhar, Bob Goldman, Dyche Mullins, James Nelson, Tom Pollard, John Pringle, James E. Rothman, Randy Schekman, Sandy Schmid, Roger Tsien, and Yixian Zheng.

MBoC's high visibility benefits both authors and advertisers. More than 7,000 ASCB members subscribe, and more than 15,000 people receive the e-mailed table of contents for each issue.



PUBLISHED BY
THE AMERICAN SOCIETY FOR
CELL BIOLOGY

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THE GENETICS SOCIETY OF
AMERICA

LSE

CBE—LIFE SCIENCES EDUCATION

Put your message online with LSE, the open-access journal for excellence in biology education research and evidence-based teaching

CBE—Life Sciences Education (LSE) is the premier, peer-reviewed biology education journal of the American Society for Cell Biology, in editorial partnership with the Genetics Society of America.

LSE publishes original articles and essays on biology education for the K–12, undergraduate, and graduate levels. *LSE* also publishes research aimed at understanding learning in the life sciences.

Publish for free. *LSE* is an open access journal. Its goal is to have the best in teaching innovations open and available for all educators.



“Leaders of biology education value *LSE*'s high standards and ability to reach the ‘grassroots’ —people who teach biology. Our approach is both thoughtful and developmental and leads to exemplary biology education studies.”

– Erin Dolan, Executive Director, Texas Center for Science Discovery, UT-Austin



Walter E. Washington
Convention Center
#cellbio2022

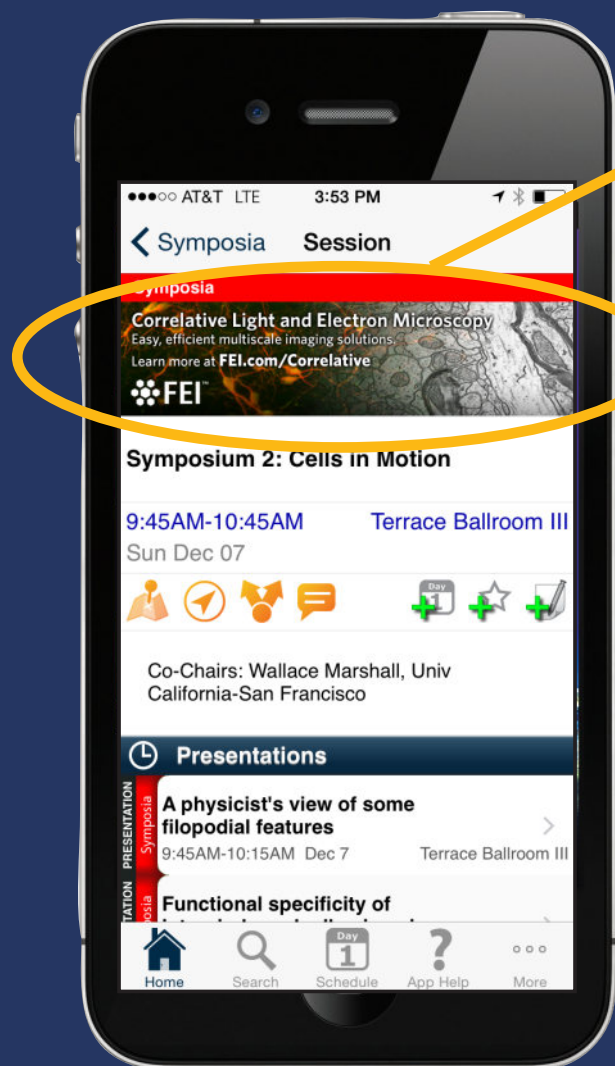
Drive traffic to your booth at THE global forum for cell biology

**The indispensable guides to Cell Bio
2022—An ASCB|EMBO Meeting,**
the largest conference of cell biologists in the
world.

Advertising in the *mobile app* and
downloadable program and poster PDFs
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attendees use the free annual meeting
mobile app!**



*App and banner view subject to change

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Highlighted Events Page Banner Ad

\$2700

Ensure your message is seen on the ASCB Meetings & Events page! Place your clickable banner ad on this highly-trafficked web page, which details all upcoming ASCB meetings and webinars.

Retargeting Ads

\$4,000

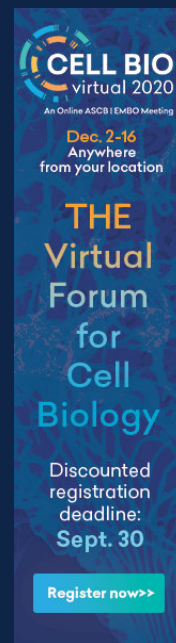
Ads are for both social and web and will run for either the month of October or November. Just 3 placements are available per month—book today!

How it Works

Submit your custom ad graphics with a redirecting URL, and we'll do the rest! Cookied ASCB website visitors enter our targeted database, enabling your message to be viewed on their frequently-visited websites. Your ads can show on nearly any website that our audience visits!



Sample of select retargeting ads



Banner Ad Sizes

(in pixels, width x height)

300 x 250

728 x 90

160 x 600

320 x 50

970 x 250

300 x 600

1600 x 900 (Social)

600 x 600 (Social)

Banner Ad Formats

Acceptable file types are .png, .jpeg, and .gif for your artwork. A maximum file size of 150KB is permitted per file.

Ads cannot animate for more than 30 seconds. Social ads must include 250 max character title and 1024 max description.

advertising rates

	NEWSLETTER	ANNUAL MEETING PROGRAM PDF	ANNUAL MEETING POSTER GUIDE PDF	MBoC SPECIAL ISSUE
Inside Front Cover,	\$2,850	TBD	\$4250	\$3,000
Inside Back Cover, 4C	\$2,850	TBD	\$4250	\$3,000
Back Cover 4C	\$3,000	TBD	\$5,250	\$4,500
Divider Tab		TBD		
Full Page 4C First Signature		TBD		
Full Page 4C	\$2,650	TBD		\$1,500
Full Page B&W	\$1,800			
Half Page 4C	\$2,400	TBD		\$1,000
Half Page B&W	\$1,600	TBD		
Quarter Page 4C	\$2,000			
Quarter Page B&W	\$1,350	TBD		
Sponsored Content Spread	\$5,000			

Customized bundles available.

Contact us for details at
ascbexhibits@spargo.com

Online/Email Banner Rates

	ASCB POST WEBSITE	ASCB NEWSBRIEF EMAIL	MBOC	CBE - LIFE SCIENCES EDUCATION
Leaderboard	\$2,500/Month		\$850/Month	\$1,000/Quarter
Square Banner	\$1,750/Month	\$500/Month		
Horizontal Banner Ad		\$750/Month		

Ads can run for any desired period.
A maximum of 8 ads will run on *both MBoC and LSE* (respectively) any time.
A maximum of 4 ads will rotate in each ASCB Post Website position at any one time.

Per your request, we offer monthly reports on the number of views that the banner ad(s) receive.

Discounts and Special Issues

Newsletter Discounts

- 15% Agency discount
- 15-20% discount for 6 placements/ calendar year

Policy on Use of Journal Impact Factors in Advertisement

Reflecting its deep concern about the widespread misuse of journal impact factors to evaluate the outputs of scientific research, ASCB will not permit advertisement of journal impact factors in any of its publications, nor will it distribute on behalf of exhibitors at the ASCB Annual Meeting promotional materials that mention a journal's impact factor (except in the case of a complete issue of a journal that happens to contain such mention in interior pages).

ADVERTISE to the CELL BIOLOGY COMMUNITY

ASCB Advertising Package

\$2,500

Publication	Item	Value	Reach
Newsbrief	Square Banner Email Ad	\$500	7,000 members (8 emails)
The ASCB Post	Square Banner Online Ad	\$1,750	11,000 users a month
Newsletter	Half Page 4C Ad	\$2,400	7,000 members

**Value of
\$4,650**

Exposure in ASCB publications

ASCB Post Blog Site



11,000 users

ASCB Newsletter



7,000 members

\$1,350 value for
\$1,000

NEW! Advertising package option:

AI Curated Email square banner and MBoC leaderboard

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specs

Please submit ads as hi-res pdf with fonts embedded, or JPEG file, CMYK format, 300 dpi or higher. Online ads must be under 200k in file size. Images that are PNG, JPG, GIFs (animated or otherwise) in the specified dimensions are fine to be submitted for ads. SWF (flash based ads) must be hosted on their server with the appropriate script code given to us.

ASCB Newsletter Digital Flipbook Sizes

Full Page (Trim Area): 8.25 in x 10.75 in

Full Page (Full Bleed): 8.5 in x 11.125 in

Half Page Horizontal: 7.625 in x 5 in

Quarter Page: 3.75 in x 5 in

ASCB Blog (The ASCB Post) Website Banner Sizes

Square banner: 250w x 250h

Horizontal Banner (Appears below articles): 468w x 90h

AI-curated ASCB Newsbrief

Horizontal Banner (Top): 550w x 150h

Square banner: 250w x 250h

Program and Poster Guide PDF Sizes

Full Page (Trim Area): 8.375 in x 10.875 in

Full Page (Full Bleed): 8.875 in x 11.375 in

Half Page Horizontal: 7.5 in x 5 in

Half Page Vertical: 3.75 in x 10 in

Quarter Page: 3.75 in x 5 in

MBoC Sizes

Full Page (Trim Area): 8.125 in x 10.875 in

Full Page (Full Bleed): 8.375 in x 11.125 in

Half Page Horizontal: 7.5 in x 5 in

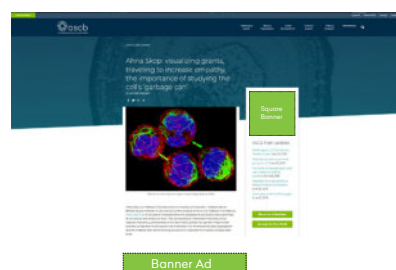
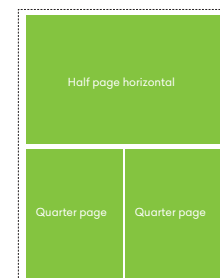
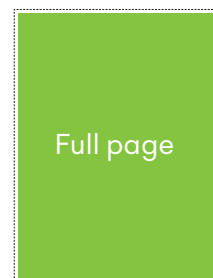
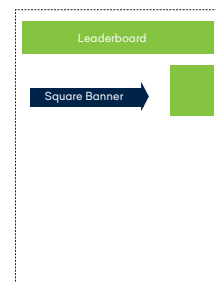
MBoC/LSE Leaderboard Size

468w x 90h

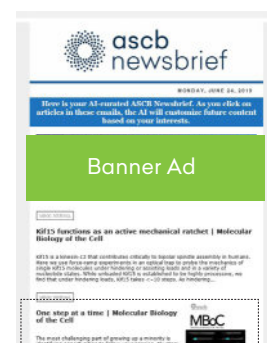
Mobile App Session Banner

Final specifications TBD

Please contact ascbexhibits@spargoinc.com if you have any questions regarding purchasing ad space, ad sizing, graphics guidelines, or ad submission.



ASCB Post Website



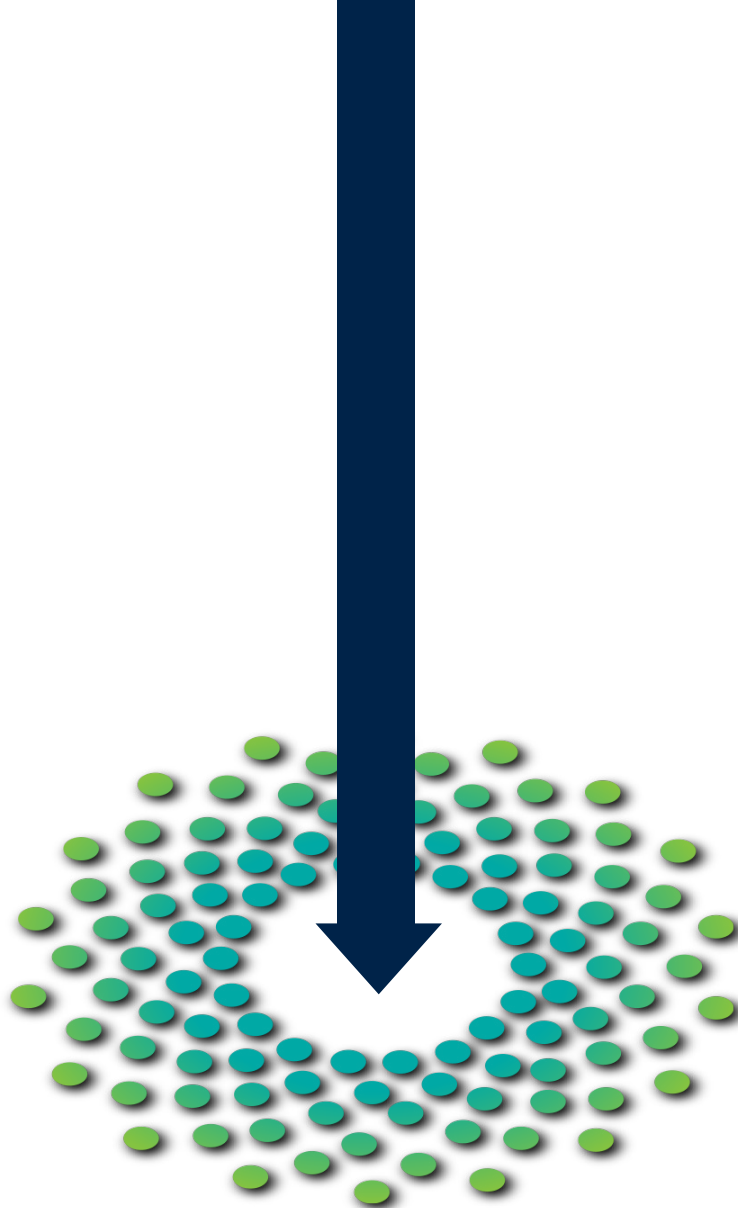
AI-curated ASCB Newsbrief

Your ad here



Increase your online visibility with premium leaderboard ads on the MBoC and LSE websites.

Our leaderboard ads are a great way to spread your message in a prominent, visible location on the *Molecular Biology of the Cell* (MBoC) and *CBE—Life Sciences Education* (LSE) websites.



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