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ASCB 2023 MEDIA KIT

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The American Society for Cell Biology

MEDIA KIT



ascb
the american society
for cell biology

ascbexhibits@spargoinc.com

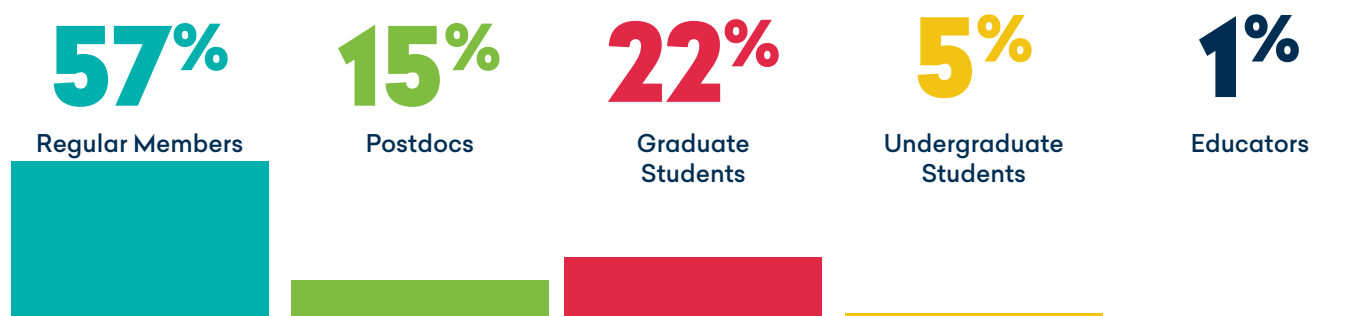
ASCB 2023 MEDIA KIT

The American Society for Cell Biology

**ASCB—HELPING YOU REACH
YOUR COMPANY GOALS**

The American Society for Cell Biology (ASCB) is home to thousands of scientists across the globe, studying the cell—the fundamental unit of life. ASCB houses 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 publications, tried-and-true outlets that ensure your message reaches the right people.

Whether your company is new to the industry or strategically launching a new product, ASCB can put you in front the decision makers you need to achieve your goals.



KEY DEMOGRAPHICS

32% of ASCB members are the decision makers within their institutions

48% of ASCB members influence or are part of the decision-making process

80% of ASCB members reside in the U.S./20% are international

71% of ASCB members work in academia

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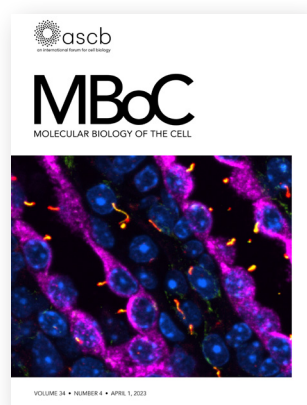
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DIGITAL PLATFORMS

ASCB NEWSLETTER

Published six times a year, the *ASCB Newsletter* provides you with the ability to gain visibility in front of ASCB's full membership. Members read this publication for its wide range of articles covering 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.

Distribution 5,500 ASCB members



MOLECULAR BIOLOGY OF THE CELL (MBOC)

Published 14 times a year, *MBoC* is the peer-reviewed journal of important research in all areas of cell biology and life sciences, from biophysics to genetics to neuroscience. The journal features research articles that present conceptual advances of broad interest and significance within all areas of cell, molecular, and developmental biology.

Annual Views 2.6 Million

CBE—LIFE SCIENCES EDUCATION (LSE)

LSE, ASCB's quarterly, open-access, peer-reviewed journal, publishes original articles and essays on biology education for the K–12, undergraduate, and graduate levels. The journal focuses on how students are introduced to the study of life sciences, as well as approaches in cell biology, developmental biology, neuroscience, biochemistry, molecular biology, genetics, genomics, bioinformatics, and proteomics.

Annual Views 1.6 Million



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DIGITAL PLATFORMS CONTINUED

THE POST

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

Your ad would be placed on all interior news pages for the month you purchase.

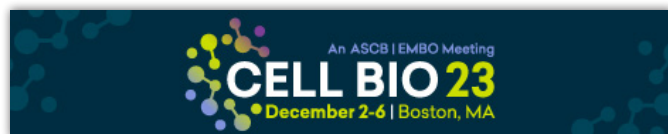
Annual Views 300,000



EVENTS PAGE BANNER AD

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, as well as industry events.

Annual Views 43,000



468w x 90h

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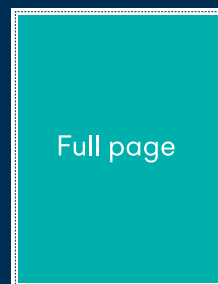
ADVERTISING RATES AND SPECS

DISPLAY ADS

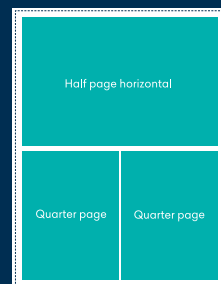
ASCB Newsletter

Rate

Inside Front Cover.....	\$950
Inside Back Cover.....	\$950
Back Cover.....	\$1,000
Full Page.....	\$900
Half Page.....	\$800
Quarter Page.....	\$700
Sponsored Content Spread.....	\$1,700



Full page



Half page horizontal

Quarter page

Quarter page

ASCB Newsletter Ad Specs

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

BANNER ADS

Banner Ads

Rate

Specs

The Post

Leaderboard.....\$2,500/Month.....468w x 90h

Square Banner.....\$1,750/Month.....250w x 250h

MBoC

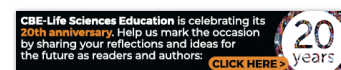
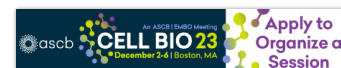
Leaderboard.....\$1,000/Month.....468w x 90h

CBE – Life Sciences Education

Leaderboard.....\$850/Month.....468w x 90h

Events Page

Banner.....\$1,000/Month.....468w x 90h



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TERMS AND CONDITIONS

- **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 the 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*).
- A maximum of 8 ads will run on both MBoC and LSE (respectively) at any one time.
- A maximum of 4 ads will rotate on The Post website at any one time.
- 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, GIF (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.