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ASCB MEDIA KIT

THE AMERICAN SOCIETY FOR CELL BIOLOGY

MEDIA KIT



ascb

an international forum
for cell biology™

ascbexhibits@spargoinc.com

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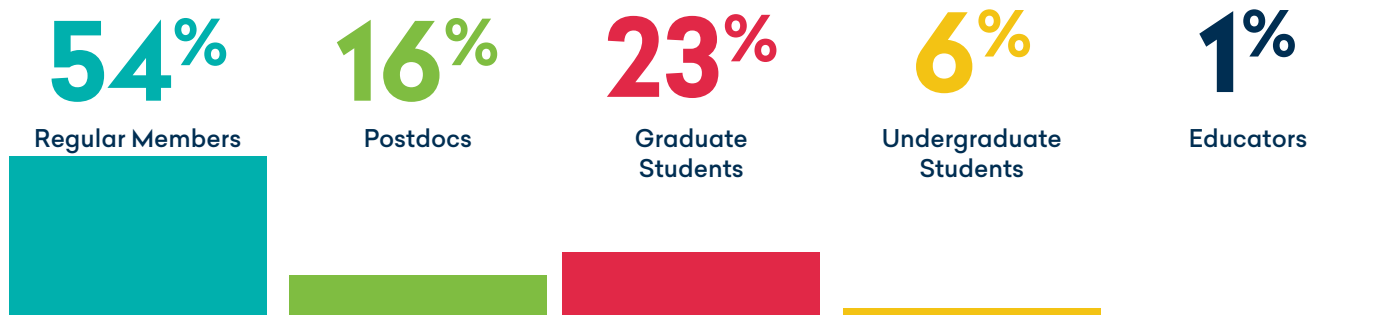
THE AMERICAN SOCIETY FOR CELL BIOLOGY



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 sixty 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

78% of ASCB members are the decision-makers within their institutions

19% of ASCB members influence or are part of the decision-making process

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

88% of ASCB members work in academia

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DIGITAL PLATFORMS

ASCB NEWSLETTER

Published four 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

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

NEW IN 2025: CONTEXTUAL ADVERTISING—CONNECT WITH CELL BIOLOGISTS AT THE MOMENT OF DISCOVERY

Enhance your marketing strategy with **PubGrade's Contextual Advertising**, seamlessly placing your banner ads alongside MBoC journal articles that align with your product or service. This precision-targeted approach ensures that your message reaches thousands of engaged cell biology researchers as they explore cutting-edge research. Deliver the right content to the right audience at the right time—maximizing visibility, engagement, and conversions.



PubGrade Sales: ascb@pubgrade.com

MEDIUM RECTANGLE (MPU)

Permissible File Formats: GIF, JPEG/JPG/PNG, HTML5, Script tags (3rd party tags)

File Size Requirements: GIF (animated) max. 200 kB
JPEG/JPG/PNG (static) max. 200 kB

Rate

CPM: \$55 EUR/USD

Box Ad

300w x 250h



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 2.43 Million

Secure Your Advertising Opportunity: 703-631-6200 | 800-564-4220 | ascbexhibits@spargoinc.com

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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.

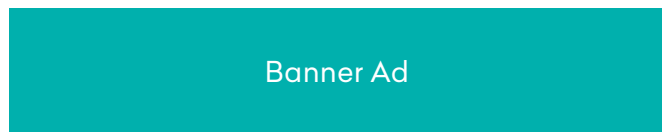
Annual Views 300,000



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

ASCB MEDIA KIT

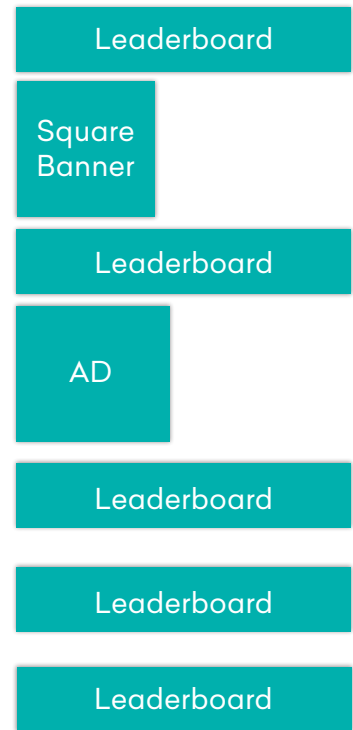
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ADVERTISING RATES AND SPECS

BANNER ADS

Banner Ads	Rates	Specs
The Post		
Leaderboard.....	\$2,500/Month.....	468w x 90h
Square Banner.....	\$1,000/Month.....	250w x 250h
MBoC		
Leaderboard.....	\$1,000/Month.....	468w x 90h
Contextual Ads.....	\$55 CPM	300w x 250h
CBE – Life Sciences Education		
Leaderboard.....	\$850/Month.....	468w x 90h
ASCB Newsletter		
Newsletter Ad.....	\$1,500/issue.....	468w x 90h
Events Page		
Banner.....	\$1,000/Month.....	468w x 90h



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 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.

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ASCB PATHWAYS

ASCB Pathways tackles today's most relevant stories, gathered from leading news media sources and other critical industry publications. Delivered to the inboxes of subscribers, *ASCB Pathways* keeps professionals informed of the topics that matter most. Subscribers are decision-makers with purchasing power – the top-tier experts in the industry.

Reach 4,079 scientists, biologists, and cellular research professionals

BENEFITS

Credible Source

For years, our members have turned to the association as the informational authority of the industry. Advertising in the *ASCB Pathways* solidifies your place among weekly information provided to members.

Affordable

Advertising in the *ASCB Pathways* is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

Opt-in Subscriber List

Subscribers to *ASCB Pathways* have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

Metrics + Reporting

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.

Targeted Distribution

Advertising in *ASCB Pathways* allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

Creative Services

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to you.

MULTIVIEW SALES:

972-402-7070

email: salesinquiries@multiview.com

www.multiview.com

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ASCB PATHWAYS CONTINUED

INVENTORY PRICES (one client/one ad per zone)

Item	Rates	Specs	
Ad Zone 1			
Leaderboard ONLY	\$221/Single Issue \$11,500/Full Cycle	580x150	Leaderboard
Ad Zone 2			
Jumbotron ONLY	\$221/Single Issue \$11,500/Full Cycle	580x300	Jumbotron
Ad Zone 3, 5, 6, and 7			
(any FLEX Ad is available for use in these zones, Flex Ads are indicated below and include Box Ad, Video Showcase, Featured Article, Banner, Product Showcase)			
Box Ad	\$172-210/Single Issue \$8,950-10,900/Full Cycle	300x250	Box Ad
Video Showcase, Featured Article, Banner, Product Showcase	\$172-210/Single Issue \$8,950-10,900/Full Cycle	580x150	Video Showcase, Featured Article, Banner and Product Showcase
Ad Zone 4			
Sponsored Content ONLY	\$202/Single Issue \$10,500/Full Cycle	580x150	Sponsored Content
Sponsored News 1, 2, and 3			
Limited to 3 companies, and will be located directly above the footer of the brief	\$152/Single Issue \$7,900/Full Cycle	5-word headline max 20-word description max	

*Prices do not reflect applicable taxes

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CONTACT INFORMATION

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