

# print & online rates

## Print Rates

	NEWSLETTER	ANNUAL MEETING PROGRAM	ANNUAL MEETING POSTER GUIDE	MBoC SPECIAL ISSUE
Inside Front Cover, 4C	\$2,850	\$4,250	\$4,250	\$3,000
Inside Back Cover, 4C	\$2,850	\$4,250	\$4,250	\$3,000
Back Cover 4C	\$3,000	\$5,250	\$5,250	\$4,500
Divider Tab		\$4,250		
Full Page 4C First Signature		\$3,950		
Full Page 4C	\$2,650	\$3,250		\$1,500
Full Page B&W	\$1,800			
Half Page 4C	\$2,400	\$2,650		\$1,000
Half Page B&W	\$1,600	\$1,700		
Quarter Page 4C	\$2,000			
Quarter Page B&W	\$1,350	\$1,450		
Sponsored Content Spread	\$5,000			

**Customized bundles available.**

Contact us for details at [ascbexhibits@spargo.com](mailto:ascbexhibits@spargo.com)

## Online 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

#### Print Newsletter Discounts

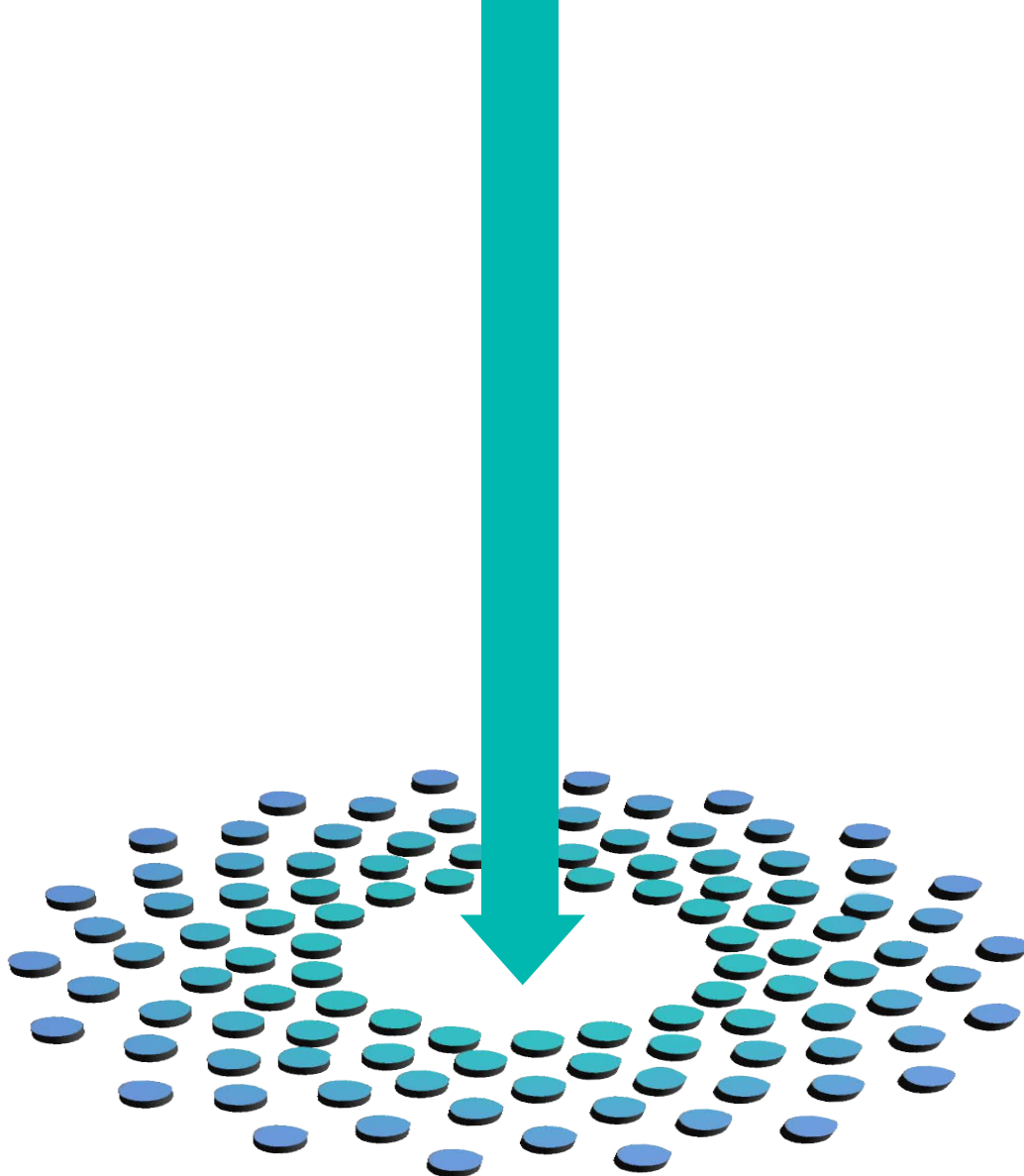
- 15% Agency discount
- 15-20% discount for 6 placements/ calendar year

#### MBoC Special Print Edition

- Special print editions at ASCB Annual Meeting

## 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).



Where the future of cell biology begins.

Secure Your Advertising Opportunity

703-631-6200 | 800-564-4220 | [ascbexhibits@spargoinc.com](mailto:ascbexhibits@spargoinc.com)



8120 Woodmont Avenue, Suite 750 | Bethesda, MD 20814-2762, USA |  
Phone: 301-347-9300 | Fax: 301-347-9310  
[www.ascb.org](http://www.ascb.org)

