

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.

Print Newsletter 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 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

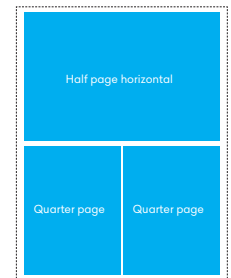
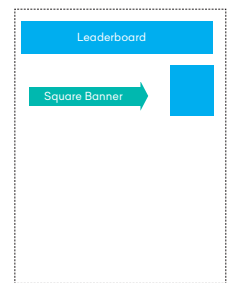
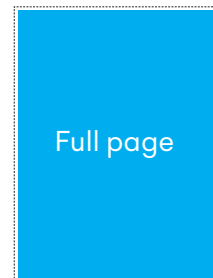
Mobile App Session Banner

Please provide a click-through URL (mobile optimized landing recommended)

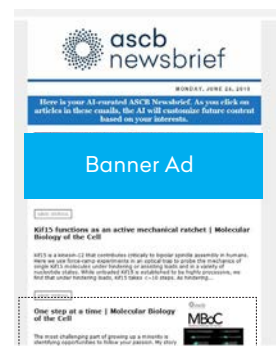
Image file in .png format at 640w x 160h at 72dpi. Text must be at a 320w x 80h resolution. If most of your users have

sponsors can increase the width up to 768w.
Image background color in web hex code (e.g. 5c5cef)

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

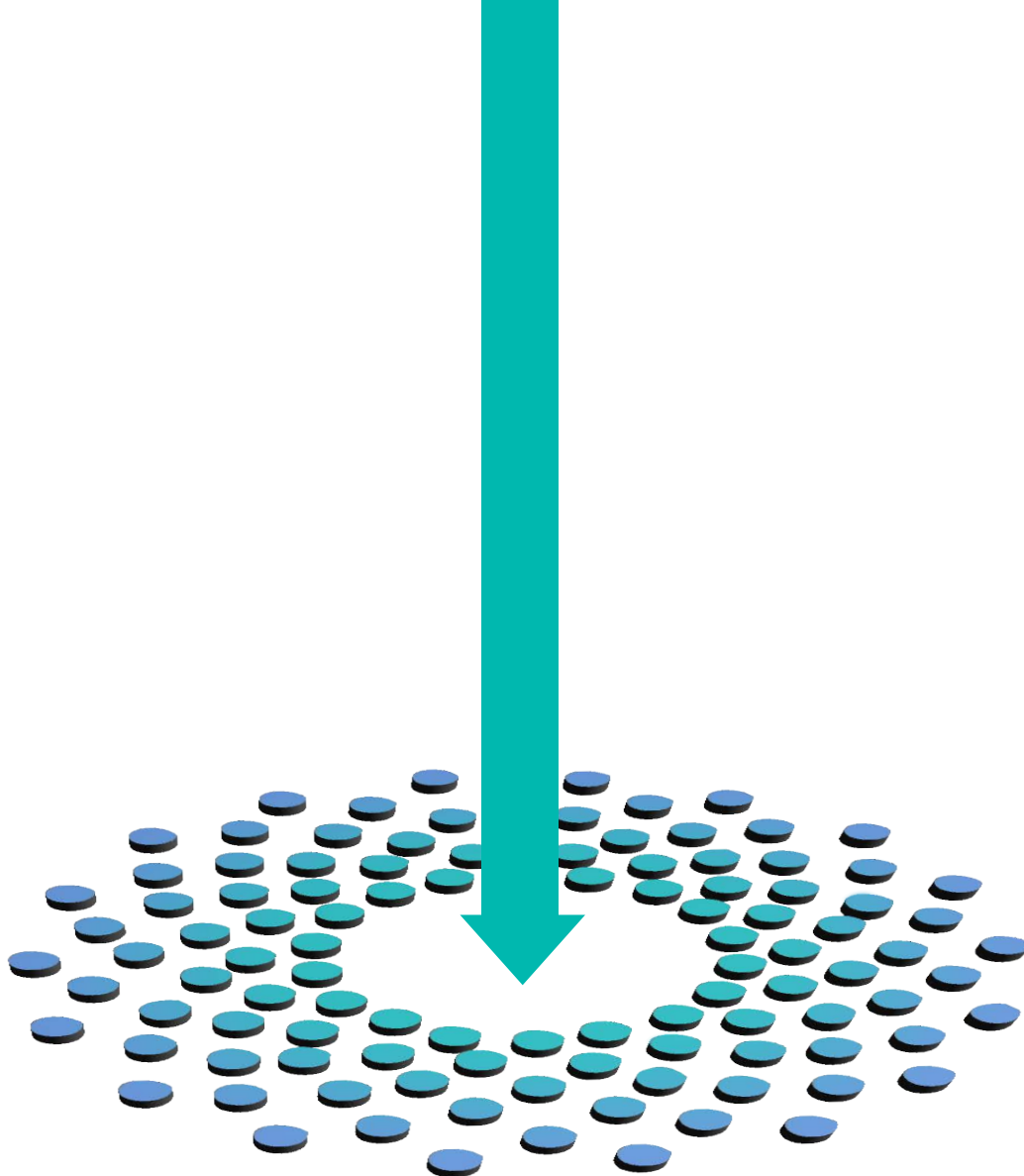


page

readable
tablets,

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.



Where the future of cell biology begins.

Secure Your Advertising Opportunity

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