

deliver your message to **the right scientists**  
the american society for cell biology

# 2021 MEDIA KIT



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

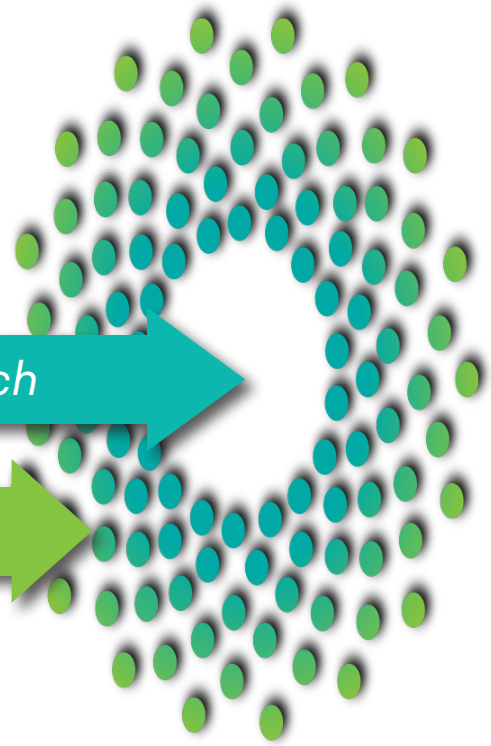
# HIT YOUR *TARGET*

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 65 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 • Switzerland • Taiwan • Turkey • UK • USA

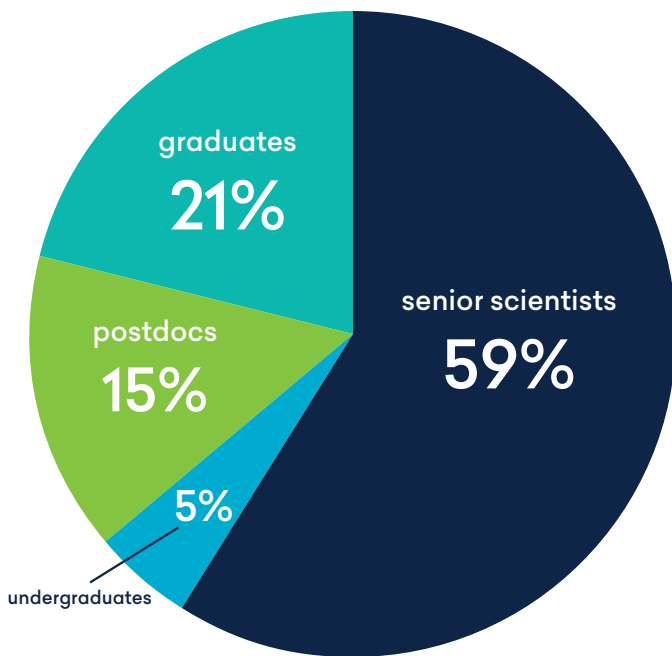


## DIVERSE

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.

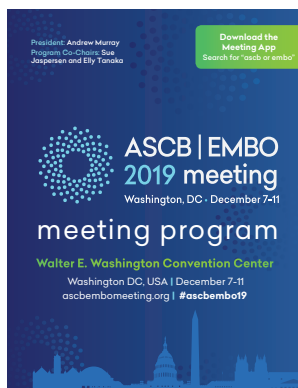
## access online

### ASCB Newsletter



The ASCB Newsletter offers six issues, each with a theme, beginning with the June issue. This printed publication, with a circulation of nearly 8,000 updates members on grant and award opportunities, public policy briefings, meeting announcements, news of interest to basic scientists, members in the news, and more.

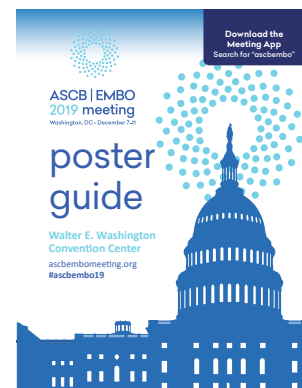
### Annual Meeting Program\*



Every scientist will see your ad as they use the program at the meeting to plan their schedule, during the meeting, and afterwards as a reference source.

Maximize your marketing with a full color ad! Circulation is ~6,000.

### Annual Meeting Poster Guide\*



The ASCB Poster Guide provides 6,000 attendees with an onsite reference to all poster sessions at the meeting. It lists the days, board numbers, titles and authors of all posters presented at the meeting.

\*Online-only meetings will utilize alternate format

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 twice per month online.

The website has an average of 500,000 pageviews per month.

### CBE—Life Sciences Education (LSE)



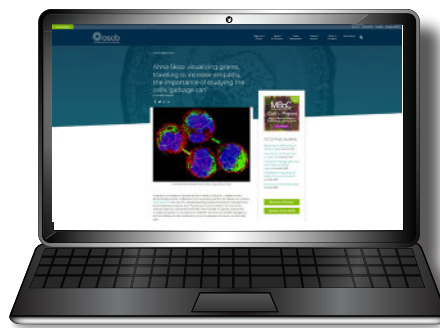
CBE—Life Sciences Education (LSE) is a peer-reviewed journal of life science education research and evidence-based practice.

The website has an average of 155,116 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 the front page as well as all interior news pages for the month you purchase. About 6,000 users visit the news site per month.

#### AI-curated ASCB Newsbrief



The ASCB Newsbrief Email is sent out biweekly to members. As users click on content, the AI customizes future content based on interests.

# ascb NEWSLETTER

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

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 the membership a forum in which to discuss 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.



2021 Editorial Calendar	
<b>FEBRUARY</b>	<b>APRIL</b>
Topic: Science AD DEADLINE: JAN. 22	Topic: Diversity, Equity, and Inclusion AD DEADLINE: MARCH 26
<b>JUNE</b>	<b>AUGUST</b>
Topic: Public Policy/Advocacy AD DEADLINE: MAY 14	Topic: Education AD DEADLINE: JULY 9
<b>OCTOBER</b>	<b>DECEMBER</b>
Topic: ASCBIEMBO Meeting AD DEADLINE: SEPT. 9	Topic: None AD DEADLINE: NOV. 9

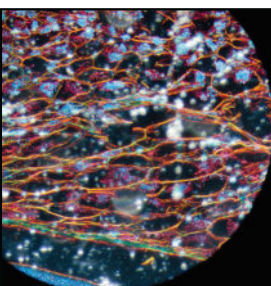
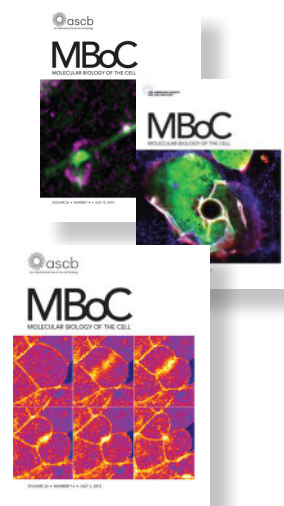
Advertise online with *MBoC*, the worldwide journal of researchers & scientists featuring the best in cell biology and biomedical research.

Published 24 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. All 9,000 ASCB members subscribe, and more than 12,000 people receive the e-mailed table of contents for each issue.



PUBLISHED BY  
THE AMERICAN SOCIETY FOR  
CELL BIOLOGY

EDITORIAL PARTNER  
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, Editor-in-Chief, Executive Director, Texas Center for Science Discovery, UT-Austin



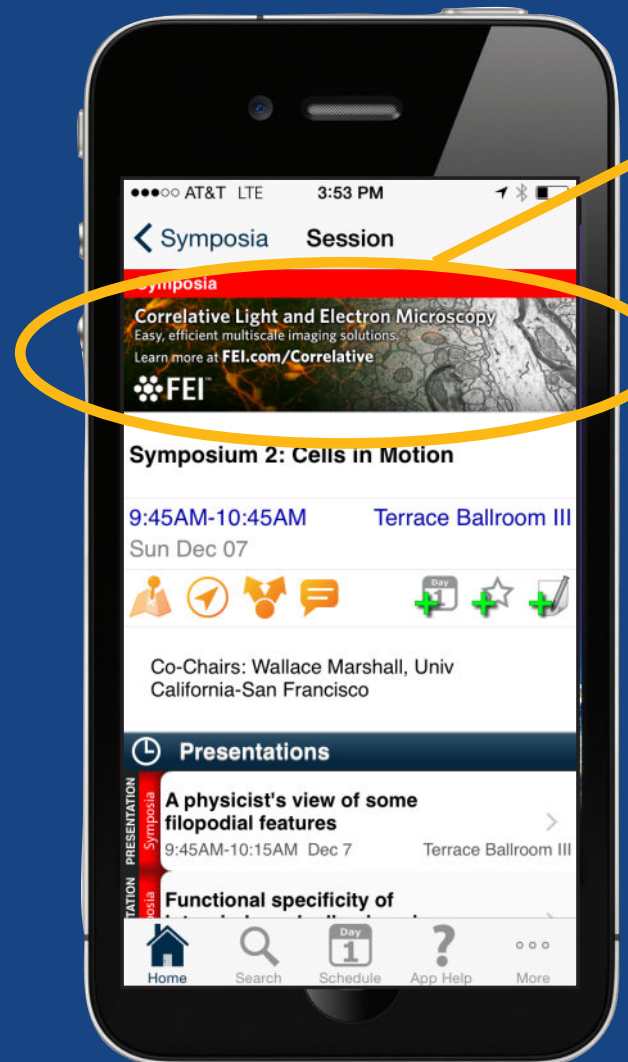
## Advertise in the annual meeting program, poster guide and mobile app

**The indispensable guides to Cell Bio 2021—An ASCBIEMBO Meeting,** the largest conference of cell biologists in the world.

The *Meeting Program* and *Poster Guide* are provided to every attendee upon check-in at our Annual Meeting, ensuring that **thousands of eyes will be on your message.**

**Drive traffic to your booth** with targeted ads in the *Poster Guide*. Be sure to ask about what we can do for you to increase visibility!

**Over 60% of all ASCBIEMBO meeting attendees use the free annual meeting mobile app!** Target your audience with a **strategically timed alert banner**, or bundle an ad in the *Annual Meeting Program* with an Annual Meeting App sponsorship banner and see the returns for yourself.



\*App and banner view subject to change

Tailor your app message with a variety of different advertising options:

*Premium Support • Upgraded Exhibitor Listing • Mobile App Banner Ad*

**Ask us about our digital offerings!**



# High-Impact Digital Advertising

## Highlighted Events Page Banner Ad \$2500

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

**\$3,700 (Choose social or web or both)**

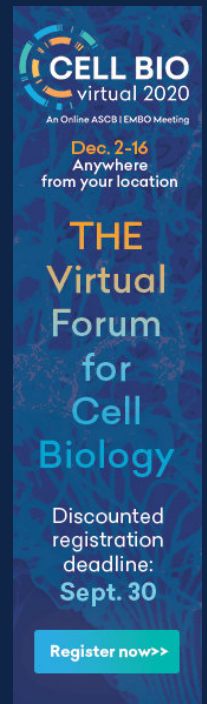
Advertising retargeting campaigns let you get your message in front of highly qualified ASCB website visitors with ads across the web.

### 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



<p><b>Banner Ad Sizes</b> (in pixels, width x height)</p> <ul style="list-style-type: none"> <li>300 x 250</li> <li>728 x 90</li> <li>160 x 600</li> <li>320 x 50</li> <li>970 x 250</li> <li>300 x 600</li> <li>1600 x 900 (Social)</li> <li>600 x 600 (Social)</li> </ul>	<p><b>Banner Ad Formats</b></p> <p>Acceptable file types are .png, .jpeg, and .gif for your artwork. A maximum file size of 150KB is permitted per file.</p> <p>Ads cannot animate for more than 30 seconds. Social ads must include 250 max character title and 1024 max description.</p>
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# advertising 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/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	8,000 Members (8 emails)
The ASCB Post	Square Banner Online Ad	\$1,750	6,000 Users
Newsletter	Half Page 4C Ad	\$2,400	8,000 Members

\$4,650

## Exposure in ASCB publications

### AI-Curated Email Newsbrief



8,000 Members

### ASCB Post Blog Site



6,000 Users

### ASCB Newsletter



8,000 Members

Where the future of  
cell biology begins.

Secure your advertising  
opportunity.

703-631-6200 | 800-564-4220  
ascbexhibits@spargoinc.com

# 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 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

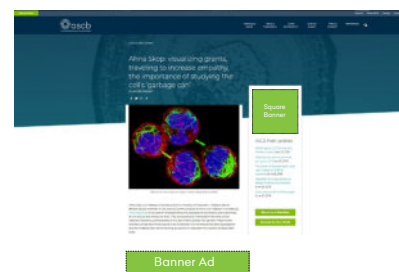
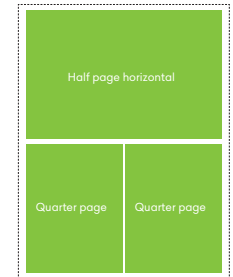
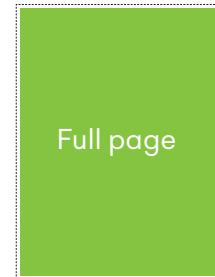
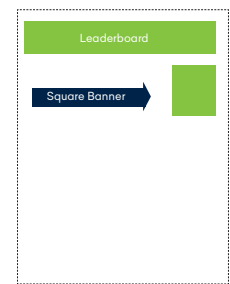
## MBoC/LSE Leaderboard Size

468w x 90h

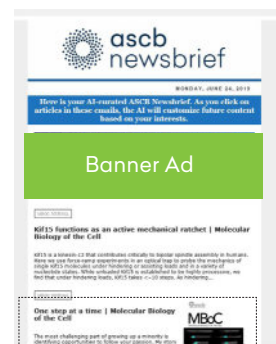
## Mobile App Session Banner

Please provide a click-through URL (mobile optimized landing page recommended)  
Image file in .png format at 640w x 160h at 72dpi. Text must be readable at a 320w x 80h resolution. If most of your users have tablets, sponsors can increase the width up to 768w.  
Image background color in web hex code (e.g. 5c5cef)

Please contact [ascbexhibits@spargoinc.com](mailto: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

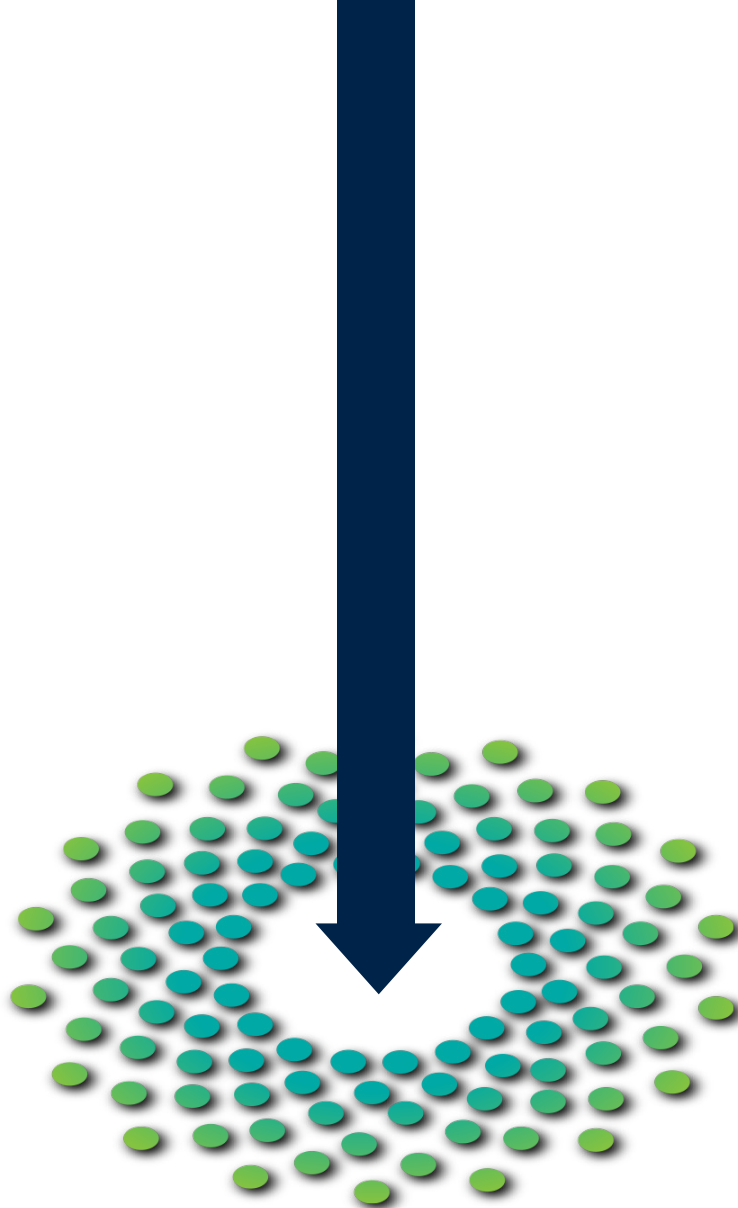


Your ad here



**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.



Where the future of cell biology begins.

Secure Your Advertising Opportunity

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