

ADVERTISING OPPORTUNITIES WITH SOCIETY FOR LABORATORY AUTOMATION AND SCREENING



All Advertising subject to SLAS approval.

2016 ADVERTISING RATES

JBS DISPLAY AND CLASSIFIED

B&W	1x	3x	6x	12x	24x
1 page	\$2,400	\$2,355	\$2,045	\$1,945	\$1,750
½ page	\$1,920	\$1,885	\$1,640	\$1,555	\$1,400
¼ page	\$1,155	\$1,130	\$985	\$935	n/a

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above) \$1,250

JALA DISPLAY AND CLASSIFIED

B&W	1x	3x	6x	12x	24x
1 page	\$1,965	\$1,925	\$1,675	\$1,590	\$1,430
½ page	\$1,570	\$1,540	\$1,340	\$1,275	\$1,145
¼ page	\$945	\$925	\$805	n/a	n/a

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above) \$1,115

Based on total combined JALA and JBS units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Cover Tips: An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

Belly Bands: Another exclusive visibility option. Your ad would wrap around the entire journal.

Outserts: Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover Earned B&W rate + 35%	Facing Table Of Contents Earned B&W rate + 30%
Inside Back Cover..... Earned B&W rate + 25%	Facing First Text Page Earned B&W rate + 25%
Back Cover..... Earned B&W rate + 50%	Other Specified Positions..... Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the

journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

SPONSORED FREE ONLINE ACCESS

Allow all readers to access full text versions of one article or an entire issue.

JBS 2016 DEADLINES

January

Space reservation due:	11/19/15
Materials due:	11/23/15
Inserts due:	11/30/15

February

Space reservation due:	12/10/15
Materials due:	12/17/15
Inserts due:	12/24/15

March

Space reservation due:	1/7/16
Materials due:	1/14/16
Inserts due:	1/21/16

April

Space reservation due:	2/11/16
Materials due:	2/18/16
Inserts due:	2/25/16

June

Space reservation due:	4/7/16
Materials due:	4/20/16
Inserts due:	4/27/16

July

Space reservation due:	5/12/16
Materials due:	5/19/16
Inserts due:	5/26/16

August

Space reservation due:	6/10/16
Materials due:	6/17/16
Inserts due:	6/24/16

September

Space reservation due:	7/7/16
Materials due:	7/14/16
Inserts due:	7/21/16

October

Space reservation due:	8/12/16
Materials due:	8/19/16
Inserts due:	8/26/16

December

Space reservation due:	10/5/16
Materials due:	10/12/16
Inserts due:	10/19/16

JALA 2016 DEADLINES

February

Space reservation due:	12/10/15
Materials due:	12/17/15
Inserts due:	12/24/15

April

Space reservation due:	2/11/16
Materials due:	2/18/16
Inserts due:	2/25/16

June

Space reservation due:	4/13/16
Materials due:	4/20/16
Inserts due:	4/27/16

August

Space reservation due:	6/10/16
Materials due:	6/17/16
Inserts due:	6/24/16

October

Space reservation due:	8/12/16
Materials due:	8/19/16
Inserts due:	8/26/16

December

Space reservation due:	10/14/16
Materials due:	10/19/16
Inserts due:	10/26/16

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DIGITAL OFFERINGS

JOURNAL WEBSITES
<http://jbx.sagepub.com>
<http://jla.sagepub.com>

ONLINE ADVERTISING RATES

Banner 1: Leaderboard (728 x 90)	\$85 CPM
Banner 2: Skyscraper (160 X 600)	\$85 CPM
Banner 3: Title Banner (234 X 60)	\$75 CPM
Banner 4: Banner Tile (160 x 140)	\$50 CPM

BANNER AD SPECIFICATIONS

Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
 Maximum banner size: 100K
 All artwork is subject to review/acceptance by publisher prior to placement.
 Third party ad tags accepted.

Minimum buy: 10,000 impressions per month per banner

Exclusive visibility may be available in any of the locations. Please contact your representative.

Please note that some locations may not be available for all sites.

Banner advertising may be available across multiple publications. Please contact your representative.

Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

TYPE OF AD	SPECS	1x	3x	6x	12x
Banner Ad	468 x 60	\$1,250	\$1,150	\$1,000	\$850

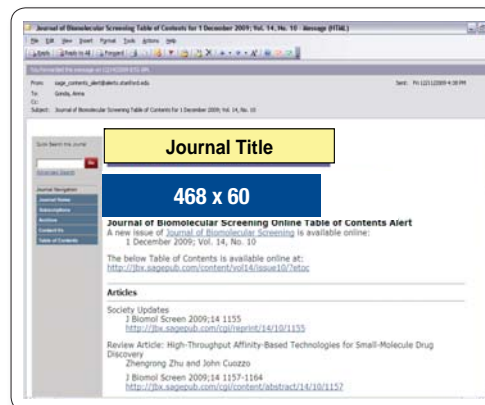
Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

Acceptable File Formats: GIF, JPG, PNG

Maximum size on banners: 40K

All artwork is subject to review/acceptance by publisher prior to placement.



SLAS ELECTRONIC LABORATORY NEIGHBORHOOD (SLAS ELN)

SLAS ELN SPONSORSHIPS

The SLAS Electronic Laboratory Neighborhood (SLAS ELN) is a popular and highly regarded online news magazine. This “people focused and people sourced” e-zine is offering exclusive sponsorship opportunities in the laboratory science and technology community at the SLAS ELN. Sharing experiences and perspectives on science-related topics. Visit www.ELN.SLAS.org.

Package A \$3,500 for 3 months	Package B \$2,500 for 3 months	Package C \$2,250 for 3 months
Banner Ad: Home Page (518 x 86) Box Ad: Secondary Page (243 x 243) Email Banner Ad: (120 x 70) SLAS deploys to 15,000 members	Box Ad: Secondary Page (243 x 243) Placement on all secondary pages below A package box banner	Box Ad: Secondary Page (243 x 243) Placement on all secondary pages below B package box banner

BANNER AD SPECIFICATIONS FOR ELN

Acceptable File Formats: JPG only.

No animation or flash.

All artwork is subject to review/acceptance by SLAS prior to placement.



GENERAL INFORMATION



ABOUT SLAS

SLAS is a global community of more than 18,000 scientists—from academia, government and industry—collectively focused on leveraging the power of technology to achieve scientific objectives. We consider a primary part of our mission to unite great minds in science and technology for the advancement of all research.

The membership of SLAS comprises academic, industrial and government scientists, engineers and informatics professionals, and science and technology focused product development, marketing and sale specialists — all of whom share a common interest in advancing their understanding and expertise in life sciences R&D and technology.

ABOUT THE JOURNALS

JALA and JBS readers are life sciences R&D and technology professionals. They are academic, commercial and government researchers, scientists and engineers who conduct research, and develop and implement new technologies. Together, JALA and JBS address the full spectrum of issues that are mission-critical to this important audience, enabling research teams to gain scientific insights; increase productivity; elevate data quality; reduce process cycle times; and enable research and development that otherwise would be impossible.

Both JBS and JALA consider previously unpublished, original research and review manuscripts on an ongoing basis from SLAS members and nonmembers.

Journal of Biomolecular Screening

Advancing the Science of Drug Discovery

JBS reports how scientists develop and utilize novel technologies and/or approaches to provide and characterize chemical and biological tools to understand and treat human disease.

EDITOR-IN-CHIEF

Robert M. Campbell, Ph.D., Eli Lilly and Company, Indianapolis, IN (USA)

2014 Impact Factor: 2.423 | 2014 Rankings: 26 out of 74 in the Analytical Chemistry category; 66 out of 162 in the Biotechnology & Applied Microbiology category; and 38 out of 79 in the Biochemical Research Methods category.

UPCOMING SPECIAL ISSUES AND SPECIAL SECTIONS:

Advances in Mass Spectrometry within Drug Discovery
Novel Targets and Screening Approaches for Neurodegenerative Diseases
High-Content Screening
Cancer Metabolism

FREQUENCY: 10 times/year

PRINT CIRCULATION: 1,020

Journal of Laboratory Automation

Advancing Translational Science and Technology

JALA explores ways in which scientists adapt advancements in technology for scientific exploration and experimentation.

EDITOR-IN-CHIEF

Edward Kai-Hua Chow, PhD, National University of Singapore (Singapore)

2014 Impact Factor: 1.879 | 2014 Rankings: 41 out of 74 in the Analytical Chemistry category; and 50 out of 79 in the Biochemical Research Methods category.

UPCOMING SPECIAL ISSUES AND SPECIAL SECTIONS:

Advancing Scientific Innovation with Acoustic Droplet Ejection
High-Throughput Imaging Technologies
3-D Printing
Micro and Nanotechnologies for Quantitative Biology and Medicine
Personalized and Precision Medicine
Digital Microscopy/Quantitative Imaging

FREQUENCY: 6 times/year

PRINT CIRCULATION: 1,200

SPECIAL EVENTS AND OPPORTUNITIES

ISSUE	EVENT AND OPPORTUNITY	DETAILS
	SLAS2016, Jan. 23-27, San Diego, CA	Contact your SAGE Representative for details
JBS April	JBS AD PERCEPTION READER SURVEY	FREE AD PERCEPTION READER SURVEY for all advertisers 1/2 page and larger
JALA August	JALA AD PERCEPTION READER SURVEY	FREE AD PERCEPTION READER SURVEY for all advertisers 1/2 page and larger
	SLAS2017, Feb. 4-8, Washington, DC	Contact your SAGE Representative for details

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 5/8" w x 11 1/8" h
½ page horizontal:	7" w x 4 7/8" h	
½ page vertical:	3 3/8" w x 10" h	
¼ page vertical:	3 3/8" w x 4 7/8" h	

Live matter: ¼" from trim
Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY

General Instructions

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If

a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than ¼" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS

Final size of all BRCs must be 4 1/4" x 6".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING

Kelsey Ohle
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7474
Fax: (805) 375-5282
E-mail: kelsey.ohle@sagepub.com

FOR ARTWORK DELIVERY

Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com