

**ADVERTISING OPPORTUNITIES WITH
APPLIED BIOSAFETY: JOURNAL OF ABSA INTERNATIONAL**
Official Journal of ABSA International

All advertising subject to ABSA International's approval.



2016 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED

B&W	1x	4x	8x
1 page	\$1,335	\$1,200	\$1,140
½ page	\$805	\$730	\$675
¼ page	\$535	\$485	\$455

Rates based on total 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.

COLOR RATES: 4-color charge (in addition to B&W rate above) \$1,135

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. SAGE reserves the right to withhold advertising from delinquent advertisers. All rates are in USD.

2016 DEADLINES

March

Space reservation due:	1/8/16
Materials due:	1/14/16
Inserts due:	1/21/16

June

Space reservation due:	3/27/16
Materials due:	4/1/16
Inserts due:	4/8/16

September

Space reservation due:	6/24/16
Materials due:	7/1/16
Inserts due:	7/8/16

December

Space reservation due:	9/23/16
Materials due:	9/29/16
Inserts due:	10/6/16

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins, and die cuts are available. A sample must be submitted to the SAGE 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. Therefore, the reader would 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 put it directly into readers' hands.

Please contact your SAGE representative for pricing and details on any of these options. A sample must be submitted to SAGE 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%
Outside 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 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 e-mail.

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 are mailed 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 Coeditors-in-Chief, 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.

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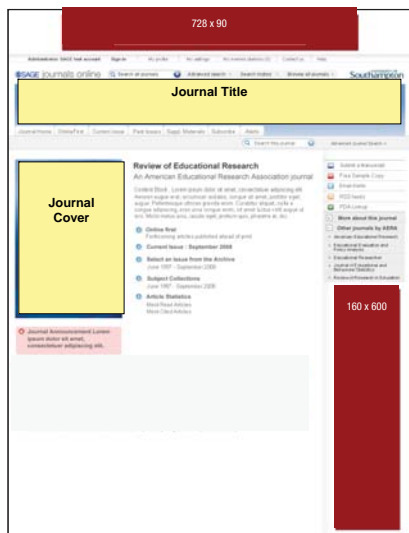
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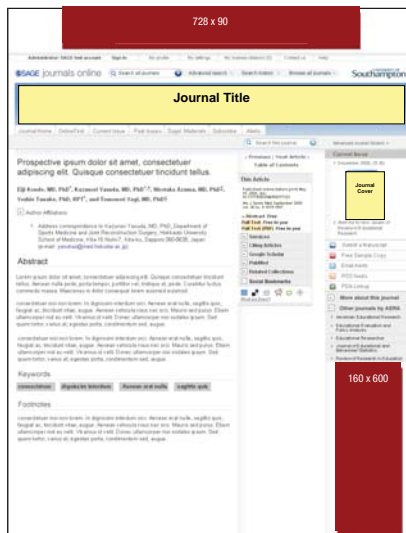
DIGITAL OFFERINGS

JOURNAL WEBSITE: <http://apb.sagepub.com/>

HOME PAGE



INTERNAL PAGES



ONLINE ADVERTISING

Leaderboard (728 x 90).....\$75 CPM

Skyscraper (160 x 600).....\$75 CPM

Minimum buy: 10,000 impressions per month per banner

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.

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

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

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

Geo-targeting is available. Please contact your SAGE representative 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 ABSA International's approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

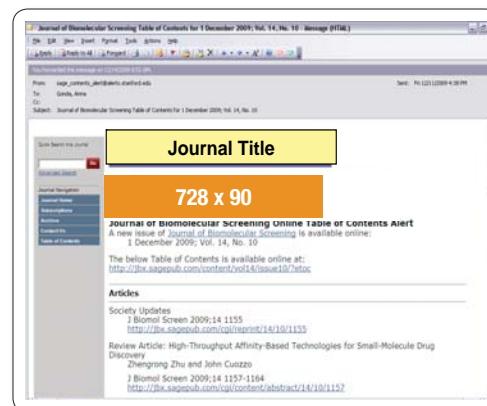
Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

Acceptable File Formats: GIF, JPG, PNG

Maximum size on banners: 40K

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GENERAL INFORMATION

FREQUENCY: Quarterly

PRINT CIRCULATION: 1,100

READERSHIP: Readers include biological safety specialists and professionals from virtually all major universities and representatives from federal, state, and local agencies, private laboratories, manufacturers, pharmaceutical companies, and distributors of biological safety equipment, both national and international. Individuals interested or involved in any aspect of biological safety.

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA, phone (805) 499-0721, fax (805) 410-7009

ASSOCIATION AFFILIATION: ABSA International (American Biological Safety Association)

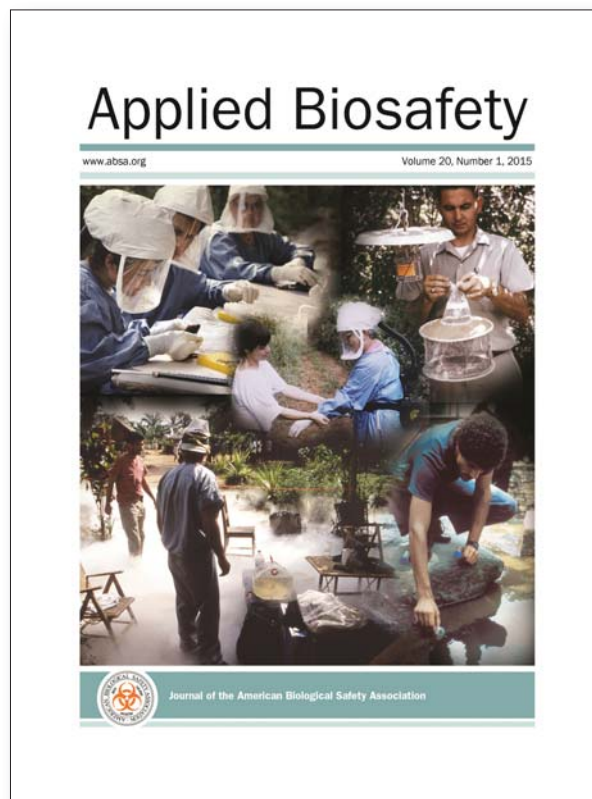
COEDITORS-IN-CHIEF: Barbara Johnson, Biosafety Consultant, and Karen B. Byers, Dana-Farber Cancer Institute

ABOUT THE ASSOCIATION

ABSA International (American Biological Safety Association) was founded in 1984 to promote biosafety as a scientific discipline and serve the growing needs of biosafety professionals throughout the world. The Association's goals are to provide a professional association that represents the interests and needs of practitioners of biological safety, and to provide a forum for the continued and timely exchange of biosafety information.

ABOUT THE JOURNAL

Applied Biosafety: Journal of ABSA International is a peer-reviewed, scientific journal committed to promoting global biosafety awareness and best practices to prevent occupational exposures and adverse environmental impacts related to biohazardous releases. *Applied Biosafety* provides a forum to exchange and promote sound biosafety and biosecurity initiatives; publish new research in biosafety; and offer a forum for biosafety and biosecurity information exchange to include editorials, commentaries, reviews, policy issues, and position papers. We welcome and encourage submissions that further the profession of biosafety, biotechnology, research, medicine, and all related professions.



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ARTWORK SPECIFICATIONS

Trim Size: 8 1/2" w x 11" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/4" w x 11 1/4" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim
Binding: Perfect bound

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 SAGE in **CMYK** color mode. SAGE 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 SAGE 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 1/4" from the trim.

The minimum weight for inserts is 70# coated stock and the maximum weight is 110# coated stock.

POSTAL REQUIREMENTS FOR BUSINESS REPLY CARDS

Final size of all BRCs must be 5" x 7".

Minimum paper weight is 7 pt.

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

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

CONTACT INFORMATION

DISPLAY AND CLASSIFIED ADVERTISING

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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:
Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145

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