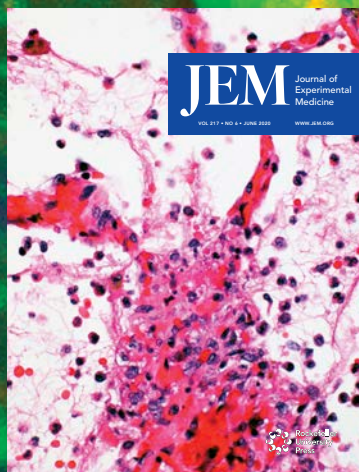


ROCKEFELLER UNIVERSITY PRESS

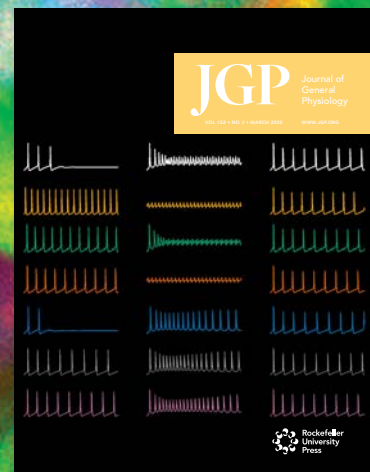
2021 Digital & Print Media Kit



JOURNAL OF
CELL BIOLOGY



JOURNAL OF
EXPERIMENTAL MEDICINE



JOURNAL OF
GENERAL PHYSIOLOGY

ADVERTISING REPRESENTATIVE

Sati Motieram Rockefeller University Press
950 Third Avenue, Floor 2, New York, NY 10022
T+ 1 212 327 8583 | motierd@rockefeller.edu



OVER A CENTURY OF QUALITY SCIENTIFIC PUBLISHING



Rockefeller University Press (RUP) journals were established by the research community, and editorial decisions and policies continue to be driven by scientists who actively contribute to their fields, appreciate the value of peer review, and desire a better publication experience for all. RUP journals publish groundbreaking research in the life

sciences and biomedicine from leading investigators around the world and serve as a valued resource to those engaged in cutting-edge research and who train future generations of scientists. Articles published in RUP journals are frequently cited, and institutions that most frequently access content in RUP journals are ranked among the top in life sciences research output.



Journal of Cell Biology (JCB)

publishes advances in any area of basic cell biology as well as applied cellular advances in fields such as immunology, neurobiology, metabolism, microbiology, developmental biology, and plant biology. Est. 1955

2021 | Vol. 220
12 print and online issues
Articles published daily
Print ISSN: 0021-9525
Online ISSN: 1540-8140



Primary Audience: Academic and Industry

- Laboratory Director/Head
- Research Scientist/Senior Scientist/Staff Scientist
- Professor/Associate Professor/Assistant Professor
- Postdoctoral Researcher
- Graduate Student

Total publications: ~27,000 / total citations: ~2.6M *

JCB Editor-in-Chief: **Jodi Nunnari**, Chair of the Department of Molecular and Cellular Biology, College of Biological Sciences, at University of California, Davis
Executive Editor: **Tim Spencer, PhD**

www.jcb.org



Journal of Experimental Medicine (JEM)

publishes papers providing novel conceptual insight into immunology, neuroscience, cancer biology, vascular biology, microbial pathogenesis, and stem cell biology. Est. 1896

2021 | Vol. 218
12 print and online issues
Articles published daily
Print ISSN: 0022-1007
Online ISSN: 1540-9538



Primary Audience: Academic and Industry

- Laboratory Director/Head
- Research Scientist/Senior Scientist/Staff Scientist
- Physician Scientist/MD
- Professor/Associate Professor/Assistant Professor
- Postdoctoral Researcher
- Graduate Student

Total publications: ~24,700 / total citations: ~2.5M *

Editorial Board Co-Chairs: **Carl Nathan, R.A.** Rees Pritchett Professor and Chairman of the Department of Microbiology and Immunology at Weill Cornell Medicine; **Michel Nussenzweig**, Zanvil A. Cohn and Ralph M. Steinman Professor at The Rockefeller University, Investigator at Howard Hughes Medical Institute, and Senior Physician
Executive Editor: **Teodoro Pulvirenti, PhD**

www.jem.org



Journal of General Physiology (JGP)

publishes mechanistic and quantitative cellular and molecular physiology of the highest quality with a focus on membrane protein physiology; protein structure and dynamics; lipid and membrane biophysics; cell mechanics and contractile systems; and intracellular and intercellular signaling. Est. 1918

2021 | Vol. 158
12 print and online issues
Articles published daily
Print ISSN: 0022-1295
Online ISSN: 1540-7748



Primary Audience: Academic and Industry

- Laboratory Director/Head
- Research Scientist/Senior Scientist/Staff Scientist
- Professor/Associate Professor/Assistant Professor
- Postdoctoral Researcher
- Graduate Student

Total publications: ~8,900 / total citations: ~415,000 *

JGP Editor-in-Chief: **David Eisner**, The British Heart Foundation Professor of Cardiac Physiology, Manchester University

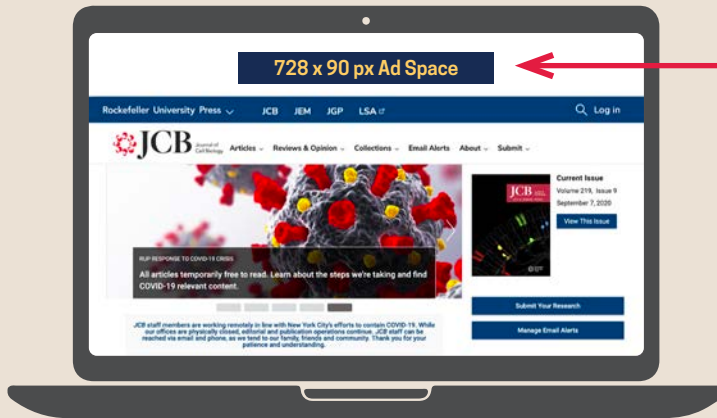
www.jgp.org

2021 DIGITAL ADVERTISING

Reach prospective customers across multiple online channels with our trusted journals, and maintain sufficient brand exposure, engagement, and reach. Add these options to your digital marketing mix, whether you are advertising a new product, service, or job opportunity. Do you have advertising ideas not listed here to explore? Contact **Sati Motieram** at motierd@rockefeller.edu.

WEBSITE BANNER ADVERTISING

We accept banner advertising on all three sites, with space available on our journal homepages and article pages. Why is banner advertising effective? With strong graphics, animation, and call-to-actions, banner ads are an excellent way to create greater exposure for your campaign and provide a direct pathway to your website or specially designed landing page.



Website Banner Ad Specs

- Leaderboard: 728 pixels (w) x 90 pixels (h)
- File format: interlaced, non-transparent, GIF
- Additional File formats: JPEG, PNG
- File size: 40K maximum
- Bit depth: 8 bits / channel
- 3x maximum rotation
- Advertiser provides desired URL and alt text



- Avg. monthly pageviews: ~328,000
- Avg. monthly users: ~120,000
- Avg. time on page: 2 mins. 18 secs.

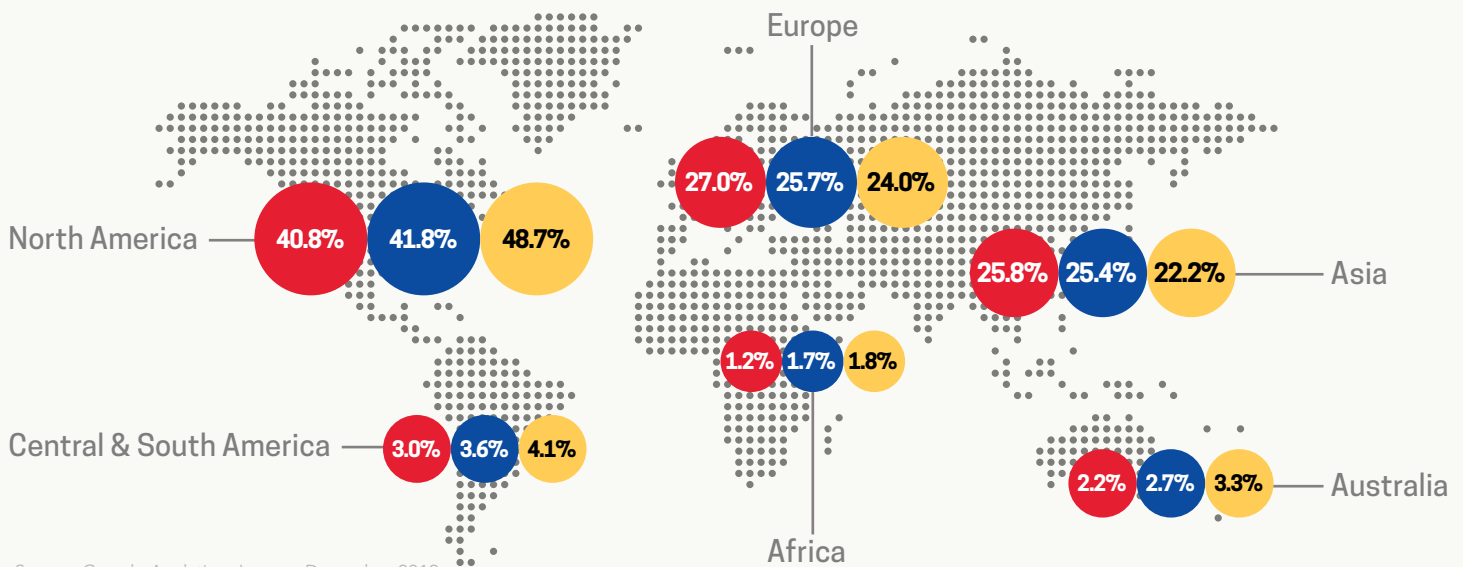


- Avg. monthly pageviews: ~285,500
- Avg. monthly users: ~108,000
- Avg. time on page: 2 mins. 15 secs.



- Avg. monthly pageviews: ~43,500
- Avg. monthly users: ~18,500
- Avg. time on page: 2 mins. 10 secs.

GEOGRAPHICAL REPRESENTATION OF WEBSITE TRAFFIC



Source: Google Analytics, January-December 2019

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EMAIL ALERT ADVERTISING

Subscribers and non-subscribers alike may sign up to receive Email Alerts from *JCB*, *JEM* and *JGP* to learn when new research is published. There are three different types of Alerts for each of the journals: Complete Issue (monthly, the first Monday of the month), Daily Publication-Weekly frequency (Wednesdays), and Daily Publication-Daily frequency. We accept banner advertising in monthlong blocks to display your message at the top of each email of your desired journal.



Email Alert Ad Details

- Leaderboard: 728 pixels wide x 90 pixels high
- File format: interlaced, non-transparent, GIF
- Additional File formats: JPEG, PNG
- Advertiser provides desired URL and alt text
- Email Alerts Contacts List Sizes:
 - JCB ~14,300
 - JEM ~17,700
 - JGP ~ 8,600

SPECIAL COLLECTION EMAIL ADVERTISING

Each journal creates special collections on topics including but not limited to cell biology, immunology, cancer, neuroscience, biophysics, and stem cell research. The collections include the latest cutting-edge research, and the “Year In” collections from *JCB* and *JEM* highlight the editors’ top picks and are widely read. The collections are distributed to Email Alert subscribers, authors, reviewers, and editors and supported by significant social media engagement. For topic-based advertising, this is a solid option.



Special Collection Email Ad Details

- Leaderboard: 728 pixels wide x 90 pixels high
- File format: interlaced, non-transparent, GIF
- Additional File formats: JPEG, PNG
- Advertiser provides desired URL and alt text

Please email **Sati Motieram** at motierd@rockefeller.edu for information including list sizes on subjects, upcoming collections, and more.

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2021 PRINT ADVERTISING

Interested in a traditional, tactile approach? We accept print advertising in *JCB*, *JEM* and *JGP* in full-page, half-page sizes. Advertising precedes and follows the editorial section, and cover and preferred positions are available. We also print a limited run of special collection issues for specific meetings that we distribute in person.

PRINT ADVERTISING



Print Ad Details

- Print frequency: monthly
- Print Issue dates: first Monday of each month
- Mail class: periodicals mail
- Mailing cover: shrink-wrap

Special Collection Issues

Limited run issues are circulated to select meetings covering:

- neuroscience
- cell biology
- physiology
- cancer
- immunology
- stem cell research



We do not charge extra for color, bleeds, cover and preferred positions, including Cover 2/Opposite TOC and Cover 4.

PRINT DISTRIBUTION: Source: US Postal Service Filing Date October 10, 2020



- Total Paid: 60
- Free or Nominal: 14
- Total Distribution: 74



- Total Paid: 45
- Free or Nominal: 10
- Total Distribution: 55



- Total Paid: 25
- Free or Nominal: 10
- Total Distribution: 35

Please email **Sati Motieram** at motierd@rockefeller.edu for information including list sizes on subjects, upcoming collections, and more.

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2021 PRINT ADVERTISING GUIDELINE

GUIDELINES FOR PREPARING ADS OR PAGE FILES

Help keep your project running smoothly and on time by submitting your digital files as suggested.

ADVERTISING DIMENSIONS

UNIT SIZES • NON-BLEED

Full page: 7¾" w x 10¼" h

½ horizontal: 7¾" w x 4¾" h

½ vertical: 3½" w x 10¼" h

¼ page: 3½" w x 4¾" h

UNIT SIZES • BLEED

Full page: 8¾" w x 11¼" h

½ horizontal: 8¾" w x 5⅝" h

½ vertical: 4⅜" w x 11¼" h

TRIM SIZES

Journal trims ⅛" off top, bottom, and outside edge. Final trim size of publication is 8½" x 11". Live matter should be kept to a minimum of ½" inside trimmed edges, and a minimum of ½" should be allowed for the bind.

HALFTONE SCREEN

Inside: 150-line screen

Four-color screens: 150-line screen

REPRODUCTION REQUIREMENTS

Four-color process ads will be produced four colors wet in the following color rotation: black, blue, red, yellow.

REGULAR MONTHLY ISSUES

PAPER STOCK

Inside pages: 60 lb. coated text

Ad sigs: 60 lb. coated text

Covers: 8 pt. C2S

TYPE OF BINDING

Perfect

DIGITAL FILES

Submit via email attachment to **Sati Motieram (motierd@rockefeller.edu)**

FILE FORMAT

The preferred file format for submission is an imposition-ready, single-page PDF with fonts embedded.

Also accepted are EPS with fonts embedded or converted to outline, TIFF images of sufficient resolution, or PostScript with fonts embedded. The following source

2021 CLOSING DATES

| ISSUE DATE | RESERVATION DEADLINE | MATERIALS DEADLINE |
|------------|----------------------|--------------------|
| January | 12/4/20 | 12/10/20 |
| February | 1/5 | 1/11 |
| March | 2/5 | 2/10 |
| April | 3/5 | 3/10 |
| May | 4/5 | 4/9 |
| June | 5/5 | 5/10 |
| July | 6/4 | 6/10 |
| August | 7/5 | 7/9 |
| September | 8/5 | 8/10 |
| October | 9/6 | 9/10 |
| November | 10/5 | 10/11 |
| December | 11/5 | 11/10 |

files are accepted and are expected to follow all requirements listed in this document: Adobe InDesign, Illustrator, and Photoshop.

SUPPORTING IMAGES

TIFF or EPS to the following minimum resolution specifications:

Line art (bitmap) images at 1000 dpi
Grayscale and color images at 300 dpi
Combination line and grayscale or color images at 500 dpi

PAGE LAYOUT

Regardless of the format supplied, all ads must conform to the following:

- Final size must meet journal trim size and include ⅛" bleed image on all four sides.
- Files will include trim marks with ⅛" setback.
- Supply as single page files only.
- No content is to be within ¼" of trim size.
- All fonts and graphics must be either embedded or included with the files.
- All color ads should be supplied as composite files.
- Embedded images should not be scaled, cropped/masked, or rotated within the page layout application but instead should be manipulated in the proper image editing program (Photoshop) and then imported into the page layout program at proper size and position.
- All lines and line art images should be of a minimum ½ pt. thickness at final size to reproduce effectively on press.

COLOR MANAGEMENT/ICC PROFILES

Files supplied may contain ICC Profiles. Proofs should be generated using SWOP standard color management (dot grain) accommodations to ensure accurate prediction of final print quality.

COLOR SPACE

All color images and files are to be supplied in CMYK color space with a Total Area Coverage (TAC) not to exceed 320% for the darkest area of an image.

Spot colors are to be identified as the correct PMS number and not a custom color such as "PMS Dark Blue." PMS colors will be converted to process unless specified otherwise. When using both art and layout programs, be sure to use the same PMS naming in both applications (e.g., PMS 201CV and PMS 201CVC would generate two different plates).

TRAPPING AND SCREENING

Files are NOT to be trapped or prescreened. Our Prepress Department will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening.

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2021 ADVERTISING RATES

DIGITAL & PRINT ADVERTISING RATES

| | Website Banner Advertising | Email Alerts Advertising | Special Collection Advertising | Print Advertising* |
|---|--|---|--|--|
|  | \$100 net for 1,000 impressions per month at jcb.org | Top Leaderboard position @ \$1,000 per monthlong block | Rates vary depending on meeting distribution | Full page: \$600 Half page: \$300 |
|  | \$100 net for 1,000 im-pressions per month at jem.org | Top Leaderboard position @ \$1,000 per monthlong block | Rates vary depending on meeting distribution | Full page: \$600 Half page: \$300 |
|  | \$50 net for 1,000 impressions per month at jgp.org | Top Leaderboard position @ \$500 per monthlong block | Rates vary depending on meeting distribution | Full page: \$300 Half page: \$150 |

* We do not charge extra for color, bleeds, cover and preferred positions, including Cover 2/ Opposite TOC and Cover 4.

Email **Sati Motieram** to reserve your advertising space today:
motierd@rockefeller.edu

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