

ROCKEFELLER UNIVERSITY PRESS

2026 Digital Media Kit



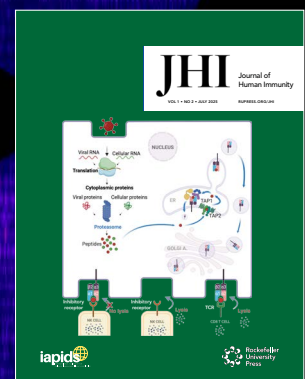
JOURNAL OF
CELL BIOLOGY



JOURNAL OF
EXPERIMENTAL MEDICINE



JOURNAL OF
GENERAL PHYSIOLOGY



JOURNAL OF
HUMAN IMMUNITY

ADVERTISING REPRESENTATIVE
Sati Motieram Rockefeller University Press
1230 York Avenue, Box 183, New York, NY 10065
T+ 1 212 327 8583 | motierd@rockefeller.edu

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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.



JCB.ORG

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



2026 | Vol. 225
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: ~28,280 / total citations: ~3.1M

JCB Editor-in-Chief: Jodi Nunnari

Director of the Bay Area Institute of Science at Altos Labs
Distinguished Professor Emerita at University of California, Davis



JEM.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



2026 | Vol. 223
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: ~25,780 / total citations: ~2.9M

JEM Editorial Board Co-Chairs:

Carl Nathan R.A. Rees Pritchett Professor; Chairman of the Department of Microbiology and Immunology at Weill Cornell Medicine

Michel Nussenzweig Sherman Fairchild Professor, Senior Physician, and a Howard Hughes Investigator at The Rockefeller University



JGP.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



2026 | Vol. 158
6 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: ~9,340 / total citations: ~493,000

JGP Editor-in-Chief: David Eisner

The British Heart Foundation, Professor of Cardiac Physiology at the University of Manchester



JHUMMUNITY.ORG

Journal of Human Immunology (JHI)

is the official journal of the International Alliance for Primary Immunodeficiency Societies (IAPIDS). It publishes papers that provide novel insights into the physiology and pathology of human immunity through the study of genetic defects and their phenocopies, including the study of leukocytes and other cells. Est. 2025



2026 | Vol. 2
6 online issues
Articles published daily
Online ISSN: 3065-8993

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: ~290 / total citations: ~30

JHI Editor-in-Chief: Jean-Laurent Casanova

The Levy Family Professor at The Rockefeller University, Howard Hughes Medical Institute Investigator, and a Professor at the Necker Hospital for Sick Children

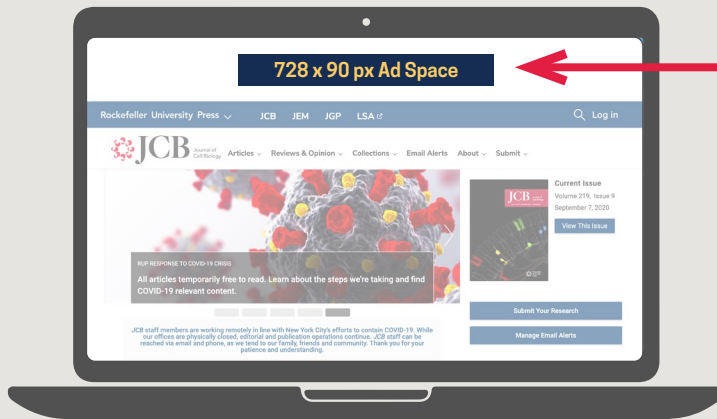
2026 DIGITAL ADVERTISING



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 four sites, with space available on our journal home pages 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



JCB.ORG

- Avg. monthly pageviews: **205,750**
- Avg. monthly users: **82,866**



JEM.ORG

- Avg. monthly pageviews: **198,762**
- Avg. monthly users: **84,252**



JGP.ORG

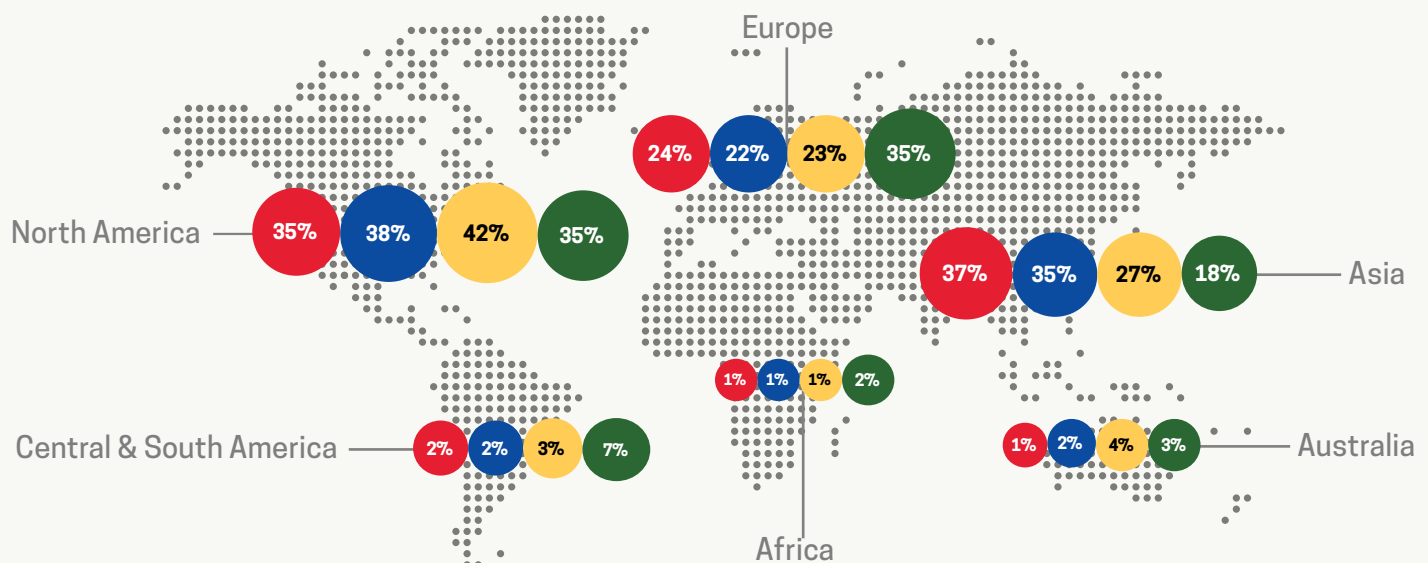
- Avg. monthly pageviews: **32,077**
- Avg. monthly users: **16,411**



JHUMIMMUNITY.ORG

- Avg. monthly pageviews: **16,411**
- Avg. monthly users: **3,535**

GEOGRAPHICAL REPRESENTATION OF WEBSITE TRAFFIC



Source: Google Analytics, July 2024 - July 2025

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University
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EMAIL ALERT ADVERTISING

Subscribers and non-subscribers alike may sign up to receive Email Alerts from JCB, JEM, JGP, and JHI to learn when new research is published. There are three different types of Alerts for each of the journals: Complete Issue (monthly, the first Tuesday 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

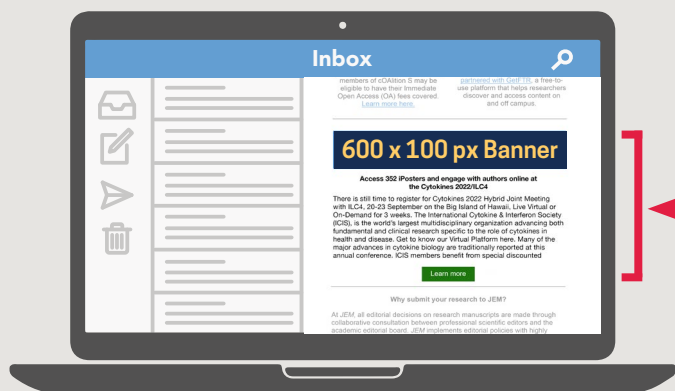
- Leaderboard: 728 pixels (w) x 90 pixels (h)
- File format: interlaced, non-transparent, GIF
- Additional file formats: JPEG, PNG
- Advertiser provides desired URL and alt text

Email Alert Contacts List Sizes

	JCB	JEM	JGP	JHI
eTOC alert size	12,700	13,600	6,500	130
Avg. open rate	42%	41%	35%	59%
Avg. click rate	3.8%	4%	3.2%	15%

SPECIAL COLLECTION AND MEETING ABSTRACTS EMAIL ADVERTISING

Each journal creates special collections on topics including but not limited to cell biology, immunology, cancer, neuroscience, biophysics. 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. For select meetings, JHI publishes abstract issues. The collections and abstract issues 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

- Includes leaderboard above and native advertising placement in body of email
- Accommodates 100 words of text and a banner: 600 pixels (w) x 100 pixels (h)
- File formats for banner: JPEG, PNG
- Advertiser provides desired URL and alt text
- Text and banner subject to review

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





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DIGITAL ADVERTISING RATES

	Website Banner Advertising	Email Alerts Advertising	Special Collection 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
	\$100 net for 1,000 impressions per month at jem.org	Top Leaderboard position @ \$1,000 per monthlong block	Rates vary depending on meeting distribution
	\$50 net for 1,000 impressions per month at jgp.org	Top Leaderboard position @ \$500 per monthlong block	Rates vary depending on meeting distribution
	\$50 net for 1,000 impressions per month at jhumimmunity.org	Top Leaderboard position @ \$500 per monthlong block	Rates vary depending on meeting distribution

Email **Sati Motieram** to reserve your advertising space today:
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