

ROCKEFELLER UNIVERSITY PRESS

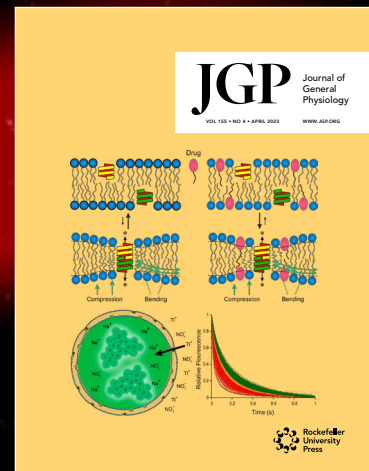
2024 Digital Media Kit



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
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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.



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

2024 | Vol. 223
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: ~**27,880** / total citations: ~**3.1M***

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

2024 | Vol. 221
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: ~**25,600** / total citations: ~**2.8M***

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: **Shachi Bhatt, 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

2024 | Vol. 156
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: ~**9,340** / total citations: ~**473,000***

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

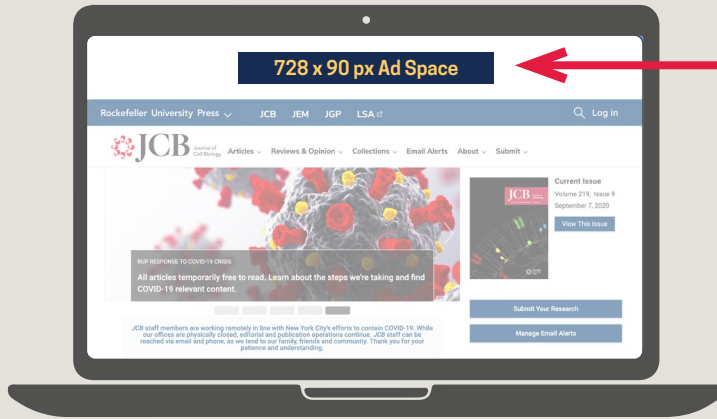
www.jgp.org



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: **225,553**
- Avg. monthly users: **100,245**
- Avg. engagement time on site: **1 min. 8 secs.**

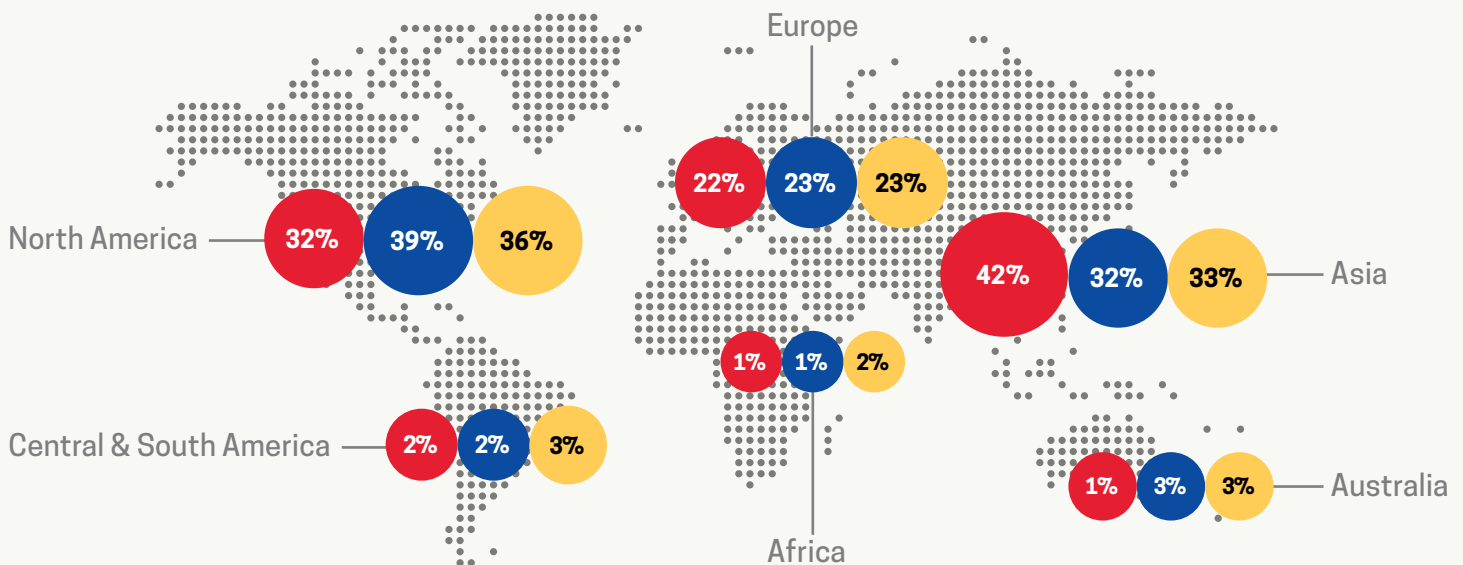


- Avg. monthly pageviews: **~214,188**
- Avg. monthly users: **~92,548**
- Avg. engagement time on site: **1 min. 18 secs.**



- Avg. monthly pageviews: **33,265**
- Avg. monthly users: **17,872**
- Avg. engagement time on site: **51 secs.**

GEOGRAPHICAL REPRESENTATION OF WEBSITE TRAFFIC



Source: Google Analytics, October 1, 2022 - October 1, 2023

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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 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

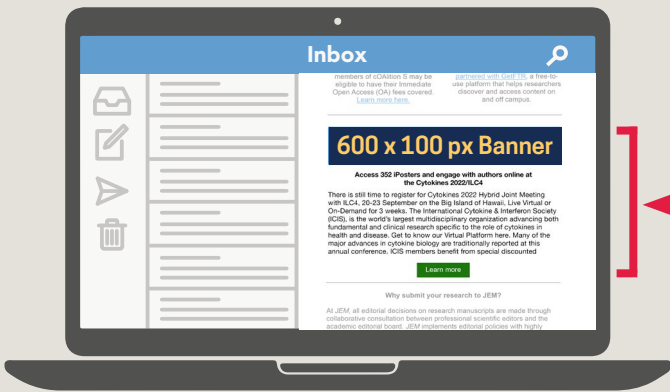
- Leaderboard: 728 pixels (w) x 90 pixels (h)
- File format: interlaced, non-transparent, GIF
- Additional File formats: JPEG, PNG
- Advertiser provides desired URL and alt text

Email Alerts Contacts List Sizes

	JCB	JEM	JGP
eTOC Alerts size	14,200	15,100	8,000
Avg open rate	43%	42%	35%
Avg. click rate	3.4%	3.6%	2.6%

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

- 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.



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

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