

2011 MEDIA KIT

MEMBERS BY PRIMARY EMPLOYER

Graduate Institution	8,585	23.6%
Professional School	3,983	10.9%
Hospital Diagnostic Lab	2,667	7.3%
Federal Government	2,630	7.2%
Undergraduate Institution	2,208	6.1%
Non Profit Research	2,005	5.5%
Pharmaceuticals/Chemicals	1,762	4.8%
Biotechnology	1,423	3.9%
Medical/Diagnostics	1,191	3.3%
State Government	913	2.5%
Private Practice	743	2.0%
Hospital or Clinic	525	1.4%
Private Diagnostic Lab	501	1.4%
Junior/Community College	457	1.3%
Reference Lab	387	1.1%
Agricultural/Veterinary	307	0.8%
Food Products	287	0.8%

MEMBERS BY JOB ACTIVITY

Research	18,990	52.2%
Teaching	3,738	10.3%
Diagnosis and Testing	3,396	9.3%
Clinical Practice	1,983	5.4%
Administration	1,825	5.0%
Product Development	960	2.6%

MEMBERS BY DEGREE

PhD (Doctor of Philosophy)	17,075	50.7%
Bachelors (BA, AB, BS)	5,334	14.7%
MD (Doctor of Medicine)	4,863	13.4%
Masters	3,644	10.0%
Other/No Degree	1,840	5.1%
ScD (Doctor of Science)	486	1.3%

PUBLISHER

American Society of Microbiology
1752 N Street, NW
Washington, DC 20036
Tel (202) 737-3600 | journals.asm.org

The **American Society for Microbiology (ASM)** is the oldest and largest single life science membership organization in the world. Membership has grown from 59 scientists in 1899 to more than 43,000 members today. The members represent 26 disciplines of microbiological specialization plus a division for microbiology educators.

ASM's online journals receive hundreds of thousands of unique visitors each month, with the number of page views totaling over 35 million in 2010. The journals' international readership consists of practicing physicians and research scientists working in the fields of pharmacy and pharmacology, immunology, virology, molecular and cellular biology, biochemistry, pathology, bacteriology, and other fields related to the world of microbiology.

Why online advertising?

Online advertising offers access to ASM's increasing readership, reaching hundreds of thousands of visitors each month. Journal readers continuously rely on ASM to publish the leading research in microbiology. Premium positioning guarantees maximum impact. Measurable results are provided via weekly reports on impressions and click throughs from third-party server Ad Delivery Solutions.

Where will my ads be seen?

Each advertiser can select which pages they would like to target their purchased number of impressions. Ads may appear on the journal site home page, Table of Contents page, abstracts pages, search pages and search results pages. With a limit of two ads running on each page, online ads receive maximum impact.

Are there opportunities to bundle print & online ads?

Yes, ASM offers special pricing for advertisers seeking to bundle print and online. Bundling advertising will ensure your message reaches the full extent of our readership.

ADVERTISING OFFICE

The Walchli Tauber Group, Inc.

2225 Old Emmorton Road, Suite 201

Bel Air, MD 21015

Tel (443) 512-8899 | Fax (443) 512-8909 | www.wt-group.com

David Baker

Ext 105 | david.baker@wt-group.com

Gary Walchli

Ext 102 | gary.walchli@wt-group.com

Steve Tauber

Ext 103 | stephen.tauber@wt-group.com

Online Advertising

ICAAC CONVENTION ISSUES*

Journal	Month
Antimicrobial Agents & Chemotherapy	September
Journal of Clinical Microbiology	September
Clinical Microbiology Reviews	July

Reservation/Ad must be received by August 25th

With the purchase of 50,000 impressions in one of the above titles during the month of September (\$40 per thousand), the matching number of impressions will be posted on a second clinical title of your choice during the same month.

*Interscience Conference on Antimicrobial Agents and Chemotherapy, Chicago, IL, September 18-21, 2011

ASM CONVENTION ISSUES & mBIO*

Journal	Month
Antimicrobial Agents & Chemotherapy	May
Clinical Microbiology Reviews	April
Applied & Environmental Microbiology	May
Infection & Immunity	May
Journal of Virology	May
Journal of Bacteriology	May
Molecular & Cellular Biology	May
Microbiology & Molecular Biology Reviews	March

Reservation/Ad must be received by April 25th

With the purchase of 50,000 impressions in one of the above titles during the month of May (\$40 per thousand), 15,000 impressions will be provided at no additional cost on the open access journal **mBio** during the month of the convention (over 42,000 eTOC subscribers).

*ASM General Meeting, New Orleans, LA, May 21-24, 2011

Print Advertising

Publication trims at 8-1/8" x 10-7/8"
 Keep live matter 1/2" from trim and bind
 Perfect binding

Half-tone Screen: Covers, inside, 4-Color process: 150 line screen.

INSERT REQUIREMENTS

Sizes: 2-page insert - 8-3/8" x 11-3/16", 4-page insert - 16-3/4" x 11-3/16". Larger sizes upon request. Inserts to be supplied folded.

Trimming: 3/16" off top, 1/8" bottom, gutter and outside edge.

Stock: 70 lb. minimum.

Quantity: Consult advertising representative.

Copy Clearance: Subject to approval by publisher.

Disposition of Reproduction Material: Reproduction material will be held one year from date of last insertion and then destroyed, unless specifically instructed in writing to do otherwise.

REPRODUCTION REQUIREMENTS

ASM Publications are produced digitally and printed direct to plate (DTP).

Ads must be submitted as a high-resolution PDF with advertiser's name and issue date in the filename.

Upload a high-res PDF to The Walchli Tauber Group

FTP site at <ftp2.wt-group.com>

user: wtgroupftp, password: sendfiles

Find the folder for PSN and the issue date for your ad, and copy your high-res PDF into that file.

Send an email to david.bubbins@wt-group.com indicating that materials have been uploaded.

Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

SHIPPING INFORMATION

For Inserts:

Cadmus Communications
 Attn: Wanda Hudson (ASM Publication, Quantity)
 2901 Byrdhill Road
 Richmond, VA 23228

For all other Ad Material:

Walchli Tauber Group, Inc.
 Attn: David Bubbins (ASM Publication)
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015

Antimicrobial Agents & Chemotherapy Online/Print Advertising

AAC GENERAL INFORMATION

Frequency: Monthly

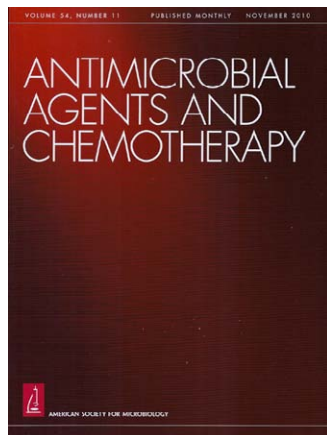
Established: 1972

Distribution: 717

Ratings: Impact Factor¹, 4.80; Eigenfactor², 0.10

#1 Cited in Pharmacology and Pharmacy

¹Impact Factor reflects average number of citations to articles published in science journals.
²The Eigenfactor score is a rating of total importance of a science journal.



CLOSING DATES*

Date	Space	ROB Material	eTOC Artwork
JAN	12/1	12/10	12/16
FEB	12/30	1/11	1/17
MAR	1/31	2/9	2/15
APR	2/28	3/9	3/15
MAY¹	4/1	4/12	4/18
JUN	4/29	5/10	5/16
JUL	5/30	6/8	6/14
AUG	6/27	7/6	7/12
SEP²	7/29	8/9	8/15
OCT	8/29	9/7	9/13
NOV	9/26	10/5	10/11
DEC	10/25	11/2	11/8

*Cancellations cannot be accepted later than one week after space reservation due date

¹Convention Issue (ASM General Meeting)

²Convention Issue (ICAAC Joint Meeting)

AAC.ASM.ORG STATISTICS¹

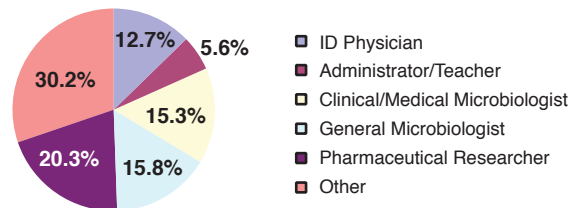
106,996 average unique visitors per month

386,964 average page views per month

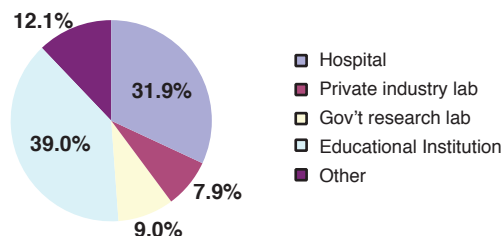
2:52 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

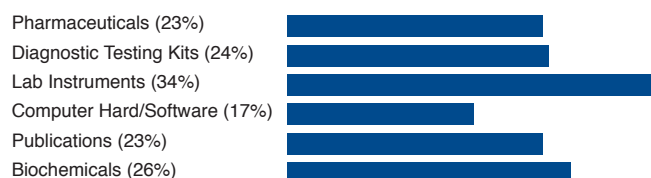
Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to aac.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Antimicrobial Agents & Chemotherapy

Online Advertising

Print Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media, Third-party Ad Serving	68KB	30 sec max
Leaderboard	728x90			

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 10,045 AAC eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
aac.asm.org	Leaderboard	160,000	\$2,800
	Skyscraper	130,000	\$2,600

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$1,995	\$1,375	\$955
3x	\$1,955	\$1,365	\$940
6x	\$1,890	\$1,340	\$910
12x	\$1,855	\$1,315	\$895
24x	\$1,765	\$1,245	—
36x	\$1,740	\$1,200	—
48x	\$1,660	\$1,155	—
60x	\$1,630	\$1,135	—

COLOR RATES*

Standard	\$ 985
Matched	\$1,010
3/4 Color	\$1,970

*In addition to B/W earned rates

INSERT RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Back-up Rates	1/2 earned B/W rate
Business Reply Cards	2 times earned B/W rate
Larger units, Gate-folds, Tip-ins, Die-cuts	Rates upon request

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
First Text	Earned rate plus 25%
TOC/Cover 2	Earned rate plus 25%

*Cancellation of space order forfeits right to position protection

EARNED RATES

Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8" x 11-1/8"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

Applied & Environmental Microbiology Online/Print Advertising

AEM GENERAL INFORMATION

Frequency: Twice Monthly

Established: 1953

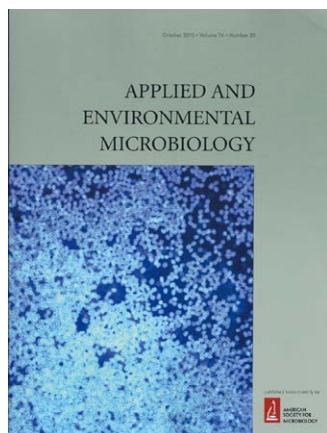
Distribution: 883

Ratings: Impact Factor¹, 3.69; Eigenfactor², 0.15

#1 Cited in Microbiology

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.



CLOSING DATES*

Date(s)	Space	ROB Material	eTOC Artwork
JAN	12/3	12/14	12/20
	12/15	12/28	1/4
FEB	1/7	1/18	1/24
	1/19	1/28	2/3
MAR	2/3	2/14	2/18
	2/16	2/25	3/3
APR	3/4	3/15	3/21
	3/18	3/29	4/4
MAY ¹	4/4	4/13	4/19
	4/18	4/27	5/3
JUN	5/4	5/13	5/19
	5/19	5/30	6/3
JUL	6/6	6/15	6/21
	6/20	6/29	7/5
AUG	7/7	7/18	7/22
	7/18	7/27	8/2
SEP ²	8/4	8/15	8/19
	8/19	8/30	9/5
OCT	9/5	9/14	9/20
	9/16	9/27	10/3
NOV	10/6	10/17	10/21
	10/17	10/26	11/1
DEC	10/27	11/7	11/11
	11/14	11/23	11/29

*Cancellations cannot be accepted later than one week after space reservation due date

¹Convention Issue (ASM General Meeting)

²Convention Issue (ICAAC Joint Meeting)

AEM.ASM.ORG STATISTICS¹

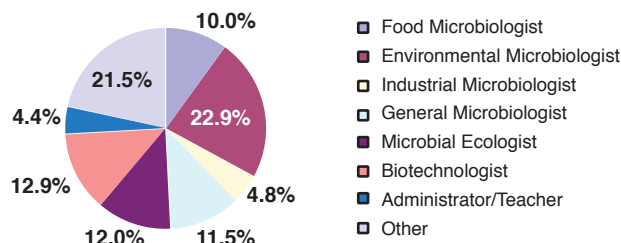
187,670 average unique visitors per month

726,290 average page views per month

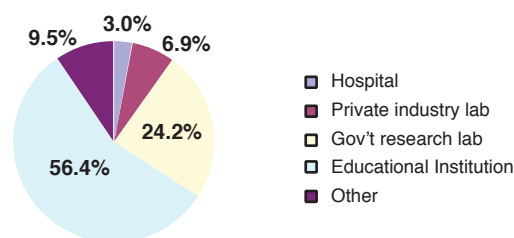
3:13 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

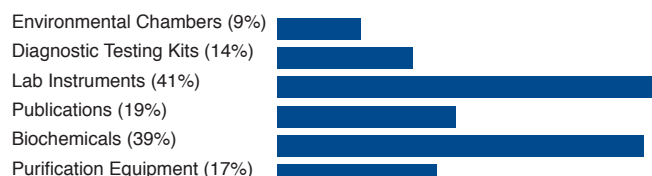
Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to aac.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Applied & Environmental Microbiology

Online Advertising

Print Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media, Third-party Ad Serving	68KB	30 sec max
Leaderboard	728x90			

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 11,526 AEM eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
aem.asm.org	Leaderboard	360,000	\$5,400
	Skyscraper	300,000	\$4,500

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$1,525	\$1,045	\$725
3x	\$1,480	\$1,030	\$695
6x	\$1,445	\$1,020	\$675
12x	\$1,390	\$ 985	\$655
24x	\$1,365	\$ 940	—

COLOR RATES*

Standard	\$ 980
Matched	\$1,010
3/4 Color	\$1,970

*In addition to B/W earned rates

INSERT RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Back-up Rates	1/2 earned B/W rate
Business Reply Cards	2 times earned B/W rate
Larger units, Gate-folds, Tip-ins, Die-cuts	Rates upon request

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
First Text	Earned rate plus 25%
TOC/Cover 2	Earned rate plus 25%

*Cancellation of space order forfeits right to position protection

EARNED RATES

Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8" x 11-1/8"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

Clinical Microbiology Reviews Online/Print Advertising

CMR GENERAL INFORMATION

Frequency: Quarterly

Established: 1988

Distribution: 962

Ratings: Impact Factor¹, 14.69; Eigenfactor², 0.02

Ranked #2 out of 94 journals in Microbiology in Impact Factor

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.



CLOSING DATES*

Date	Space	ROB Material	eTOC Artwork
JAN	12/20	1/3	1/7
APR	3/21	3/30	4/5
JUL	6/20	6/29	7/5
OCT	9/19	9/28	10/4

*Cancellations cannot be accepted later than one week after space reservation due date

CMR.ASM.ORG STATISTICS¹

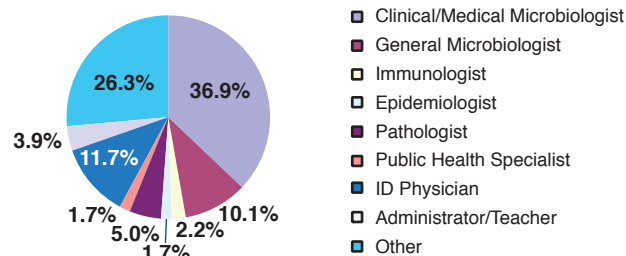
52,147 average unique visitors per month

158,790 average page views per month

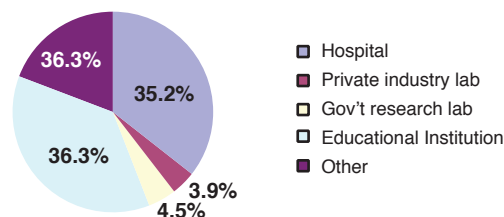
2:25 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

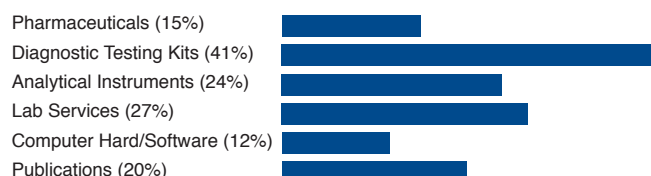
Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to cmr.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Clinical Microbiology Reviews

Online Advertising

Print Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media, Third-party Ad Serving	68KB	30 sec max
Leaderboard	728x90			

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 10,723 CMR eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
cmr.asm.org	Leaderboard	60,000	\$1,350
	Skyscraper	40,000	\$ 900

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$1,465	\$1,005	\$680
3x	\$1,420	\$ 995	\$675
8x	\$1,395	\$ 980	\$660
16x	\$1,335	\$ 935	\$625

COLOR RATES*

Standard	\$ 935
Matched	\$ 975
3/4 Color	\$1,465

*In addition to B/W earned rates

INSERT RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Back-up Rates	1/2 earned B/W rate
Business Reply Cards	2 times earned B/W rate
Larger units, Gate-folds, Tip-ins, Die-cuts	Rates upon request

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
First Text	Earned rate plus 25%
TOC/Cover 2	Earned rate plus 25%

*Cancellation of space order forfeits right to position protection

EARNED RATES

Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8" x 11-1/8"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

Clinical & Vaccine Immunology Online Advertising

CVI GENERAL INFORMATION

Ratings: Impact Factor¹, 2.37; Eigenfactor², 0.01

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.

CLOSING DATES*

Date	eTOC Artwork
JAN	12/30
FEB	1/28
MAR	2/25
APR	3/29
MAY	5/2
JUN	5/31
JUL	7/1
AUG	7/29
SEP	8/30
OCT	9/27
NOV	10/28
DEC	11/25

*Cancellations cannot be accepted later than one week after space reservation due date

CVI.ASM.ORG STATISTICS¹

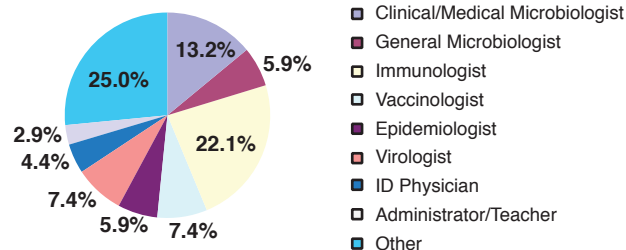
34,107 average unique visitors per month

83,995 average page views per month

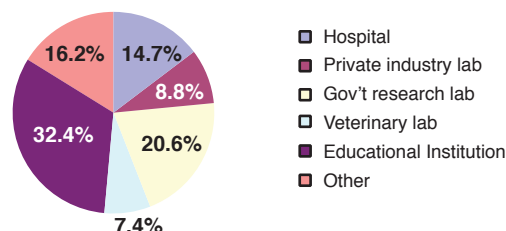
1:46 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

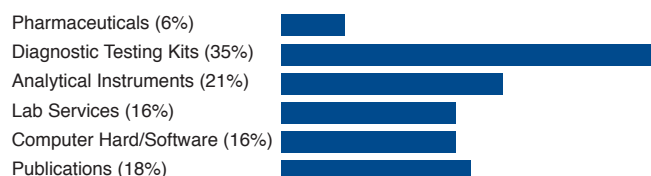
Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to cvi.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Clinical & Vaccine Immunology Online Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media,	68KB	30 sec max
Leaderboard	728x90	Third-party Ad Serving		

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 5,642 CVI eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
cvi.asm.org	Leaderboard	28,000	\$630
	Skyscraper	20,000	\$450

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

Eukaryotic Cell Online Advertising

EC GENERAL INFORMATION

Ratings: Impact Factor¹, 3.81; Eigenfactor², 0.03

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.

CLOSING DATES*

Date	eTOC Artwork
JAN	12/31
FEB	1/28
MAR	2/28
APR	4/4
MAY¹	5/2
JUN	5/30
JUL	7/4
AUG	8/1
SEP²	8/30
OCT	9/27
NOV	10/28
DEC	11/29

*Cancellations cannot be accepted later than one week after space reservation due date

¹Convention Issue (ASM General Meeting)

²Convention Issue (ICAAC Joint Meeting)

EC.ASM.ORG STATISTICS¹

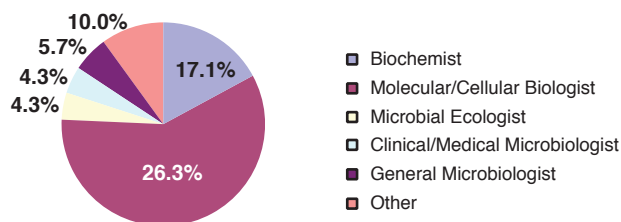
23,984 average unique visitors per month

73,507 average page views per month

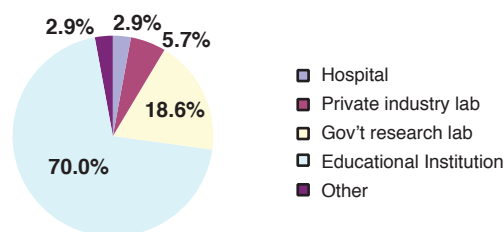
2:00 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

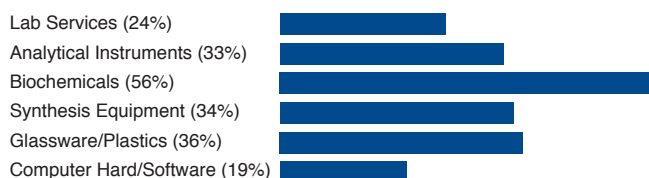
Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to ec.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Eukaryotic Cell Online Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media,	68KB	30 sec max
Leaderboard	728x90	Third-party Ad Serving		

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 4,411 EC eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
ec.asm.org	Leaderboard	24,000	\$540
	Skyscraper	16,000	\$360

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

Infection & Immunity Online/Print Advertising

IAI GENERAL INFORMATION

Frequency: Monthly

Established: 1972

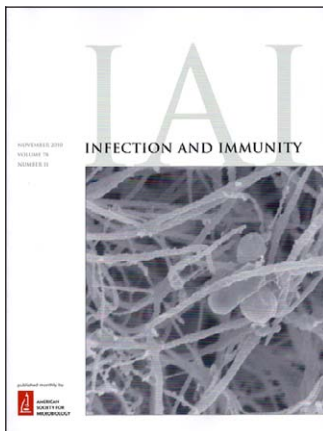
Distribution: 523

Ratings: Impact Factor¹, 4.21; Eigenfactor², 0.11

#1 Cited in Infectious Diseases

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.



CLOSING DATES*

Date	Space	ROB Material	eTOC Artwork
JAN	11/30	12/9	12/15
FEB	12/29	1/10	1/14
MAR	1/28	2/8	2/14
APR	2/24	3/7	3/11
MAY¹	3/28	4/6	4/12
JUN	4/25	5/4	5/10
JUL	5/30	6/8	6/14
AUG	6/27	7/6	7/12
SEP²	7/28	8/8	8/12
OCT	8/29	9/7	9/13
NOV	9/26	10/5	10/11
DEC	10/24	11/2	11/8

*Cancellations cannot be accepted later than one week after space reservation due date

¹Convention Issue (ASM General Meeting)

²Convention Issue (ICAAC Joint Meeting)

IAI.ASM.ORG STATISTICS¹

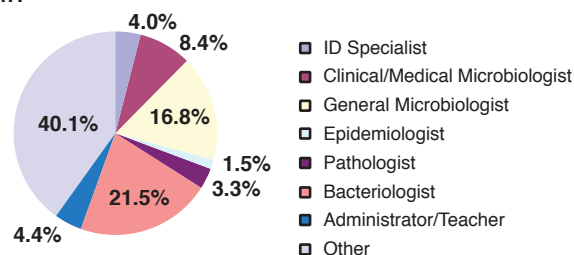
97,602 average unique visitors per month

322,187 average page views per month

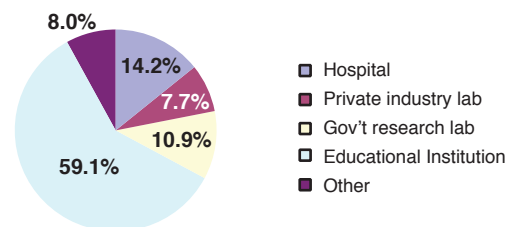
2:40 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

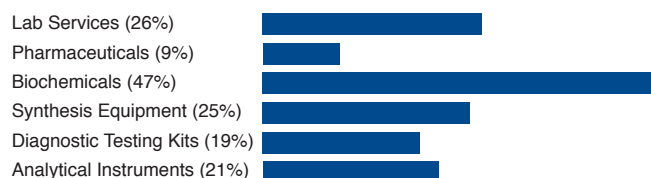
Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to iai.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Infection & Immunity

Online Advertising

Print Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media,	68KB	30 sec max
Leaderboard	728x90	Third-party Ad Serving		

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 11,308 IAI eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
iai.asm.org	Leaderboard	140,000	\$2,800
	Skyscraper	118,000	\$2,360

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$1,465	\$1,005	\$680
3x	\$1,420	\$ 995	\$675
6x	\$1,395	\$ 980	\$660
12x	\$1,335	\$ 935	\$625

COLOR RATES*

Standard	\$ 935
Matched	\$ 975
3/4 Color	\$1,465

*In addition to B/W earned rates

INSERT RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Back-up Rates	1/2 earned B/W rate
Business Reply Cards	2 times earned B/W rate
Larger units, Gate-folds, Tip-ins, Die-cuts	Rates upon request

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
First Text	Earned rate plus 25%
TOC/Cover 2	Earned rate plus 25%

*Cancellation of space order forfeits right to position protection

EARNED RATES

Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8" x 11-1/8"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

Journal of Bacteriology Online/Print Advertising

JB GENERAL INFORMATION

Frequency: Twice Monthly

Established: 1916

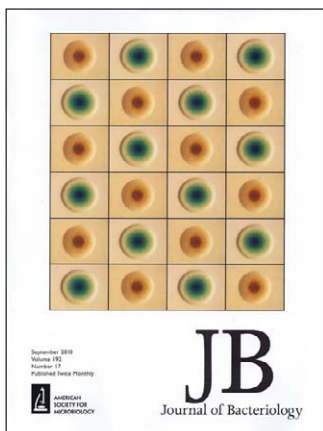
Distribution: 677

Ratings: Impact Factor¹, 3.94; Eigenfactor², 0.15

#2 Cited in Microbiology

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.



JB.ASM.ORG STATISTICS¹

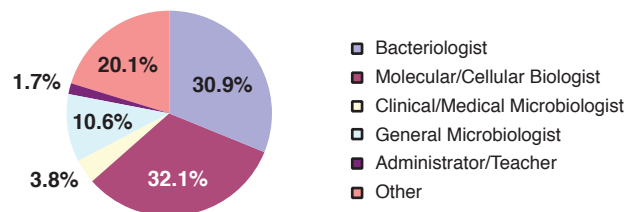
118,786 average unique visitors per month

491,585 average page views per month

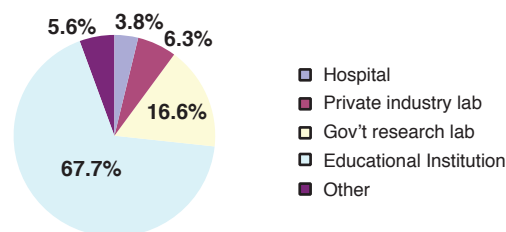
3:10 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to jb.asm.org visitors

CLOSING DATES*

Date(s)	Space	ROB Material	eTOC Artwork
JAN	11/19	12/1	12/7
	12/8	12/17	12/27
FEB	12/22	1/5	1/11
	1/10	1/19	1/25
MAR	1/24	2/2	2/8
	2/7	2/16	2/22
APR	2/21	3/2	3/8
	3/11	3/22	3/28
MAY ¹	3/28	4/6	4/12
	4/11	4/20	4/26
JUN	4/25	5/4	5/11
	5/9	5/18	5/24
JUL	5/27	6/7	6/13
	6/10	6/21	6/27
AUG	6/24	7/5	7/11
	7/11	7/20	7/26
SEP ²	7/25	8/3	8/9
	8/8	8/17	8/23
OCT	8/25	9/5	9/9
	9/8	9/19	9/23
NOV	9/23	10/4	10/10
	10/11	10/19	10/25
DEC	10/21	11/1	11/7
	11/7	11/16	11/22

*Cancellations cannot be accepted later than one week after space reservation due date

¹Convention Issue (ASM General Meeting)

²Convention Issue (ICAAC Joint Meeting)

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Journal of Bacteriology

Online Advertising

Print Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media,	68KB	30 sec max
Leaderboard	728x90	Third-party Ad Serving		

eTOC RATES

\$1,000 per ASM publication edition
 Leaderboard ad (728x90px)
 Emailed reports on impressions and click-throughs
 Reach 12,383 JB eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions	\$45 per thousand
50,000 Monthly Impressions	\$40 per thousand
75,000 Monthly Impressions	\$35 per thousand
100,000 Monthly Impressions	\$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
jb.asm.org	Leaderboard	230,000	\$3,450
	Skyscraper	190,000	\$3,325

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$1,425	\$975	\$660
3x	\$1,380	\$965	\$655
6x	\$1,355	\$950	\$640
12x	\$1,295	\$910	\$605

COLOR RATES*

Standard	\$ 910
Matched	\$ 945
3/4 Color	\$1,425

*In addition to B/W earned rates

INSERT RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Back-up Rates	1/2 earned B/W rate
Business Reply Cards	2 times earned B/W rate
Larger units, Gate-folds, Tip-ins, Die-cuts	Rates upon request

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
First Text	Earned rate plus 25%
TOC/Cover 2	Earned rate plus 25%

*Cancellation of space order forfeits right to position protection

EARNED RATES

Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8" x 11-1/8"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

Journal of Clinical Microbiology Online/Print Advertising

JCM GENERAL INFORMATION

Frequency: Monthly

Established: 1975

Distribution: 1,409

Ratings: Impact Factor¹, 4.16; Eigenfactor², 0.11

#3 Cited in Microbiology

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.



CLOSING DATES*

Date	Space	ROB Material	eTOC Artwork
JAN	12/8	12/17	12/27
FEB	1/10	1/19	1/25
MAR	2/7	2/16	2/22
APR	3/14	3/23	3/29
MAY¹	4/11	4/20	4/26
JUN	5/9	5/18	5/24
JUL	6/13	6/22	6/28
AUG	7/11	7/20	7/26
SEP²	8/12	8/23	8/29
OCT	9/12	9/21	9/27
NOV	10/10	10/19	10/25
DEC	11/7	11/16	11/22

*Cancellations cannot be accepted later than one week after space reservation due date

¹Convention Issue (ASM General Meeting)

²Convention Issue (ICAAC Joint Meeting)

JCM.ASM.ORG STATISTICS¹

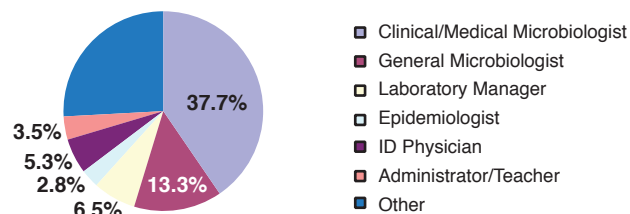
143,792 average unique visitors per month

519,020 average page views per month

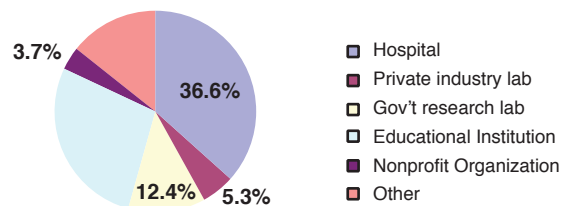
2:53 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

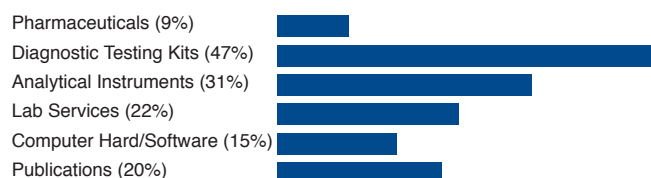
Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to jcm.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Journal of Clinical Microbiology

Online Advertising

Print Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media,	68KB	30 sec max
Leaderboard	728x90	Third-party Ad Serving		

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 11,804 JCM eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
jcm.asm.org	Leaderboard	218,000	\$3,270
	Skyscraper	170,000	\$3,150

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$2,225	\$1,510	\$1,060
3x	\$2,170	\$1,490	\$1,050
6x	\$2,140	\$1,465	\$1,040
12x	\$2,080	\$1,425	\$1,010
24x	\$2,010	\$1,385	—
36x	\$1,955	\$1,340	—
48x	\$1,875	\$1,290	—

COLOR RATES*

Standard	\$ 940
Matched	\$ 975
3/4 Color	\$1,840

*In addition to B/W earned rates

INSERT RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Back-up Rates	1/2 earned B/W rate
Business Reply Cards	2 times earned B/W rate
Larger units, Gate-folds, Tip-ins, Die-cuts	Rates upon request

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
First Text	Earned rate plus 25%
TOC/Cover 2	Earned rate plus 25%

*Cancellation of space order forfeits right to position protection

EARNED RATES

Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8" x 11-1/8"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

Journal of Virology Online/Print Advertising

JVI GENERAL INFORMATION

Frequency: Twice Monthly

Established: 1967

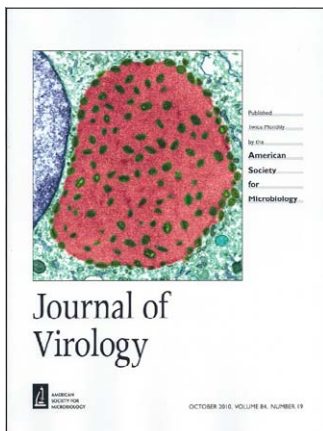
Distribution: 468

Ratings: Impact Factor¹, 5.15; Eigenfactor², 0.23

#1 cited in Virology

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.



CLOSING DATES*

Date(s)	Space	ROB Material	eTOC Artwork
JAN	11/18	11/30	12/6
	12/6	12/15	12/21
FEB	12/15	12/28	1/4
	1/3	1/12	1/18
MAR	1/15	1/26	2/1
	1/31	2/9	2/15
APR	2/17	2/28	3/4
	2/28	3/9	3/15
MAY ¹	3/21	3/30	4/5
	4/4	4/13	4/19
JUN	4/18	4/27	5/3
	5/2	5/11	5/17
JUL	5/23	6/1	6/7
	6/3	6/14	6/20
AUG	6/20	6/29	7/5
	7/1	7/12	7/18
SEP ²	7/21	8/1	8/5
	8/1	8/10	8/16
OCT	8/22	8/31	9/6
	9/2	9/13	9/19
NOV	9/19	9/28	10/4
	10/3	10/12	10/18
DEC	10/17	10/26	11/1
	11/2	11/11	11/17

*Cancellations cannot be accepted later than one week after space reservation due date

¹Convention Issue (ASM General Meeting)

²Convention Issue (ICAAC Joint Meeting)

JVI.ASM.ORG STATISTICS¹

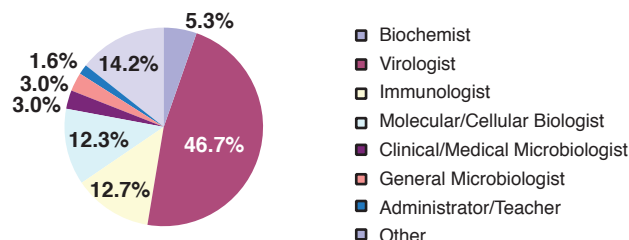
129,486 average unique visitors per month

577,815 average page views per month

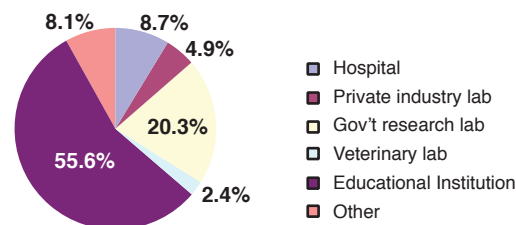
3:22 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

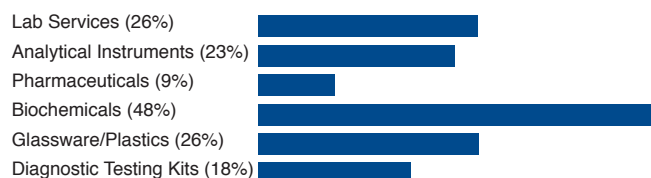
Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to jvi.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Journal of Virology

Online Advertising

Print Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media,	68KB	30 sec max
Leaderboard	728x90	Third-party Ad Serving		

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 10,757 JVI eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
jvi.asm.org	Leaderboard	230,000	\$3,450
	Skyscraper	180,000	\$3,150

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$1,485	\$1,010	\$685
3x	\$1,430	\$1,000	\$680
6x	\$1,410	\$ 990	\$665
12x	\$1,350	\$ 945	\$635

COLOR RATES*

Standard	\$ 945
Matched	\$ 985
3/4 Color	\$1,495

*In addition to B/W earned rates

INSERT RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Back-up Rates	1/2 earned B/W rate
Business Reply Cards	2 times earned B/W rate
Larger units, Gate-folds, Tip-ins, Die-cuts	Rates upon request

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
First Text	Earned rate plus 25%
TOC/Cover 2	Earned rate plus 25%

*Cancellation of space order forfeits right to position protection

EARNED RATES

Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8" x 11-1/8"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

Microbiology & Molecular Biology Reviews Online/Print Advertising

MMBR GENERAL INFORMATION

Frequency: Quarterly

Established: 1937

Distribution: 778

Ratings: Impact Factor¹, 12.59; Eigenfactor², 0.25

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.



CLOSING DATES*

Date	Space	ROB Material	eTOC Artwork
MAR	2/11	2/22	2/28
JUN	5/12	5/23	5/27
SEP	8/15	8/24	8/30
DEC	11/11	11/22	11/28

*Cancellations cannot be accepted later than one week after space reservation due date

MMBR.ASM.ORG STATISTICS¹

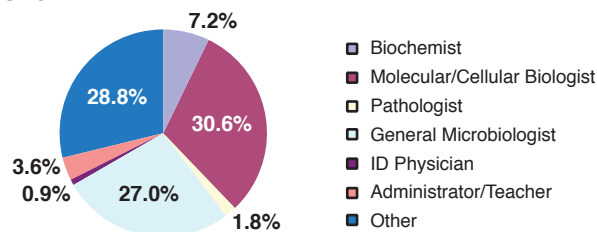
36,107 average unique visitors per month

105,308 average page views per month

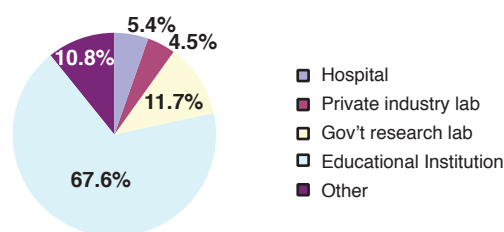
2:15 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to mmb.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Microbiology & Molecular Biology Reviews

Online Advertising

Print Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media, Third-party Ad Serving	68KB	30 sec max
Leaderboard	728x90			

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 16,374 MMBR eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
mabr.asm.org	Leaderboard	45,000	\$1,012
	Skyscraper	38,000	\$ 855

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$1,840	\$1,215	\$850
4x	\$1,785	\$1,175	\$840
8x	\$1,750	\$1,145	—
16x	\$1,700	\$1,095	—

COLOR RATES*

Standard	\$ 840
Matched	\$ 870
3/4 Color	\$1,320

*In addition to B/W earned rates

INSERT RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Back-up Rates	1/2 earned B/W rate
Business Reply Cards	2 times earned B/W rate
Larger units, Gate-folds, Tip-ins, Die-cuts	Rates upon request

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
First Text	Earned rate plus 25%
TOC/Cover 2	Earned rate plus 25%

*Cancellation of space order forfeits right to position protection

EARNED RATES

Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8" x 11-1/8"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

Molecular and Cellular Biology Online/Print Advertising

MCB GENERAL INFORMATION

Frequency: Twice Monthly

Established: 1981

Distribution: 396

Ratings: Impact Factor¹, 6.06; Eigenfactor², 0.29

#4 Cited in Cell Biology

¹Impact Factor reflects average number of citations to articles published in science journals.

²The Eigenfactor score is a rating of total importance of a science journal.



MCB.ASM.ORG STATISTICS¹

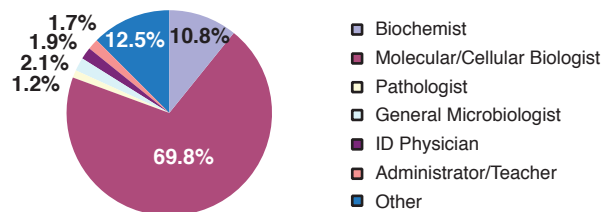
128,372 average unique visitors per month

450,853 average page views per month

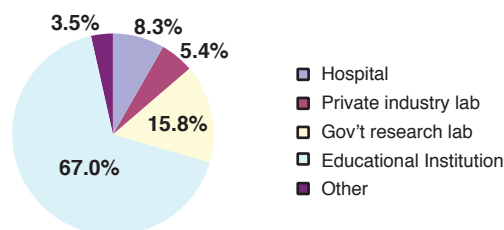
2:20 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to mcb.asm.org visitors

CLOSING DATES*

Date(s)	Space	ROB Material	eTOC Artwork
JAN	11/19	12/1	12/7
	12/7	12/16	12/22
FEB	12/22	1/5	1/11
	1/7	1/18	1/24
MAR	1/24	2/2	2/8
	2/4	2/15	2/21
APR	2/18	3/1	3/7
	3/7	3/16	3/22
MAY ¹	3/21	3/30	4/5
	4/8	4/19	4/25
JUN	4/22	5/3	5/9
	5/9	5/18	5/24
JUL	5/23	6/1	6/7
	6/9	6/20	6/24
AUG	6/23	7/4	7/8
	7/8	7/19	7/25
SEP ²	7/25	8/3	8/9
	8/8	8/17	8/23
OCT	8/22	8/31	9/6
	9/5	9/14	9/20
NOV	9/22	10/3	10/7
	10/7	10/18	10/24
DEC	10/20	10/31	11/4
	11/3	11/14	11/18

*Cancellations cannot be accepted later than one week after space reservation due date

¹Convention Issue (ASM General Meeting)

²Convention Issue (ICAAC Joint Meeting)

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

Molecular and Cellular Biology

Online Advertising

Print Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media, Third-party Ad Serving	68KB	30 sec max
Leaderboard	728x90			

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 14,004 MCB eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
mcb.asm.org	Leaderboard	174,000	\$3,045
	Skyscraper	145,000	\$2,900

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$1,485	\$1,010	\$685
3x	\$1,430	\$1,000	\$680
6x	\$1,410	\$ 990	\$665
12x	\$1,350	\$ 945	\$635
24x	\$1,340	\$ 915	—

COLOR RATES*

Standard	\$ 945
Matched	\$ 985
3/4 Color	\$1,485

*In addition to B/W earned rates

INSERT RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Back-up Rates	1/2 earned B/W rate
Business Reply Cards	2 times earned B/W rate
Larger units, Gate-folds, Tip-ins, Die-cuts	Rates upon request

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
First Text	Earned rate plus 25%
TOC/Cover 2	Earned rate plus 25%

*Cancellation of space order forfeits right to position protection

EARNED RATES

Based upon accumulated space during 12-month period. The earned rate in any one ASM Journal will be cumulative over all ASM Journals and the earned rate will be applied in each instance.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8" x 11-1/8"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

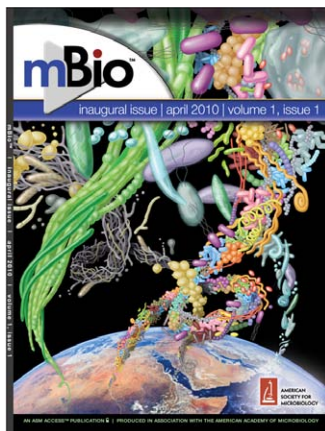
mBio® Online Advertising

mBio® GENERAL INFORMATION

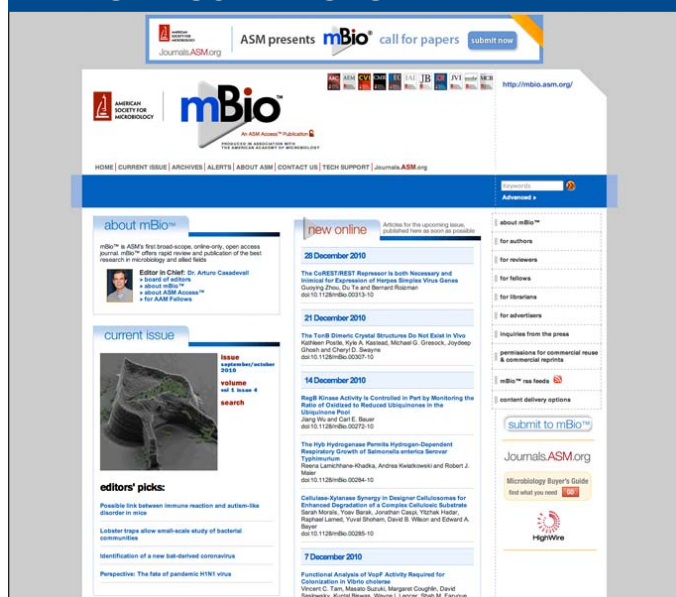
Frequency: Bi-Monthly

Established: 2010

On May 18, 2010, ASM launched the inaugural issue of mBio®, the Society's first open-access online journal designed to make microbiology research broadly accessible. The broad scope of mBio® reflects the enormity of the microbial world, covering the best research in microbiology and allied fields.



WEBSITE SCREENSHOT



CLOSING DATES*

Date(s)	eTOC Artwork
JAN	2/21
MAR	4/22
MAY	6/23
JUL	8/24
SEP	10/24
NOV	12/22

*Cancellations cannot be accepted later than one week after space reservation due date

mBIO.ASM.ORG STATISTICS¹

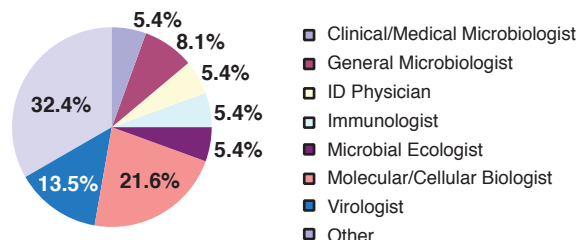
6,756 average unique visitors per month

27,403 average page views per month

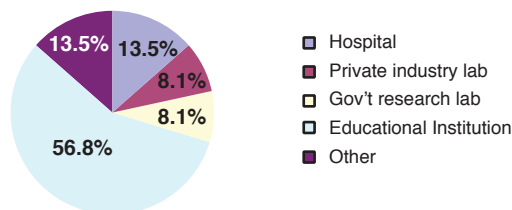
2:41 minutes average time visitor spends on site

DEMOGRAPHIC SURVEY²

Which of the following best describes your professional position?



Which of the following best identifies your practice or employment setting?



If you are involved in purchasing decisions, which of the following products do you purchase most often?



¹Statistics from January to September 2010

²2010 Online Questionnaire to mbio.asm.org visitors

PRINT/ONLINE BUNDLING*

Ad Impressions per Month	Discount
25,000 purchased	25% Net Print Ad Rate
50,000 purchased	30% Net Print Ad Rate
75,000 purchased	35% Net Print Ad Rate

*Not offered in conjunction with any other incentive program

mBio® Online Advertising

BANNER SPECIFICATIONS

Type	Dim.	Files	Size	Length
Skyscraper	120x600	.GIF, .JPG, Flash, Rich Media,	68KB	30 sec max
Leaderboard	728x90	Third-party Ad Serving		

eTOC RATES

\$1,000 per ASM publication edition

Leaderboard ad (728x90px)

Emailed reports on impressions and click-throughs

Reach 42,382 mBio eTOC subscribers

INCENTIVE PROGRAM

25,000 Monthly Impressions \$45 per thousand

50,000 Monthly Impressions \$40 per thousand

75,000 Monthly Impressions \$35 per thousand

100,000 Monthly Impressions \$30 per thousand

SHARE OF VOICE (SOV) IMPRESSIONS

Journal Site	50% SOV	Mo. Avg.	Mo. Cost
mbio.asm.org	Leaderboard	17,000	\$382
	Skyscraper	12,000	\$270

All contracts sold on first come, first served basis with choice of leaderboard or skyscraper units.

Multiple ads may rotate and the purchase of 50% of available impressions guarantees 50% exposure. Minimum recommended purchase is 20% of available impressions.

Microbe Print Advertising



MICROBE GENERAL INFORMATION

Frequency: Monthly

Established: 1935

Average Circulation: 31,244

Editorial: *Microbe* provides timely information on a broad range of scientific and policy issues to the worldwide community of microbiologists. Each issue contains in-depth features on the life sciences, updates on Current Topics, ASM News and an extensive calendar of pertinent meetings.

INCENTIVE PROGRAM

25% discount off online pricing with the purchase of a four color ad at the earned rate.

120x240px ad	\$1000 per month
120x600px ad	\$1200 per month

RUN OF BOOK (ROB) B/W RATES

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$3,095	\$2,105	\$1,430
3x	\$3,010	\$2,060	\$1,400
6x	\$2,965	\$2,040	\$1,375
12x	\$2,840	\$1,935	\$1,300
24x	\$2,710	\$1,850	—
36x	\$2,595	\$1,765	—
48x	\$2,450	\$1,690	—

COLOR RATES*

Standard	\$1,040
Matched	\$1,085
3/4 Color	\$2,165

*In addition to B/W earned rates

COVER/PREFERRED POSITION RATES*

2nd/3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%

*Cancellation of space order forfeits right to position protection

INSERT POSITION RATES

2-page Insert	2 times earned B/W rate
4-page Insert	4 times earned B/W rate
Larger units, Gate-folds	Rates upon request

MICROBEMAGAZINE.ORG STATISTICS*

Month	Visitors (New)	Page Views	Pages/Visit
Jul	6,966 (78%)	17,104	2.46
Aug	8,054 (72%)	19,855	2.47
Sep	9,442 (74%)	23,443	2.48
Oct	10,082 (72%)	25,754	2.55
Nov	10,633 (74%)	24,579	2.31
Dec	8,837 (72%)	20,015	2.26
Jan	7,980 (74%)	24,385	2.45
Feb	10,702 (73%)	25,124	2.35

*Statistics from Google Analytics, July 2010 to February 2011

Microbe Print Advertising

CLOSING DATES*

Date	Space	ROB Material
JAN	12/7	12/13
FEB	1/3	1/7
MAR	2/4	2/8
APR	3/3	3/8
MAY¹	4/1	4/8
JUN	5/3	5/8
JUL	6/3	6/8
AUG	7/5	7/8
SEP²	8/1	8/8
OCT	9/2	9/8
NOV	10/3	10/7
DEC	11/3	11/8

*Cancellations cannot be accepted later than one week after space reservation due date

¹Convention Issue (ASM General Meeting)

²Convention Issue (ICAAC Joint Meeting)

MECHANICAL SPECIFICATIONS

Size	Dimensions
Spread (bleed)	17-1/8 x 11-1/8"
Spread	14 x 10"
Full Page (bleed)	8-9/16" x 11-5/16"
Full Page	7" x 10"
1/2 Page V	3-1/4 x 10"
1/2 Page H	7 x 4-3/4"
1/4 Page	3-1/4 x 4-3/4"

SHIPPING INFORMATION

For Inserts:

Cadmus Communications
 Attn: Insert Storage (Microbe, Month/Quantity)
 2905 Byrdhill Road
 Richmond, VA 23228

For all other Ad Material:

Walchli Tauber Group, Inc.
 Attn: Tammy Huth (Microbe)
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015

Classified Advertising

LINE RATES

Words	Cost
1-50	\$ 185
51-100	\$ 350
101-150	\$ 535
151-200	\$ 720
201-250	\$ 910
251-300	\$1,070

DISPLAY RATES*

Dimensions	1x	3x	6x
Full 7x10"	\$3,095	\$3,010	\$2,965
1/2 H 7x4.75"	\$2,105	\$2,060	\$2,040
1/2 V 3.25x10"	\$2,105	\$2,060	\$2,040
1/4 3.25x4.75"	\$1,430	\$1,400	\$1,375

*Display ads are gross price.

COLOR RATES*

Standard	\$1,040
Matched	\$1,085
3/4 Color	\$2,165

*In addition to ad rate cost, for full or fraction of page.

DEADLINE

All material and payment must be received by the 1st of the month preceding the issue.

PAYMENT POLICY

ALL ADS MUST BE PREPAID. IF a PO is issued, the ad will not be printed until payment has been received. Make checks payable to the American Society for Microbiology and mail to: 2225 Old Emmorton Rd. Suite 201 Bel Air, Md. 21015.