

MICROBE



AMERICAN
SOCIETY FOR
MICROBIOLOGY

Formerly *ASM News* • The News Magazine of the American Society for Microbiology

PUBLISHER

American Society for Microbiology
1752 N Street, NW
Washington, D.C. 20036-2804
Phone: (202) 737-3600
FAX: (202) 942-9328
E-mail: microbe@asmusa.org
Web Site: www.asmusa.org

ADVERTISING REPRESENTATIVES

The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
Phone: (443) 512-8899
Fax: (443) 512-8909
Web Site: www.wt-group.com

CONTACTS

David Baker (443) 512-8899 ext. 105
david.baker@wt-group.com
Steve Tauber (443) 512-8899 ext. 103
stephen.tauber@wt-group.com

PRODUCTION

Tammy Huth (443) 512-8899 ext. 110
tammy.huth@wt-group.com

GENERAL INFORMATION

ISSUANCE:

Frequency: Monthly
Issue date: 1st week of publication month

ESTABLISHED: 1935

ORGANIZATIONAL AFFILIATION:

The official news magazine of the
American Society for Microbiology

SUBSCRIPTION RATES:

U.S. Members: \$17.00 Annually
U.S. Non-Members: \$50.00 Annually
Canada (with 7% GST): \$55.35

SPECIAL ISSUES:

May – Convention Issue (ASM General Meeting)
August – Convention Issue (ICAAC)

EDITORIAL:

Microbe is a monthly magazine that provides timely information on a broad range of scientific and policy issues to the worldwide community of microbiologists. Each issue contains specific sections devoted to current topics and in-depth features on the life sciences, updates on regulatory affairs, opinion pieces, book reviews, and extensive calendar of pertinent meetings, and other listings of useful information. The magazine also contains classified employment listings and reports on ASM activities. *Microbe* reaches all members of the American Society for Microbiology, the largest single life science organization in the world.

ADVERTISING ACCEPTANCE AND COPY RESTRICTIONS:

Subject to approval by production manager.
Time for clearance, three (3) weeks before closing date.

PLACEMENT POLICY FOR ADVERTISING:

Precedes and follows editorial section

REPLY CARDS:

Consult advertising production manager

SERVICES TO ADVERTISERS:

Reprints
Mailing lists
Send inquiries to: Subscriptions Unit
American Society for Microbiology
1752 N Street, NW
Washington, D.C. 20036-2804

STAFF:

Editor-in-Chief: Michael I. Goldberg, Ph.D.
Manager Editor: Patrick Lacey

CIRCULATION

CIRCULATION: 32,315

CIRCULATION VERIFICATION: Sworn statement

COVERAGE AND MARKET:

- National and International
- Entire Membership of the American Society for Microbiology
- Libraries and institutions

CLOSING DATE FOR SPACE:

1st of month preceding publication date for all issues.
No cancellations accepted after closing date.

RATES

DISPLAY RATES (Effective January 2010):

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

CLASSIFIED RATES (Effective January 2010):

Positions Available - \$3.35 per word
Positions Wanted - \$35.00 for each 50 words or fraction thereof per insertion
ASM Box Number - \$35.00 per insertion

AGENCY COMMISSION: 15% allowed to agencies of record, with billing to the agency; classified advertising is non-commissionable

COLOR RATES (In addition to B/W rates):

3 & 4-Color: \$2,065
 Matched Color: \$1,055
 Standard Color (2nd Color): \$1,010

BLEED: No charge

INSERTS:

2-page insert: 2 times earned b/w page rate
 4-page insert: 4 times earned b/w page rate
 Larger units and gate-folds: Upon request

COVER AND PREFERRED POSITION RATES:

(Calendar year basis only - non-cancelable.)
 2nd Cover: earned rate plus 25%
 3rd Cover: earned rate plus 25%
 4th Cover: earned rate plus 50%

MECHANICAL REQUIREMENTS

UNIT SIZES:

	Non-Bleed		Bleed	
	Width	Depth	Width	Depth
Spread (2 Facing Pages)	14"	10"	17-1/8"	11-1/8"
Full Page	7"	10"	8-9/16"	11-5/16"
1/2 Page (Horizontal)	7"	4-3/4"	---	---
1/2 Page (Vertical)	3-1/4"	10"	---	---
1/4 Page	3-1/4"	4-3/4"	---	---

FINAL TRIM SIZE: 8-1/4" x 10-7/8"

TRIM SIZES:

Journal trims 3/16" off top and gutter; 1/8" off bottom and outside edge. Live matter should be kept a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind. Printer's marks should be kept outside of the trimmed edges.

INSERT SIZES:

Size	Width	Depth
2-Page Insert	8-9/16"	11-5/16"
4-Page Insert (Before Folding)	17-1/8"	11-5/16"

The above sizes include 1/8" on gutter and bottom for trim and 3/16" on top and outside for trim. Keep live matter at least 1/2" from trim.

INSERT REQUIREMENTS:

All inserts must be furnished printed, ready for binding. Multiple-leaf inserts must be furnished folded. Die cuts within body of insert must be limited so as not to affect stiffness of the page and in no way adversely affect material on adjacent page. Sample of insert must be submitted to production manager for approval. Carton packing preferred, quantity and publication clearly indicated.

PAPER STOCK: Inside Pages: 45 lb. coated

Covers: 70 lb. gloss cover stock

TYPE OF BINDING: Saddle stitched

HALFTONE SCREEN: 150 line screen

REPRODUCTION REQUIREMENTS:

- Microbe* is produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:
- Ads must be submitted as a high-resolution PDF with advertisers name and issue date in the filename.
 - Upload a high-res PDF to The Walchli Tauber Group Inc. FTP site at ftp2.wt-group.com — user: wtgroupftp, password: sendfiles
 - Find the folder for *Microbe* and the issue date for your ad, and copy your high-res PDF into that file.
 - Send an email to tammy.huth@wt-group.com indicating that materials have been uploaded.
 - You also can email the PDF to tammy.huth@wt-group.com if the file is less than 10 MB.
 - Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques. Ship to: Walchli Tauber Group, Attn: Tammy Huth, 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015

All color digital ads submitted must be CMYK

CLOSING DATES:

Complete offset material and inserts are due by the 4th of the month preceding publication date for all issues.

ADDRESSES:

Insertion orders, contracts and reproduction materials:
 Tammy Huth

The Walchli Tauber Group, Inc.
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015

Phone: (443) 512-8899 ext. 115

Fax: (443) 512-8909

E-mail: tammy.huth@wt-group.com

Inserts: Microbe (Issue Date and Quantity)

Cadmus Insert Storage
 2905 Byrdhill Road
 Richmond, VA 23228