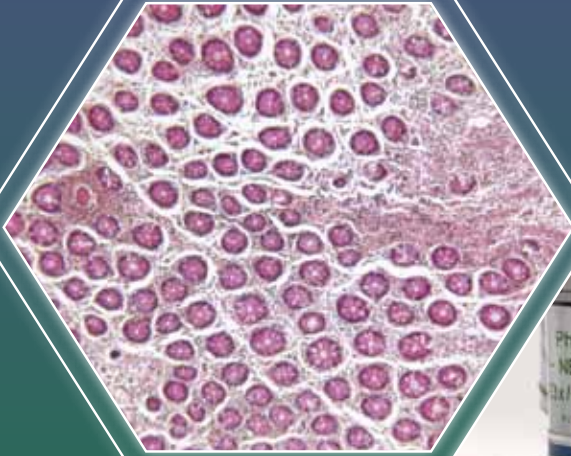


2 • 0 • 1 • 3 MEDIA INFORMATION



Cold Spring Harbor Laboratory Press

About



Cold Spring Harbor Laboratory

Cold Spring Harbor Laboratory

Founded in 1890, Cold Spring Harbor Laboratory (CSHL) has shaped contemporary biomedical research and education with programs in cancer, neuroscience, plant biology, and quantitative biology. CSHL is ranked number 1 in the world by Thomson Reuters for impact of its research in molecular biology and genetics. The Laboratory, a private, not-for-profit institution, has been home to eight Nobel Prize winners. Today, CSHL's multidisciplinary scientific community is more than 360 scientists strong and its Meetings & Courses program hosts more than 12,500 scientists from around the world each year to its Long Island campus and its China center. Tens of thousands more benefit from the research, reviews, and ideas published in journals and books distributed internationally by CSHL Press.

CSHL is organized into six educational divisions: Research, the Watson School of Biological Sciences, Meetings & Courses, the Banbury Center, the DNA Learning Centers, and CSHL Press.



Cold Spring Harbor Laboratory Press

Cold Spring Harbor Laboratory Press

Cold Spring Harbor Laboratory Press is so much more than a publishing house. The Press is the largest educational division of the Laboratory and publishes seven international peer-reviewed scientific journals as well as numerous laboratory manuals and books on an annual basis.

The publications of CSHL Press are used and valued throughout the world, a reminder that the Laboratory has a special place in the landscape of international science. Nowhere else combines research excellence with professional education of the nature and quality that Cold Spring Harbor offers. CSHL Press research and review journals, handbooks, manuals, monographs, histories, biographies, and textbooks are a vital part of the manner through which the Laboratory connects with the worldwide scientific community.

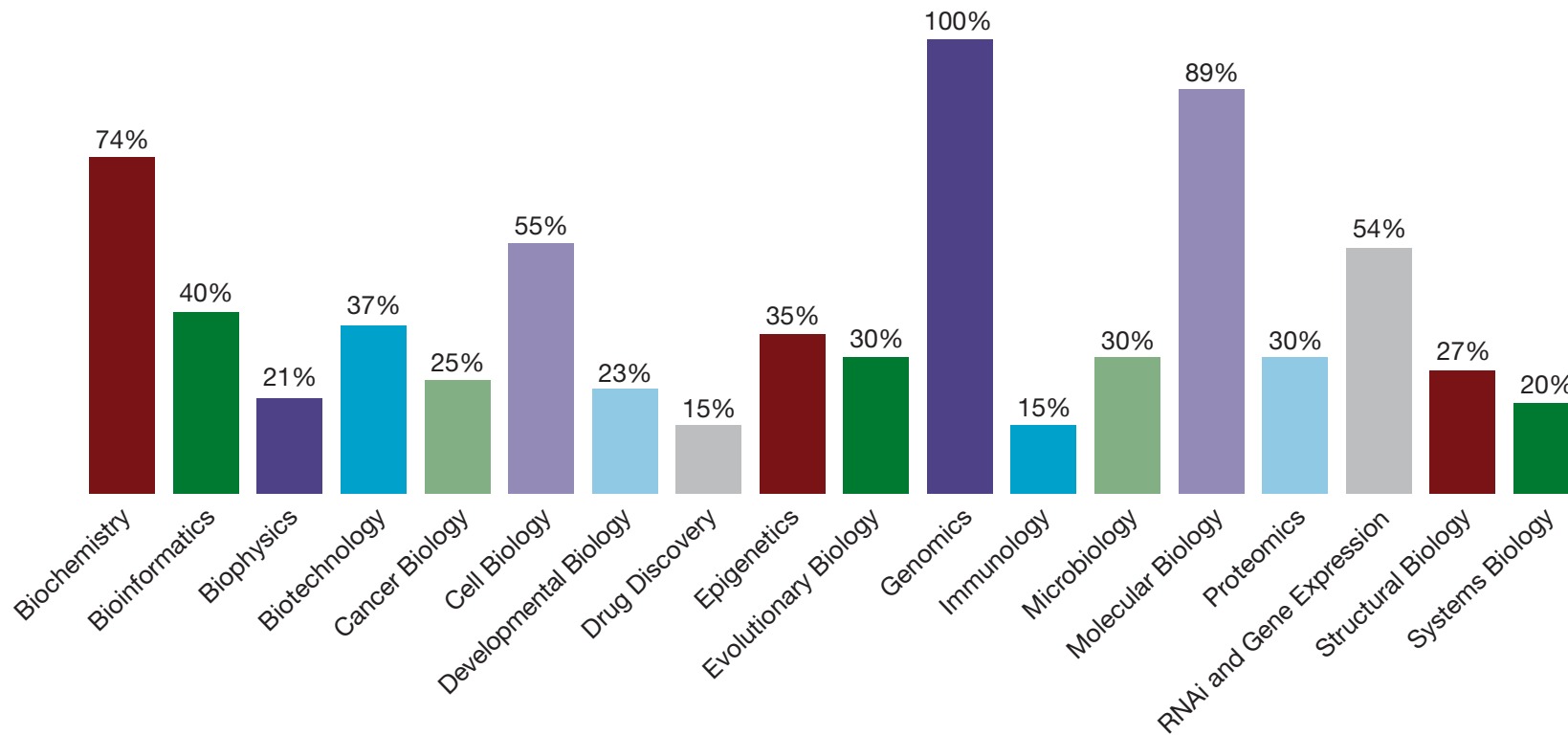
The assortment of journals published by CSHL Press covers the complete spectrum of biological sciences. Whether your aim is to introduce new products, reinforce the utility of existing products, announce a meeting, or fill a position, our publications ensure that your message is reaching a broad forum of scientists in top-notch universities, pharmaceutical companies, and research institutes.

Contents

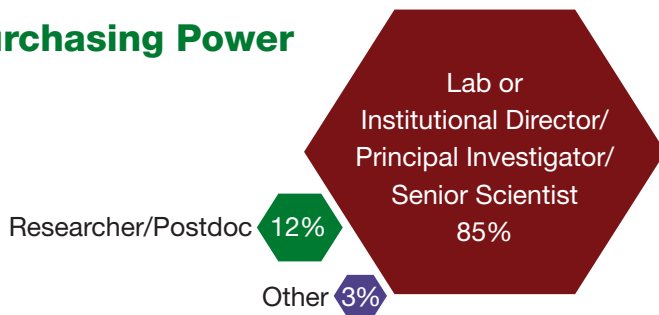
Global Reach and Purchasing Power	1	Strategic Solutions	4	Preferred Packages	9
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Review Journals	3	E-Mail Alerts	6	Advertising Specifications: Print and Online	11
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Global Reach and Purchasing Power

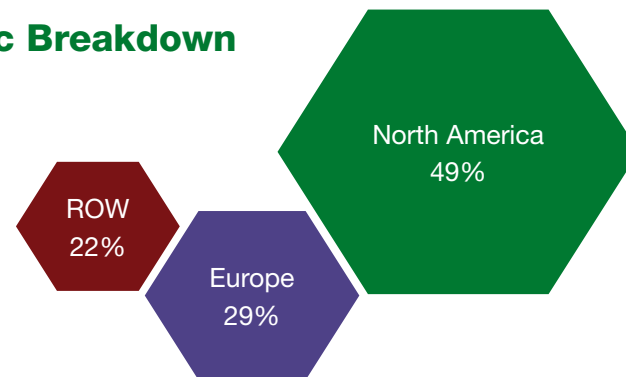
Our journals are indispensable to top scientists working in all areas of Life Science.



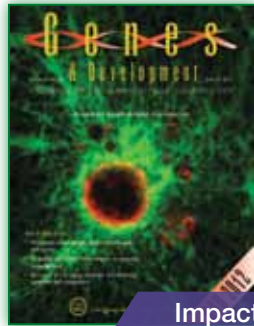
Purchasing Power



Geographic Breakdown



Research Journals



Genes & Development

www.genesdev.org

- Bimonthly publication
- Ranked second in developmental biology
- Ranked third in genetics and heredity
- In the top 10 of all research journals in all sciences

Impact Factor: 11.659*

- Molecular biology
- Cancer and disease models
- Stem cells and cellular programming/reprogramming
- Metabolism
- Chromatin dynamics
- Epigenetics
- RNA biology — noncoding RNAs, miRNAs, siRNAs, RNAi
- Genomics and proteomics
- Cell proliferation and cell cycle regulation
- DNA replication, recombination, and repair
- Gene expression regulation
- Posttranscriptional and posttranslational control
- Developmental biology
- Signal transduction pathways
- Genetics
- Neurobiology
- Systems biology
- Structural biology
- Bioinformatics
- Bacteria and viruses
- Plant biology



RNA

www.rnajournal.org

- Monthly publication
- In the top 4% of all scientific journals
- Official journal of the RNA Society

Impact Factor: 5.095*

- Molecular biology
- Cell biology
- Biochemistry
- RNAi
- miRNAs
- Noncoding RNAs
- Splicing and genomic diversity
- RNA localization
- Splicing mechanism
- RNA decay
- Translation and its control



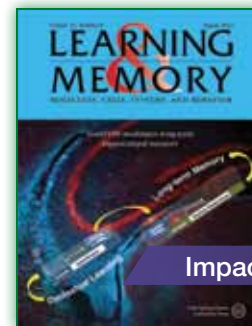
Genome Research

www.genome.org

- Monthly publication
- Ranked first in genome research
- Ranked second among all genetics primary research journals
- Ranked second in biotechnology

Impact Factor: 13.608*

- Genome structure, function, and evolution
- Whole genome and whole exome sequencing
- Human genome variation
- Cancer genomics
- Proteomics
- Epigenomics
- Genome medicine
- Population genomics
- Noncoding RNAs
- Functional genomics
- Structural variation
- Translational genomics
- Single-cell genomics
- Metagenomics
- DNA methylation
- Mobile elements
- Genomic disease mechanisms
- Systems biology
- Sex-chromosome evolution



Learning & Memory

www.learnmem.org

- Monthly online publication
- In the top 20% of all journals in the field of neuroscience

Impact Factor: 4.219*

- Learning
- Memory
- Behavior
- Cognition
- Computation
- Neuroanatomy
- Neurophysiology
- Neuropharmacology
- Biochemistry
- Genetics
- Cell and molecular biology

Review Journals

Methods & Resources

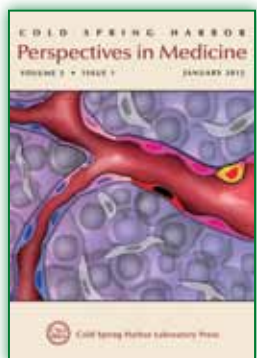


Cold Spring Harbor Perspectives in Biology

www.cshperspectives.org

- Molecular, cell, and developmental biology
- Genetics
- Evolutionary biology
- Neuroscience
- Cancer biology
- Molecular pathology

Impact Factor: 9.402*



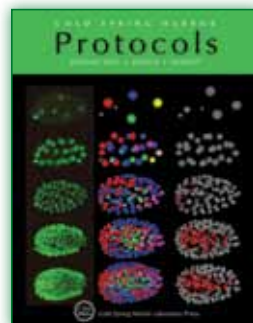
Cold Spring Harbor Perspectives in Medicine

www.perspectivesinmedicine.org

Introduced in 2011

- Translational medicine
- New therapeutic strategies
- Molecular pathology
- Cancer therapy
- Genetics
- Infectious disease
- Immunology
- Molecular and cell biology

- Monthly online review journals
- Unmatched in depth and breadth of coverage
- Articles grouped together to form subject collections covering new and fast-moving areas of life science
- Each subject collection commissioned by eminent editors in that field and containing 20–25 review articles written by leading researchers of that subject area
- Unparalleled subject collections, combined with authoritative analysis, provides your company with the perfect platform



Cold Spring Harbor Protocols

www.cshprotocols.org

- Monthly online methods journal
- Fully searchable database
- Over 1900 protocols posted
- Cutting-edge and classic protocols from laboratories around the world
- Interactive resource presents step-by-step instructions for experimental procedures with detailed recipes, cautions, and troubleshooting tips
- Product protocols and kits
- Buyers become aware of your company's products just as they are ready to order supplies



BioSupplyNet

www.biosupplynet.com

- Industry standard in bioscience directories
- Designed to assist scientists and researchers in finding and obtaining the products that they need, quickly and easily
- Hosts more than 6500 participating companies and over 20,000 products and services
- Listing your company provides additional traffic to your website, qualified sales leads, and increased consumer awareness of your products and brand

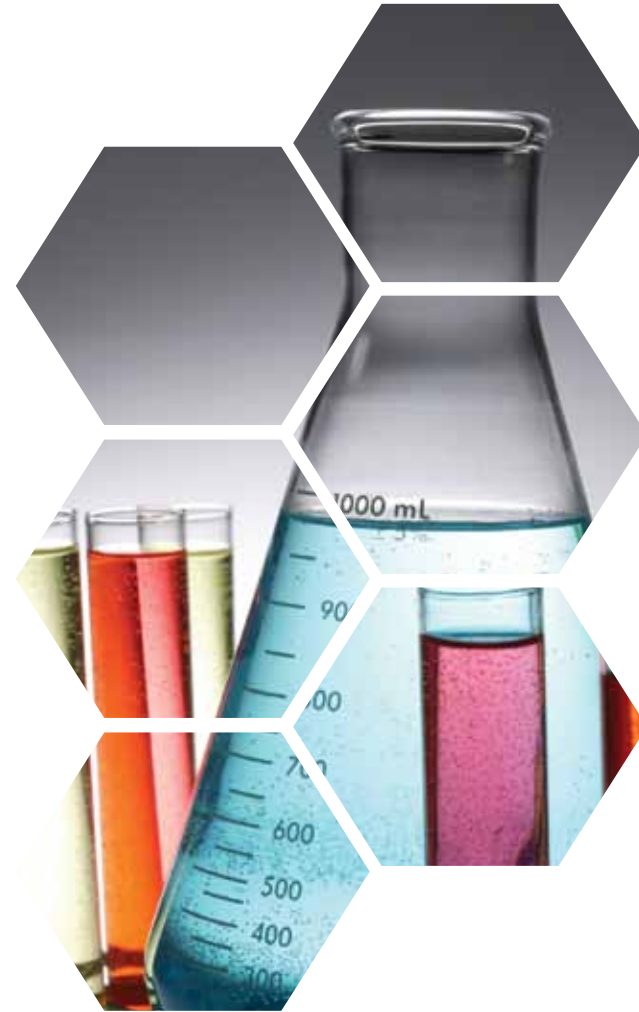
*2011 ISI Journal Citation Report

Strategic Solutions

Further Enhance Your Visibility

Build your brand and increase awareness of your products and services in the life science community by adding any of these unique options to your print or online ad campaign:

- Inserts
- Polybagged outserts
- Belly bands
- Tip-ons and tip-ins
- Issue and special supplement sponsorships
- Posters
- Reprints
- Special themed topic collections
- Mobile ads
- Social media
- Sponsorship or support of CSHL meetings
- And more...



Online Advertising

With more than **6.5 million visitors**, there is no question that the journals of CSHLP are well accessed. Incorporating them into your online marketing mix will provide you with superior visibility to our high-quality, focused research communities in industry, academia, and government.

Banner Ads



Journals leaderboard: 468 × 60 pixels



Protocols leaderboard: 300 × 60 pixels



Mobile site banner: 288 × 50 pixels



BioSupplyNet home-page banner: 130 × 139 pixels

Journals tower: 120 × 600 pixels

MicroRNA Tools

Profile qPCR
Overexpress
Knockdown
Target ID

Master Your MicroRNA Research



13,930,512 TOTAL PAGES ACCESSED in 2012*

Monthly Visits*

■ Genes & Development	209,910
■ Genome Research	142,808
■ RNA	46,760
■ Learning & Memory	29,808
■ Cold Spring Harbor Protocols	67,674
■ Cold Spring Harbor Perspectives in Biology	31,397
■ NEW! Cold Spring Harbor Perspectives in Medicine	3,000
■ BioSupplyNet	8,202

539,553

Monthly Page Views*

■ Genes & Development	440,387
■ Genome Research	299,687
■ RNA	101,015
■ Learning & Memory	59,448
■ Cold Spring Harbor Protocols	154,216
■ Cold Spring Harbor Perspectives in Biology	73,785
■ NEW! Cold Spring Harbor Perspectives in Medicine	6,956
■ BioSupplyNet	25,382

1,160,876

Monthly Unique Visitors*

■ Genes & Development	100,360
■ Genome Research	74,979
■ RNA	25,055
■ Learning & Memory	20,129
■ Cold Spring Harbor Protocols	46,439
■ Cold Spring Harbor Perspectives in Biology	22,293
■ NEW! Cold Spring Harbor Perspectives in Medicine	2,229
■ BioSupplyNet	7,245

298,729

*Google Analytics

E-Mail Alerts



Deliver your company's message to your target audience. Available options:

Regular

Mails 1x per month when the current issue posts

Special

Mails multiple times per month and includes all future, awareness, and publish-ahead-of-print alerts

Two sponsored message slots:

- Primary
- Secondary

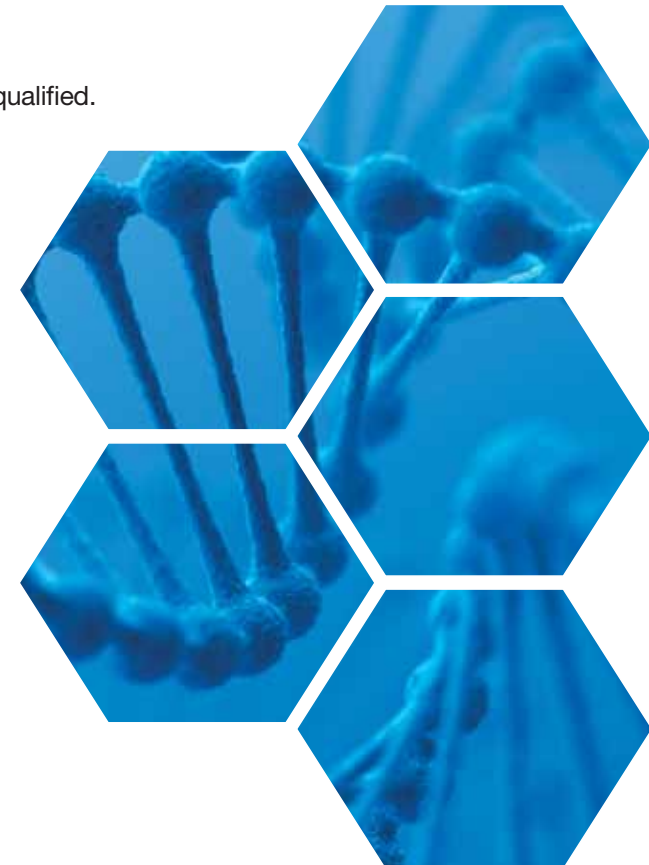
All of our alerts are opt-in and double qualified.

Monthly E-Alerts Requested*

<input type="checkbox"/> <i>Genes & Development</i>	40,000
<input type="checkbox"/> <i>Genome Research</i>	30,000
<input type="checkbox"/> <i>RNA</i>	10,000
<input type="checkbox"/> <i>Learning & Memory</i>	11,000
<input type="checkbox"/> <i>Cold Spring Harbor Protocols</i>	1,300
<input type="checkbox"/> <i>Cold Spring Harbor Perspectives in Biology</i>	1,800
<input type="checkbox"/> NEW! <i>Cold Spring Harbor Perspectives in Medicine</i>	110

94,210

*HighWire Data



Additional Opportunities



PDF Sponsorship

Your banner will appear on the PDF of specific papers or will sponsor all articles in an issue of your choice!

Monthly PDF Downloads*

■ <i>Genes & Development</i>	157,292
■ <i>Genome Research</i>	106,771
■ <i>RNA</i>	34,905
■ <i>Learning & Memory</i>	17,180
■ <i>Cold Spring Harbor Protocols</i>	14,644
■ <i>Cold Spring Harbor Perspectives in Biology</i>	21,617
■ NEW! <i>Cold Spring Harbor Perspectives in Medicine</i>	6,136

358,545

Full Online Issue Sponsorship

Includes special home-page mention as the issue sponsor, exclusive TOC page sponsorship, and all home-page and run-of-site leaderboard and tower-banner positions for a specific issue of choice.

Collection Sponsorship

Cold Spring Harbor Perspectives in Medicine

Cold Spring Harbor Perspectives in Biology

Target a specific subject area by sponsoring a specific article or the full collection. Includes banners, PDF sponsorships, and open-access options.



TOC Page Sponsorship

Your company banner will remain attached to the TOC page of a specific issue for the year.

Monthly TOC Page Downloads*

■ <i>Genes & Development</i>	10,905
■ <i>Genome Research</i>	4,356
■ <i>RNA</i>	1,872
■ <i>Learning & Memory</i>	1,094
■ <i>Cold Spring Harbor Protocols</i>	1,020
■ <i>Cold Spring Harbor Perspectives in Biology</i>	1,133
■ NEW! <i>Cold Spring Harbor Perspectives in Medicine</i>	396

20,776

*HighWire Data

Webinars

Our customized webinars are a cost-effective way to present new techniques or highlight new research applications while generating **qualified sales leads**.

Webinars include:

- Complete custom marketing package (banners, e-blasts, and social media)
- Easy setup of all prewebinar information (we do all of that for you)
- Audience targeting with our extensive opt-in database
- Simple and straightforward execution on day of event
- Personalized prewebinar survey forms that help you learn more about your audience
- Extensive postwebinar reporting
- Annual hosting of webinar for increased ROI

Customized webinar: \$12,000

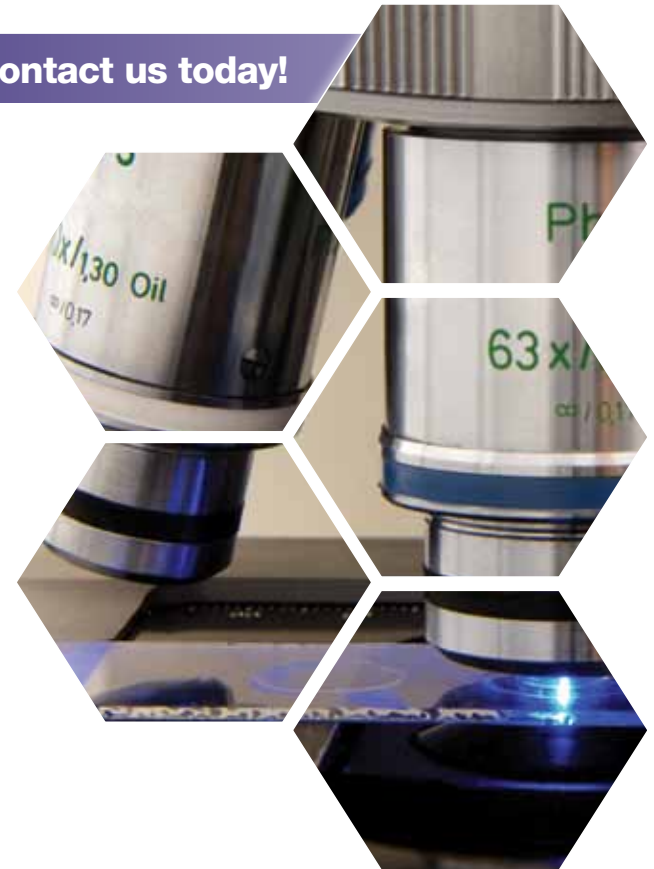
Interested in working with our editorial staff to select relevant papers, topics, and speakers? Collaborative webinars start at \$15,000.

Customized Webinar Package*

Be an industry leader by staying ahead of your competition. Provide educational information to your target audience multiple times throughout the year.

- 3x: \$10,200
- 6x: \$9,000
- 12x: \$7,800

LEADS! Contact us today!



*Prices are per webinar. For collaborative webinar packages, please call for pricing.

Preferred Packages

Our cost-effective packages are designed to help you get the most out of your budget!

Mobile Package

- Go everywhere our readers go! Access our readership on our mobile websites!

EXCLUSIVE banner placement: \$650 for the year per journal

E-Alert Packages

- Own ALL regular alerts (12x): \$4,200 per journal
- Own ALL special alerts (12x): \$2,400 per journal
- Own ALL regular and special alerts (24x): \$6,000 per journal

EXCLUSIVE: Own ALL regular and special alerts, primary, and secondary positions (24x): \$10,000 per journal—Save OVER 30%!

Journals: Print and Online Packages

- Book any 6x print or banner ads at regular price, in any journal, and receive a FREE enhanced listing and featured home-page banner on BioSupplyNet.

OR

- Book any 12x print or banner ad at regular price, in any journal, and receive all of the above PLUS 6x (kit and/or banner postings) on *Cold Spring Harbor Protocols*.

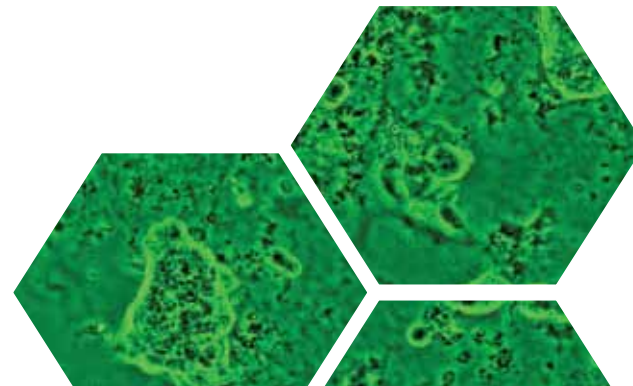
Methods and Resources Packages

- Book any 6x banner ad at regular price in *Cold Spring Harbor Protocols* and receive a FREE enhanced listing on BioSupplyNet.

- Post 10 kits on *Cold Spring Harbor Protocols* and receive one free month and five free kit postings.

OR...Create your own package!

Please note: All packages must be prepaid.



Rates

Print

	Full Page 4 Color	½ Page 4 Color	Prime Position 4 Color
<i>Genes & Development</i>	\$1,650	\$1,465	\$2,190
<i>Genome Research</i>	\$4,350	\$2,760	\$4,950
<i>RNA</i>	\$1,560	\$1,380	\$2,000

Frequency
Discounts
Available:
Call for
pricing!

Employment/Meeting Announcements

- Full page B/W: \$800
- 1/2 page B/W: \$650
- 1/4 page B/W: \$450
- Online only: \$200

Online

Research Journals

Leaderboard Banner

Home Page

- 1x: \$1,000 net per month
- 6x: \$750 net per month
- 12x: \$500 net per month

Run of Site

- 1x: \$750 net per month
- 6x: \$500 net per month
- 12x: \$350 net per month

Tower Banner

Home Page

- 1x: \$1,500 net per month
- 6x: \$1,200 net per month
- 12x: \$750 net per month

Run of Site

- 1x: \$1,000 net per month
- 6x: \$750 net per month
- 12x: \$500 net per month

Review Journals

Cold Spring Harbor Perspectives Biology/Medicine

- Half-year sponsorship:
\$3,500 net
- Full-year sponsorship:
\$6,000 net

Methods and Resources

Cold Spring Harbor Protocols

\$50 per protocol/kit per month

Frequency Discounts:

- 6x: 15%
- 9x: 20%
- 12x: 25%

BioSupplyNet

- Enhanced listing:
\$650 net per year
- Home-page banners:
Call for pricing

E-Alerts

Genes & Development

- Primary: \$850 net per e-TOC
- 12x: \$650 net per e-TOC
- 24x: \$450 net per e-TOC
- Secondary: \$350 net per e-TOC
- Special Alerts: \$400 net
per month

Genome Research

- Primary: \$750 net per month
- 6x: \$650 net per month
- 12x: \$500 net per month
- Secondary: \$300 net per month
- Special Alerts: \$400 net
per month

RNA

- Primary: \$600 net per month
- 6x: \$500 net per month
- 12x: \$400 net per month
- Secondary: \$200 net per month
- Special Alerts: \$400 net
per month

Cold Spring Harbor Protocols

- \$400 net per month

Cold Spring Harbor Perspectives in Biology

- \$400 net per month

Cold Spring Harbor Perspectives in Medicine

- \$400 net per month

Includes regular and special alerts

Additional
Online
Opportunities:
Call for
pricing!

Advertising Specifications: Print and Online

Display Ad Sizes

- Full page/bleed size: 8 ½" × 11" plus ⅛" bleeds on all four sides
- Full page/no bleed: 7 ½" × 10"
- Half page vertical: 3 ⅝" × 10"
- Half page horizontal: 7 ½" × 4 ⅞"
- Quarter page: 3 ⅝" × 4 ⅞"

Please submit your digital advertisement as a high-resolution (press-optimized) PDF file. We also accept TIFF and EPS files. Please do not send ads that are embedded in a text file such as MS Word, Excel, or PowerPoint.

Online Ad Sizes

- Journals leaderboard banner: 468 × 60 pixels
- Journals tower banner: 120 × 600 pixels
- *Cold Spring Harbor Protocols* leaderboard banner: 300 × 60 pixels
- *Cold Spring Harbor Protocols* tower banner: 120 × 600 pixels
- BioSupplyNet featured product banner: 130 × 139 pixels
- BioSupplyNet promotional banner: 130 × 180 pixels
- BiosupplyNet tower banner: 120 × 600 pixels
- Mobile site banner: 288 × 50 pixels

File format: Interlaced, nontransparent GIF (file name must end with ".gif" extension) or JPEG

File size: 40 KB (maximum of 70 KB)

Bit depth: 5-bit color maximum

ALT text: A very short (less than five words) description of the ad for those who have image-loading turned off or who use a browser that does not display images.

Animated GIFs: Can loop for up to four screens. (Some browsers do not recognize "loop *N* times" and they loop forever.) Keep in mind that for browsers that do not support animated GIFs, only the first or last frame will be displayed (depends on the browser).

General Advertising Policies

CSHL reserves the right to decline any advertisement. CSHL will not be liable for any consequential loss or damage occasioned by failure of any advertisement to appear from any cause whatsoever, nor does it accept liability for any advertisement published. Conditions applying to an order should be incorporated in the order. In the event that copy instructions are not received by the copy deadline, CSHL reserves the right to repeat the copy last used. Late delivery of material after final copy deadline may incur forfeiture of space booked at full costs. Copy matter must conform to CSHL published requirements; a charge will be incurred for any additional work involved. CSHL will not be responsible for the insurance of artwork and other advertisement material delivered by advertiser to CSHL and cannot accept liability for any loss or damage.

Cancellation Policy

Cancellations must be received by a minimum of four weeks prior to material deadline date. Any order cancelled after the four-week deadline stated in Media Information will incur the full insertion cost. No cancellation, including those sent by fax, will be accepted without written acknowledgment from CSHL.

Short Rates and Rebates

Advertisers will be short-rated if, within the calendar year, they do not advertise at the frequency on which their billings have been based (will be billed at a higher rate). Advertisers will be rebated if, within the calendar year, they use sufficient additional space to warrant a lower rate than the rate at which they were originally billed.

Agency Discount

Agency commission of 15% to recognized agencies on space, color, and position, if paid within 30 days. Classified ads are not eligible for discount.

Bonus Distribution

With a direct connection to the Laboratory, the Press, and its publications, you benefit from all that the Laboratory has to offer. The most distinct and unique advantage is the EXCLUSIVE BONUS distribution that our titles have at ALL CSHL meetings and courses.

This exclusivity is something that NO OTHER publication can offer. A well-placed ad can deliver your company message directly into the hands of the top scientists and researchers in their fields from around the world! Global marketing does not get more direct than that.

2013 Meetings & Courses Schedule

- | | | |
|--|--|--|
| ■ From Base Pair to Body Plan
(60th anniversary of DNA) 2/28–3/3 | ■ The Ubiquitin Family 5/14–5/18 | ■ Yeast Genetics and Genomics 7/23–8/12 |
| ■ Single-Cell Analyses 3/6–3/9 | ■ Retroviruses 5/20–5/25 | ■ Metabolic Signaling and Disease:
From Cell to Organism 8/13–8/17 |
| ■ Patenting in the Life Sciences 3/10–3/13 | ■ 78th Symposium: Immunity
and Tolerance 5/29–6/3 | ■ Eukaryotic mRNA Processing 8/20–8/24 |
| ■ Systems Biology: Networks 3/13–3/16 | ■ Single-Cell Analysis 6/5–6/18 | ■ Mechanisms of Eukaryotic
Transcription 8/27–8/31 |
| ■ Computational Cell Biology:
The Interplay between Models
and Experimentation 3/19–3/22 | ■ Advanced Bacterial Genetics 6/5–6/25 | ■ Behavior and Neurogenetics
of Nonhuman Primates 9/6–9/9 |
| ■ Cell Engineering and
Cell-Based Therapies 4/3–4/6 | ■ Mouse Development, Stem
Cells, and Cancer 6/5–6/25 | ■ Eukaryotic DNA Replication
and Genome Maintenance 9/9–9/13 |
| ■ Protein Purification and
Characterization 4/3–4/16 | ■ Ion Channels and Synaptic
Transmission 6/5–6/25 | ■ Microbial Pathogenesis and
Host Response 9/17–9/21 |
| ■ Quantitative Imaging:
From Cells to Molecules 4/3–4/16 | ■ Statistical Analysis of
Genome Scale Data 6/21–7/3 | ■ Starr Cancer Consortium 9/23–9/24 |
| ■ Cell and Developmental
Biology of <i>Xenopus</i> 4/5–4/16 | ■ Frontiers and Techniques
in Plant Science 6/28–7/18 | ■ Stem Cell Biology 9/24–9/28 |
| ■ RNA and Oligonucleotide
Therapeutics 4/10–4/13 | ■ <i>Drosophila</i> Neurobiology:
Genes, Circuits, and Behavior 6/28–7/16 | ■ Neurobiology of <i>Drosophila</i> 10/1–10/5 |
| ■ Synapses: From Molecules
to Circuits and Behavior 4/16–4/20 | ■ Advanced Techniques in
Molecular Neuroscience 7/3–7/18 | ■ Cell Death 10/8–10/12 |
| ■ Cancer Biology and
Therapeutics 4/23–4/27 | ■ Proteomics 7/6–7/21 | ■ Genome Informatics 10/30–11/2 |
| ■ Telomeres and Telomerase 4/30–5/4 | ■ Wiring the Brain 7/18–7/21 | ■ Cell Biology of Yeasts 11/5–11/9 |
| ■ The Biology of Genomes 5/7–5/11 | ■ Eukaryotic Gene Expression 7/23–8/12 | ■ Harnessing Immunity to
Prevent and Treat Disease 11/20–11/23 |
| | ■ Imaging Structure and Function
in the Nervous System 7/23–8/12 | ■ Plant Genomes and Biotechnology:
From Genes to Networks 12/4–12/7 |
| | ■ Synthetic Biology 7/23–8/12 | ■ Rat Genomics and Models 12/11–12/14 |

Contact Information

Marcie Siconolfi

Head—Advertising Sales & Sponsorship

516-422-4010

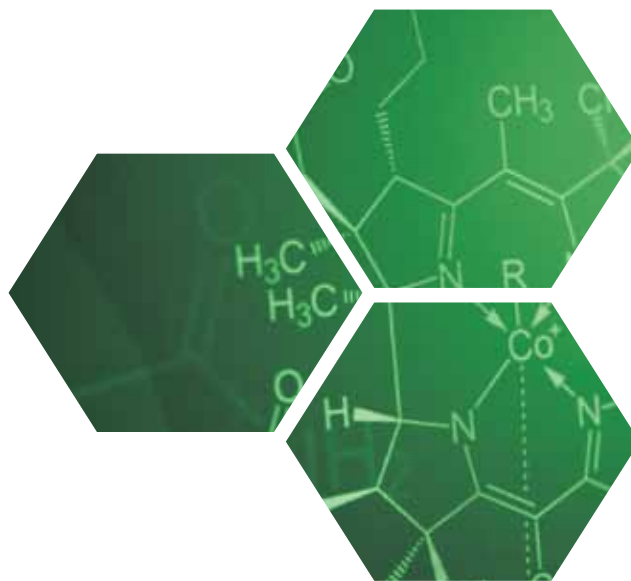
siconolf@cshl.edu

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