

Advertising & Sales Offices

FOR ADVERTISING SALES CONTACT:

Marc Spector

P: 516.567.9190 ~ E: mspector@wiley.com ~ F: 253.484.7051

Gale Krouser, Reprint Representative

P: 201.748.8789 ~ E: gkrouser@wiley.com

Kimberly Lloyd, Business Development Manager

P: 201.748.8839 ~ E: klloyd@wiley.com

Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.

111 River Street, Hoboken, NJ 07030

Publisher: Colette Bean, cbean@wiley.com

Editor: Elizabeth Cox, ecox@wiley.com

Editorial Information

Protein Science is a peer-reviewed journal that serves as an international forum for investigations of the structure, function, and biological significance of proteins from any source; their role in molecular and cellular biology, genetics, and evolution; and their regulation and mechanisms of action.

IMPACT FACTOR: 3.135

Circulation

TOTAL CIRCULATION: 2,500

Circulation Verification: Sworn Statement

Coverage: United States (69%) and International (31%)

Markets Served: Biochemistry, genetics, biotechnology, proteomics, and cell biology.

Advertising Rates

DISPLAY ADVERTISING RATES (BLACK & WHITE)

	1x	3x	6x	12x
Full Page	\$1,200	\$1,125	\$1,050	\$975
1/2 Page	\$800	\$750	\$700	\$650
1/4 Page	\$500	\$470	\$440	\$410

DISPLAY ADVERTISING RATES (4 COLOR)

	1x	3x	6x	12x
Full Page	\$2,045	\$1,980	\$1,890	\$1,780
1/2 Page	\$1,720	\$1,620	\$1,580	\$1,540
1/4 Page	\$1,552	\$1,525	\$1,475	\$1,440

SPECIAL POSITION RATES (4 COLOR)

	1x	3x	6x	12x
Cover 2	\$2,645	\$2,580	\$2,490	\$2,380
Cover 3	\$2,570	\$2,505	\$2,415	\$2,305
Cover 4	\$2,720	\$2,655	\$2,565	\$2,455
Table of Contents	\$2,645	\$2,580	\$2,490	\$2,380
Opposite Masthead	\$2,570	\$2,505	\$2,415	\$2,305
Opposite Text	\$2,570	\$2,505	\$2,416	\$2,305

CLASSIFIED RATES

Full Page: \$700

Half Page: \$500

Quarter Page: \$375

ADVERTISING INFORMATION

- **Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.
- **Agency Commission:** 15% of gross billing (subject to withdrawal on accounts not paid within 60 days of invoice date)
- **Policy on placement of advertising:** Ads will be placed run of book, between, and within articles, and regulated as necessary to meet editorial adjacency requirements. Please contact your sales rep for information on premium positions.
- **Requirements for acceptance of advertising:** All advertising is subject to the approval of the editor and the publisher.

Issuance & Closing Dates

Frequency: 12x per year plus annual abstract issue.

Mailing Date: Approximately 20th of the previous month.

Month	Ad Close	Material Due
January	12/4/2009	12/8/2009
February	1/4/2010	1/8/2010
March	2/5/2010	2/8/2010
April	3/5/2010	3/8/2010
May	4/5/2010	4/8/2010
June	5/5/2010	5/7/2010
July	6/4/2010	6/8/2010
August	7/5/2010	6/8/2010
September	8/5/2010	7/8/2010
October	9/3/2010	8/6/2010
November	10/5/2010	9/8/2010
December	11/6/2010	10/8/2010

More Reach for Your Advertising Dollars

- 87% of readers are Senior Scientists and Principal Investigators –more than any other competing scientific publication
- 97% of readers are involved in laboratory research
- 89% of our readers find Protein Science essential to their work

The Official Journal of The Protein Society

The Society was formed in 1986 to promote international interactions among investigators in order to explore all aspects of the “building blocks of life”-protein molecules. Members come from universities, foundations, institutes and corporations to provide leadership in this broad field of research. The Society and its members are making a strong impact on the advancement of protein science.

Mechanical Specifications

	NON-BLEED (width x height in inches)	BLEED (width x height in inches)
Spread	15 7/8 x 10 3/8	16 7/8 x 11 1/8
Full Page	7 1/16 x 10 3/8	8 3/8 x 11 1/8
Half Page Horiz.	7 3/8 x 4 3/4	8 3/8 x 5 1/8
Half Page Vertical	3 3/8 x 10 3/8	4 3/8 x 11 1/8
Quarter Page	3 3/8 x 4 3/4	4 x 5 1/8
Trim Size	8 3/8 x 10 7/8	8 3/8 x 10 7/8

Paper Stock:

- Inside pages: 45 lb. Somerset text gloss white.
- Covers: 80# Sterling Gloss Cover white.
- Insert stock: 80 lb. maximum, 70 lb. minimum.
- Type of Binding: Perfect

CANCELLATIONS

If an extension date for material is agreed upon and material is not received by the publisher on the agreed date, the advertiser will be charged for space reserved. If, for any reason, an advertisement is cancelled after the closing date, the advertiser will be charged for the space reserved.

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images)
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Advertising Traffic Coordinator at adtraffic@wiley.com prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphic must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material

must be resupplied in full w/ all pages included.

- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements:

- All inserts must be submitted to the Publisher for approval of stock and design and other mechanical specifications.
- All inserts must be delivered to the printer in cartons with journal name, quantity, and issue clearly marked.
- Split-run inserts are available with a minimum 25% of circulation.
- Advertisements can be converted to inserts by the printer. The Publisher can provide costs upon request.
- Two-page: 8 3/8" x 11 1/8" bleed is same size
- Four-page: 16 3/4" x 11 1/8" bleed is same size

Reproduction Requirements

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

OTHER SERVICES AVAILABLE

Bellybands, outserts, business reply cards, reprints, sponsored subscriptions and online advertising.

Advertising Incentive Programs

Please contact your Advertising Sales Representative to inquire about any available Advertising Incentive Programs, customized media programs or additional special offers from Wiley-Blackwell.

Contacts

Ship all Advertising Material to:
Wiley Blackwell
Attn: Steve Jezzard
Protein Science, Vol ____, Issue

350 Main Street
Malden, MA 02148

Ship Inserts to:
The Sheridan Press
Attn: Angie Myers
Protein Science, Volume ____,
Issue ____
450 Fame Avenue
Hanover, PA 17331
Phone: 717-632-8448

