

CellPress


MEDIA KIT 2017



EVOLVE • ADAPT • ENGAGE

CELL PRESS – THE EVOLUTION OF LIFE SCIENCE MARKETING

For more than 40 years, Cell Press has set the standard of excellence in peer-reviewed life science publishing, offering the most advanced marketing solutions in the industry. The market is changing, and Cell Press wants to be your partner in this quick-shifting era. We are focused on customizing our offering to your exact needs, leading the way through the evolution of life science marketing solutions.

New in 2016, we've introduced HubSpot lead generation technology. HubSpot is the most advanced inbound marketing software on the market and enables you to connect with your customers at an unparalleled level. By examining how our audience behaves, we can help steer your messaging to the most qualified leads and help you drive business. Look for the HubSpot sprocket  next to products throughout this kit that can be enhanced with HubSpot lead generation capabilities.

HubSpot 

HUBSPOT CASE STUDY

Step 1: Create Compelling Content

Work with your account manager and our sales engineering team to create a compelling piece of content to interact with our qualified audience. Products like Cell Selections (page 15), webinars (page 12), Nucleus (page 18) can all be equipped with HubSpot lead generation and nurturing capabilities.



Step 2: Determine how to qualify a lead

Our HubSpot certified marketing team will help you create a registration campaign to ensure that we are gathering the most qualified leads. We will find new content to share with your customers, to promote multiple layers of interaction and information gathering.



Step 3: Keep the conversation going!

By feeding more impactful research to your new leads, we can further determine their lab needs and help understand their research.



Step 4: Gather your lead, dig into the data!

Each one of your leads tells a story and helps you learn about your audience. Work with our team to gain insights about the behavior and trends of your leads, to drive sales and enhance your pipeline.



Cell Press Lead Generation Campaigns are all custom built and priced.

INSPIRING SCIENTISTS TO INQUIRY AND ACTION

A B O U T CellPress

For more than four decades, Cell Press has been at the cutting edge of peer-reviewed life science publishing, focusing on unique and powerful research that drives understanding and discovery.

In 2016, we saw the launch of our first physical science journal, *Chem*; brought scientists around the world together at eight Cell Symposia and five LabLinks; hosted 12 webinars highlighting the latest advances across bioscience research and technique; and introduced STAR methods (Structured, Transparent, Accessible Reporting) to help researchers access the most accurate methods and protocols to advance their research. It was a monumental year.

But just as research evolves and builds upon prior learning, each year we strive to evolve and change with the times. That makes 2017 so exciting. We have embarked on a publishing partnership with the ASGCT to publish the best in gene and cell therapy research and have increased our presence in China with a specialized Chinese language portal and increased research partnerships in the APAC region.

Our offering to our marketing clientele follows a similarly innovative path: our HubSpot audience nurturing tool has generated more than 78,000 new researchers using our content. Our TechTalk webinar format allows for a deeper dive into the protocols used by the world's foremost labs. We've brought a new product engineer on board to specifically address the ideas and feedback of how we can better serve your marketing needs—and of course, we are improving and adding to the roster of class-leading marketing solutions you know and depend on from Cell Press.

Drop us a line in 2017! We'd love to hear about your business, and try to find ways to best serve you.

Sincerely,



Jonathan Christison
Commercial Director

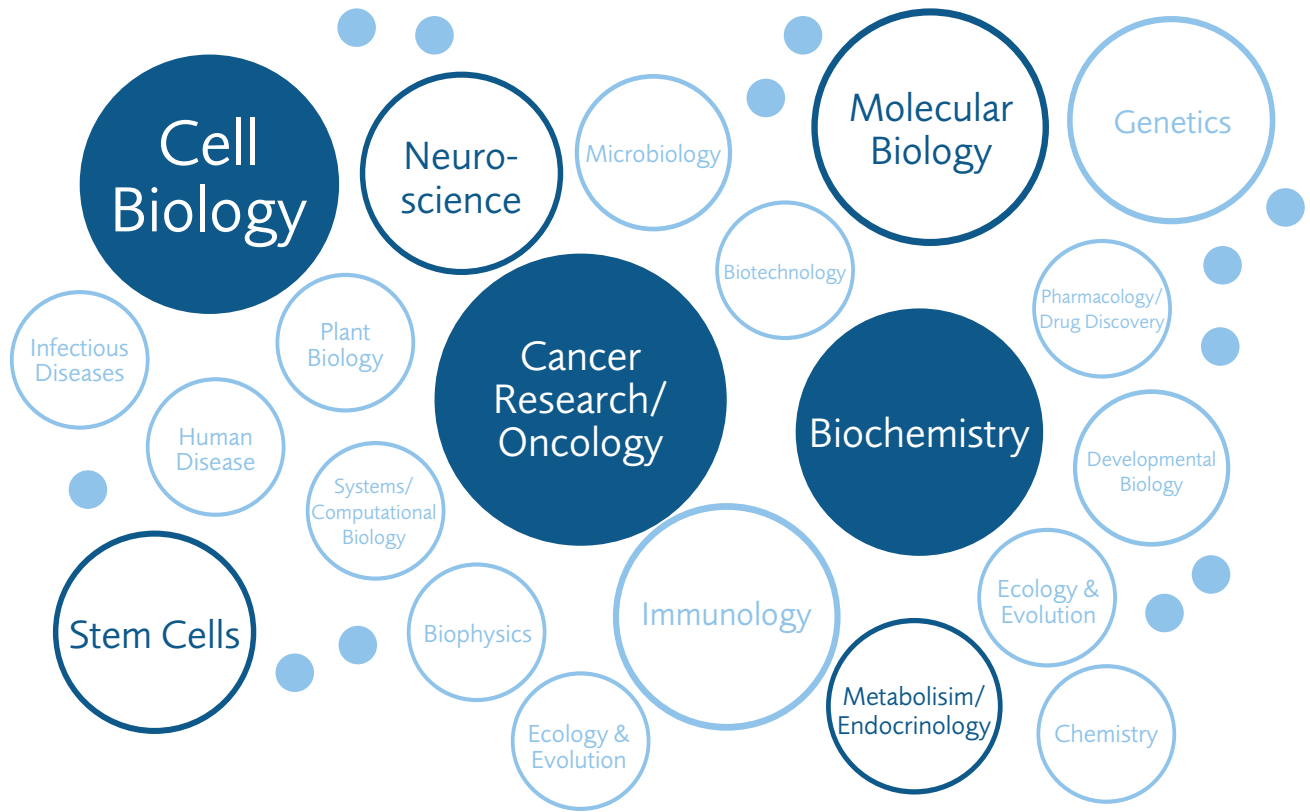


We are improving and adding to the roster of class-leading marketing solutions you know and depend on from Cell Press.



Rate Sheet Snapshot All rates subject to packaging discounts

PRODUCT	PRICE	PAGE
Best of Editions	\$4,500 page/ \$7,500 Premier	7
Online adverts	\$30-\$50 CPM	8
eToC sponsorship	\$1,800 Top \$2,000 Middle	9
SciClick	Rates vary on frequency	10
Inserts and cover tips	Starting at \$6k, varies by journal	11
Webinar sponsorship	Starting at \$20k	12
Leads on Demand	Ranging from \$10per and up	13
Snapshots	Contact Representative	14
Cell Press Selections	Beginning at \$15k	15
Cell Picture Show	Contact Representative	16
Posters	Starting at \$2/ poster	16
Cell coloring and comic books	Contact Representative	17
Spotlight on China	\$5k page, contact representative for highlight details	17
Nucleus	Starting at \$15k	18-19
Journal Reader App	\$30k	20
Social media	Package dependent	21
Cell Symposia	Exhibition starting at \$2k	22-24
Print adverts	\$560-\$7,171	34



OUR READERS, YOUR TARGET AUDIENCE



60%

UNIVERSITY / COLLEGE

24% HOSPITAL / MEDICAL SCHOOL

5% BIOTECH / PHARMA

4% GOVERNMENT

2% RESEARCH INSTITUTE

5% OTHER



41.3%

NORTH AMERICA

30.26% UK / EUROPE

25.28% ASIA PACIFIC

3.16% REST OF WORLD

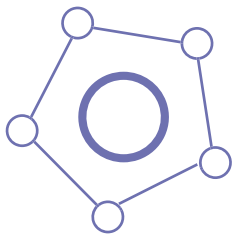


48%

RESEARCH SCIENTIST / TECHNICIAN

47% LAB DIRECTOR /
PRINCIPAL INVESTIGATOR

5% NON-SCIENTISTS

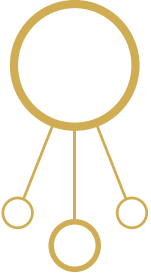


AWARENESS

Your customer is here. Come to them.

6–11

AWARENESS

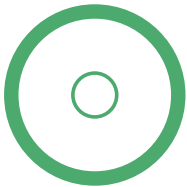


LEAD GENERATION

Connect with your customers as individuals.

12–13

LEAD GENERATION

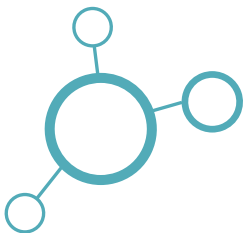


IN CONTENT

Speak to the scientist in their native language.

14–19

IN CONTENT

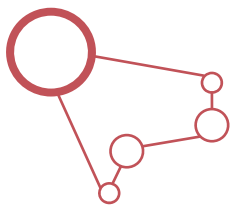


INTERACTIVE

Produce quantifiable results for your sales team.

20–25

INTERACTIVE



OUTBOUND

Actively pursue a relevant and targeted audience.

26–27

OUTBOUND

APPENDICES

Our Journals

Demographics

Specs and Prices

Dates and Deadlines

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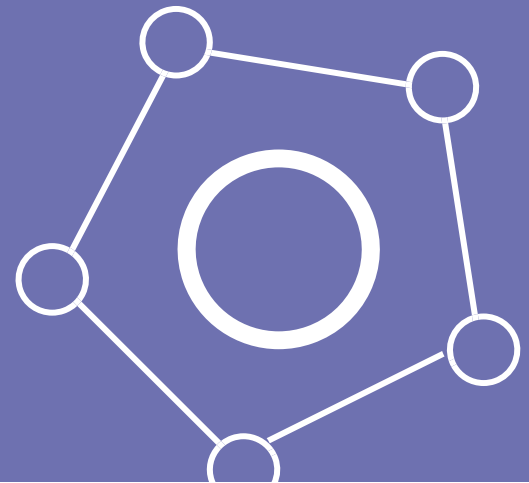
38–42

APPENDICES

AWARENESS

“Your customer is here. Come to them.”

Establish a presence and connect intuitively with the Cell Press reader. Build your brand and tell your story your way through **AWARENESS**. Cell Press offers a number of branding opportunities available for print and online, tailored to your field of interest, demographic, and budget.



CUSTOMIZED FOR YOU

CUSTOM PREFERRED PACKAGES: PRINT & ONLINE

Create targeted **AWARENESS** in print and online with a Cell Press Custom Preferred Package. Each package is uniquely targeted to a specific market and offers remarkable savings on published rate card prices.

- Banner ads receive 200,000 Impressions.
- Print ads include one full page, 4 color (FP4C) advertisement in one print issue per journal.
- Ads to run concurrently in a single month, as allowed by the publication schedule.
- One creative ad file to be used across all journals in the package.
- Value: Print Digital packages represent savings of 50%–65% when compared to published rate card prices.

PACKAGE TITLE		AVG PAGE VIEWS PER MONTH	PACKAGE PRINT CIRCULATION		
Biotech/Pharma	<ul style="list-style-type: none"> • Cell • Trends in Biotechnology • Trends in Pharmacological Sciences 	<ul style="list-style-type: none"> • Trends in Molecular Medicine • Molecular Therapy • Trends in Genetics • Molecular Cell 	<ul style="list-style-type: none"> • Cancer Cell • Cell Metabolism • Cell Stem Cell • AJHG 	2,098,123	22,981
Cancer Research	<ul style="list-style-type: none"> • Cell • Cancer Cell • Cell Chemical Biology • Cell Metabolism 	<ul style="list-style-type: none"> • Current Biology • Molecular Cell • Trends in Cancer • Trends in Molecular Medicine 	<ul style="list-style-type: none"> • Trends in Pharmacological Sciences • Trends in Genetics 	2,094,509	22,588
Cell Biology	<ul style="list-style-type: none"> • Cell • Biophysical Journal • Cancer Cell 	<ul style="list-style-type: none"> • Cell Stem Cell • Cell Metabolism • Current Biology 	<ul style="list-style-type: none"> • Developmental Cell • Molecular Therapy • Trends in Cell Biology 	2,138,924	22,071
Genetics	<ul style="list-style-type: none"> • Cell • AJHG • Cancer Cell • Current Biology 	<ul style="list-style-type: none"> • Developmental Cell • Molecular Cell • Molecular Therapy • Trends in Cell Biology 	<ul style="list-style-type: none"> • Trends in Genetics • Trends in Cancer • Trends in Molecular Medicine 	2,082,502	26,078
Immunology	<ul style="list-style-type: none"> • Cell • Immunity • Cell Host & Microbe 	<ul style="list-style-type: none"> • Cell Metabolism • Current Biology • Trends in Immunology 	<ul style="list-style-type: none"> • Trends in Microbiology • Trends in Parasitology 	1,937,052	22,205
Metabolism / Endocrinology	<ul style="list-style-type: none"> • Cell • Cell Metabolism • Trends in Endocrinology 	<ul style="list-style-type: none"> • Trends in Molecular Medicine • Molecular Cell • Cell Reports 	<ul style="list-style-type: none"> • Trends in Cell Biology • Trends in Biochemical Sciences 	1,871,690	21,751
Molecular Biology	<ul style="list-style-type: none"> • Cell • Molecular Cell • Cell Chemical Biology • Cell Metabolism 	<ul style="list-style-type: none"> • Current Biology • Molecular Therapy • Biophysical Journal • Structure 	<ul style="list-style-type: none"> • Trends in Biochemical Sciences • Trends in Genetics • Trends in Plant Science 	2,090,297	22,400
Neuroscience	<ul style="list-style-type: none"> • Cell • Neuron • Cell Metabolism • Current Biology 	<ul style="list-style-type: none"> • Trends in Cell Biology • Biophysical Journal • Trends in Neurosciences • Trends in Cognitive Science 	<ul style="list-style-type: none"> • Trends in Pharmacological Sciences 	2,148,989	22,196



www.cell.com/bestof

BEST OF CellPress

Your best **AWARENESS** opportunities are alongside the best content. *The "Best Of" Series from Cell Press* highlights the top research and reviews across our high-impact journals, based on reader download data. Available in print and also Digital Edition, you have a range of different advertising opportunities.

"Best Of" editions are distributed to researchers at scientific conferences.

EDITION	DISTRIBUTION	TENTATIVE DEADLINE
Best of Molecular Cell: TECH	SLAS	Jan 15
Best of Biophysical Journal	In all delegate bags, Biophysical Society Annual Meeting	Jan 15
Best of Cancer Cell	AACR	Mar 15
Best of Cell Metabolism	ENDO	Mar 15
Best of Immunity	AAI	Apr 15
Best of Cell Host and Microbe	ASM	May 15
Best of Stem Cell Reports	In all attendee bags, ISSCR annual meeting	Jun 1
Best of Cell Stem Cell	In all attendee bags, ISSCR annual meeting	Jun 1
Best of AJHG	In all attendee bags, ASHG annual meeting	Sep 15
Best of Neuron	SfN	Nov 1
Best of Cell	ASCB	Nov 20
Best of Cell Reports	ASCB	Nov 20

Trends Limited Editions

Limited Editions are thematically driven reviews collections from across the Trends journal portfolio. Each Limited Edition covers the breadth of a topic with the most impactful reviews in the field.



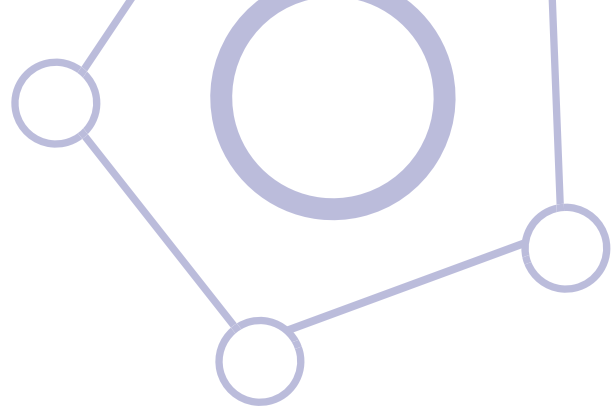
www.advertisers.cell.com

Eliminate the competition

With a Sponsorship Roadblock advertising, you can own all of the advertising space on any journal page. Utilize the different advertisement units to deliver an incredibly powerful advertising experience. Talk to your sales representative to explore the possibilities!

Banners

As screens gradually permeate each aspect of our lives, Banner advertising generates **AWARENESS** for your brand or product in the moment your targeted customer is in their "science zone". Readers come to Cell.com, individual journal homepages, and the Elsevier online platform ScienceDirect to read and research the latest great science. Choose from Standard Banners, Flash Banners, and Rich Media.



Expandable Media

Get Creative! Cell Press now allows dynamic ad units such as expandables and advanced animation. Capture the researchers attention and put more emphasis on your messaging.



Specifications

Standard banner

- Acceptable formats: .gif and/or .jpeg
- Animations should run for shorter than three rotations or 30 seconds
- All ads with a white background must include a colored border
- 40 Kb max file size
- All available ad sizes

Flash banner

- Animations should run for shorter than three loops or 30 seconds
- 40 Kb max file size
- All ads with a white background must include a colored border
- Flash ads should use Click-Tag. When submitting rich media, an alternate .gif is required
- 336 x 280 pixels
- 728 x 90 pixels

Global Targeting

Online is great, but sometimes the entire world is not your audience. Increase the relevance of your campaign through geo-targeting. We can geo-target eToC and banner ads to ensure you aren't wasting valuable marketing dollars.

Email Targetting

Electronic Table Of Contents (eToC)

Broadcast your message in the audience's inbox through our electronic Tables of Contents (eToCs). Recipients are all opt-in subscribers, so emails are all fully permission based. Opportunities are available for all primary Cell Press research journals and are delivered the day before each journal's cover date.

Two sponsored message slots are available:

- Top (before the Table of Contents)
- Middle (within the body)

Specifications

- Top (before the Table of Contents) 728 x 90 pixels
- Middle (within the body) 336 x 280 pixels

JOURNAL eToC	SUBSCRIBERS	AVERAGE OPEN RATE %
AJHG	24,532	22.92%
BPJ	26,325	25.63%
Cancer Cell	36,478	28.39%
Cell	70,438	27.60%
Cell Chemical Biology	17,627	21.39%
Cell Host & Microbe	17,674	24.56%
Cell Metabolism	24,543	25.41%
Cell Reports	23,051	33.57%
Cell Stem Cell	29,737	25.35%
Cell Systems	4,013	26.24%
Chem	n/a	n/a
Current Biology	35,602	23.28%
Developmental Cell	27,115	29.52%
Immunity	27,075	30.72%
Molecular Cell	41,063	30.70%
Molecular Plant	3,721	18.01%
Neuron	31,105	32.73%
Stem Cell Reports	13,487	27.26%
Structure	13,953	20.02%
Trends in Endocrinology & Metabolism	13,733	17.62%
Trends in Immunology	23,374	22.76%
Trends in Biomedical Sciences	20,100	22.46%
Trends in Biotechnology	23,032	19.17%
Trends in Cell Biology	32,044	23.68%
Trends in Cognitive Sciences	16,205	22.47%
Trends in Genetics	26,600	22.69%
Trends in Microbiology	17,527	19.20%
Trends in Neurosciences	27,389	26.94%
Trends in Plant Science	13,254	16.37%
Trends in Pharmacological Sciences	14,763	16.91%
Trends in Molecular Medicine	21,849	20.81%
Trends in Cancer	6,034	29.58%
Trends in Ecology & Evolution	14,664	21.23%
Trends in Parasitology	9,929	11.76%

CellPress | Selections Supported by nanoString

Landmark Reviews in Cancer Research

Download Now

Download Now

Cell Press, with support from NanoString Technologies, is pleased to share with you two of our most popular publication collections in cancer research, *Cell Press Selections: Immuno-Oncology: The Cancer-Immunity Cycle* and *Cell Press Selections: Hallmarks of Cancer*. With reviews from leading experts in the field, including Ira Mellman, Daniel Chen, Douglas Hanahan, and Robert Weinberg, these collections explore some of the biggest breakthroughs in cancer research and look forward to what the future may hold. Download your free copies today!

December 11-13, 2018 — Ghent, Belgium

September 16, 2018

Submit your abstract here >

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**Eliminate the competition—
Roadblock an eToC!**

Generate **instant marketing impact** for your company or product.

MORE JOURNALS
 MORE CHOICES
 MORE SOLUTIONS

MARKETPLACE RECOMMENDATIONS

IT'S CONTEXTUAL, WITH A PHD.

Discover a Comprehensive Marketing Solution. Our readers turn to Cell for landmark discoveries and a host of fascinating article formats including our highly popular Previews, Mini-reviews, and Reviews. Generate maximum **AWARENESS** through ContentConnect.

Rather than guessing where your messaging should land, our marketplace recommendations advanced software reads every article in real time and matches it to product notes that you've supplied. This ensures that every reader is being shown your relevant product lines at every juncture of their research.

- Drive highly qualified traffic to your website from a robust content-rich environment
- Deliver a focused and targeted message alongside first-rate, peer-reviewed content
- SciClick Contextual Link Advertising utilizes a unique search algorithm to match your message in context with the content on **cell.com** to drive traffic to your specifically chosen url
- Optional Lead Generation: enrich your ContentConnect site with HubSpot Registration forms to gather leads (*at additional cost)



ContentConnect with Cell offers an unrivaled opportunity to drive Cell Press readers directly to your applications and products relevant to their work.

Advertising package includes:

- Customized campaign with campaign optimization manager
- Unlimited SciClick Contextual Link Advertising
- Unlimited outbound clicks
- Monthly updates and edits
- Comprehensive analytics

SciClick

Incorporate your text-based ads alongside relevant premium content on Cell.com to connect with the reader in the most relevant moment. SciClick Contextual Link Advertising utilizes a unique search algorithm to match your message in context with content to drive traffic to your site. Each time a visitor views editorial content that is related to your organization, SciClick delivers your links, getting the right message to the right person at the right time.

- Able to match up to 30 applications/urls
- Ads mimic supplemental material
- Native advertising
- Unlimited article-level exposure
- Deliver a targeted message alongside first-rate, peer-reviewed content
- Drive highly qualified traffic to your website
- Pay-per-Click and Unlimited Click packages available

Click the research title



This is the destination:



Inserts

Stand out from the crowd for maximum **AWARENESS**. Inserts offer a variety of solutions to distinguish your message and increase your visibility.

Introduce a new product or offer, publicize a special promotion, or simply catch the reader's eye. Explore how insert type, size, and paper weight can help make your ad unforgettable.

Poster

Increase the longevity of your message with a high-profile product poster.

Unleash your imagination. A Digital Insert places a two-sided, fully interactive content piece within the content pages of Cell's Digital Edition. Enjoy prime placement complimented by full metrics support.

Cover Tips

Guaranteed exposure! Affix your advertising message to the front cover of any of our publications.



Loose Insert



Loose Outsert



Two-Page Bound Insert



Four-Page Bound Insert



Four-Page Bound Rollfold



Cover Tip On



Digital Insert

LEAD GENERATION

“ Produce quantifiable results for your sales team. ”

Connect directly with a uniquely targeted and highly qualified audience, through a collection of content-rich opportunities for **LEAD GENERATION**.

When paired with a strategic qualification approach, you can fill your opportunity pipeline with real customers and excise the noise.



WEBINARS

Connect with our highly qualified audience of senior scientists and researchers through educational webinars. For the scientist, webinars are free to attend. For your brand, webinars are a pipeline of qualified, active leads.

Sponsorship includes:

- Turnkey execution: Cell Press produces and administers the entire event
- Topic selection in consultation with Cell Press editors, based on the latest research and technology to align with your objectives
- Presentations delivered by top scientists from around the world
- Choose from audio or video formats
- Comprehensive marketing campaign to maximize brand exposure, registration, and attendance, including promotion in Cell Press Email Alerts, typically reaching over 50,000 opt-in subscribers
- Post-event reporting so you can follow up with registrants

Educational Webinars deliver top-notch Lead Generation and better ROI with our powerful solutions.

We will work with you to align content and audiences to generate maximum interest. The recorded webinar will be available on demand at Cell.com, meaning your audience will continue to grow long after the event takes place.

View all our previous webinars at cell.com/webinars



LEADS ON DEMAND

We realize that developing content marketing solutions is core to your goals, but getting qualified sales leads is critical to your business success.

Work with our Cell Press sales consultants and project team to develop a topical custom content project that reflects your business's targets. We will then use our HubSpot marketing automation partnership to collect information for those accessing the content.

These aren't just basic leads. Each interaction with our audience will prompt them to offer more information about themselves and their research, providing detailed profiling of your target customers.

At the inception of the campaign, a "cost per lead" and number of desired leads will be agreed upon, and the Cell Press team will work to deliver these leads in the timeframe that supports your goals.

Additionally, we can add a "leads gathering" feature to any of our other content products, such as: Selections, Nucleus, and Custom Posters, to bring more of our audience to your marketing funnel.

“Work with us to develop a topical custom content project that reflects your business's targets.”



The collage features four screenshots of the Cell Press website:

- Top Left:** A landing page for "Download Neurons at Play" featuring a colorful cartoon neuron character and a lead generation form with fields for name, email, and phone number.
- Top Right:** A landing page for "Coloring with Cell" featuring a large cartoon neuron character and the text "At Cell Press, we think biology is fun." Below this is a paragraph of introductory text and a "Download the PDF" button.
- Bottom Left:** A landing page for "Download Cell Press Selections: Advances in DNA Repair" featuring a DNA double helix image and a lead generation form with a dropdown menu for "Please select an area of interest" and a list of scientific topics.
- Bottom Right:** A landing page for "Coloring with Cell" featuring a grid of various biological diagrams and illustrations available for coloring.

IN CONTENT

“ Speak to the scientist in their native language. ”

IN CONTENT provides your company the unique opportunity to instill trust and validate your brand or product from within the prominent peer-reviewed content of Cell Press. Earn loyalty and establish your brand's worth through science.



SNAPSHOTS

Sponsor the distribution of SnapShots, handy one-page reference guides for important topics in cell and molecular biology, encapsulating diverse subjects ranging from silencing by small RNAs to the plant immune response. SnapShots continue to be one of our most popular, most highly downloaded features. They can be presented in a variety of different ways, in print or electronic formats, to meet your marketing objectives.

FUN FACT: The most popular SnapShots have had more than 50,000 downloads.

Print Options

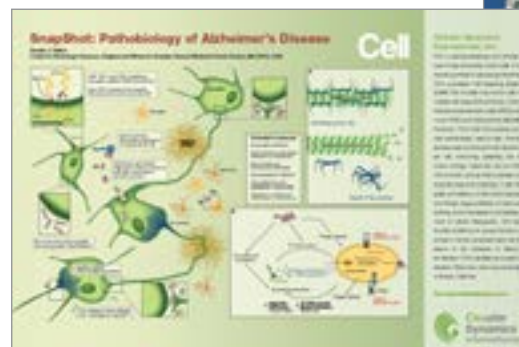
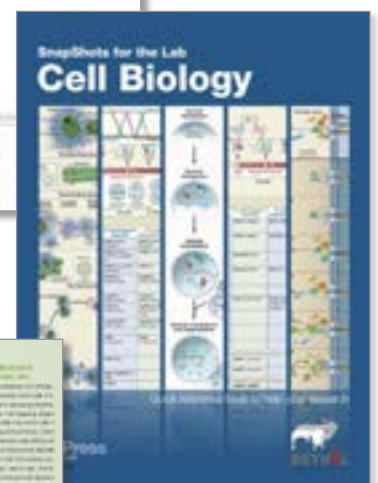
Distribute at scientific meetings, or mail with a publication of Cell.

- SnapShot Calendar
- Laminated SnapShot
- SnapShot Poster
- SnapShot Booklet

Online Options

Reach the thousands of Cell.com users who download and access SnapShots online.

- Enhanced, interactive online SnapShot
- SnapShot PDF download



Cell Press Selections

Align your brand or product with a collection of strategically selected high-impact articles and SnapShots from across the Cell Press journal portfolio.

Cell Press Selections are editorially curated reprint collections, which highlight a particular area of life science customized to highlight your brand's expertise through content. Choose from print and electronic versions and gain longevity by including SnapShots.

Each Selection is accompanied by an aggressive marketing campaign that drives the relevant audience to your messaging. Each Selection receives a 3-month promotional window that includes:

- 60,000 banners on Cell.com
- 3 Facebook posts
- 3 Twitter promotions on the Cell Press channels
- Distribution at relevant conferences and Symposia
- Featured content on relevant journal homepages

www.cell.com/selections



- Exclusively branded supplement, incorporating high-impact articles
- Include a collection of popular SnapShots
- Print edition for promotional distribution or at exhibitions
- Fully interactive digital edition with comprehensive advertising space
- Digital edition sent to Cell Press subscribers, minimum 35,000 recipients.

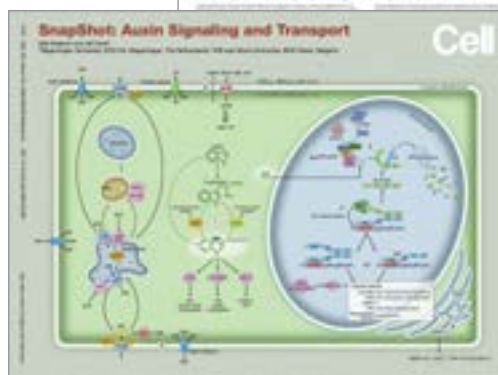
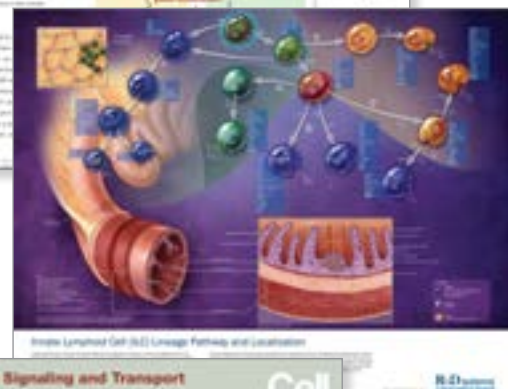


CUSTOM SOLUTIONS

Posters

Get **IN CONTENT** and gain **AWARENESS** with a high-profile poster sponsorship. Choose from Reprints, Supplements, SnapShots, or Custom Solutions

- Target a focused audience in one or more of our journals
- Our editors will select the most appropriate authors to showcase your brand
- Distribution in print and as a PDF that can be linked to from your site
- Work with your sales representative to explore a way to sponsor and distribute Cell Press content through posters, custom brochures, compendia, or co-branded distributions



Cell Picture Show

IN CONTENT. Anything is possible. Cell Picture Show is a showcase of user-generated content, housing striking images in cell, developmental, and molecular biology, for readers to learn about cutting-edge research with beautiful images.

Sponsor Cell Picture Show or talk to your Sales Representative about creating a custom solution for you.



Cell Coloring Book

Several years ago, we created Coloring with Cell, a coloring book exploring Sammy the Cell's world of cellular biology. This became so incredibly popular with scientists, educators, and children that we're at it again! We are excited to bring a series of Color-In Comics to our readers. These comics will be graphical representations of a bioscientific process, left black and white for your coloring pleasure!

These books are our most popular giveaway at shows and events. Take an opportunity to have exclusive branding and show your support for science education in alternate environment, connecting with local community and educational establishments.



IN CONTENT



Spotlight on China

The Spotlight on China series combines examination and original commentary on various scientific research areas and their prominence in China. Each Spotlight features profiles, interviews, and research and serves as a unique entry point into Chinese biological research.

Nucleus is the **most comprehensive solution** we offer.



NUCLEUS

Own it. For the ultimate in Crossover Opportunities, Nucleus is a robust and custom content alignment program that attaches your brand to content and our readers like nothing else.

Each Nucleus features:

- Direct lead generation with a webinar
- Premier support of a meeting with full attendee data capture and lead generation
- Ownership of a content-rich page on Cell.com with road blocked banners, hyperlinked logos, and exclusive recognition

Leverage the strengths of multiple ADVERTISEMENT elements — **IN CONTENT, LEAD GENERATION, AWARENESS, INTERACTIVE** — through enhanced content collections focusing on specific biological processes or techniques. Each Nucleus will contain unique elements, but all will incorporate a relevant selection of Cell Press content including reviews, primary articles, webinars, image galleries, and Symposia information. The multimedia format encourages extended user sessions and repeat visits.

Nucleus is everything you want it to be, when and where you need it.

IN CONTENT



Web banners

Webinar

Free articles



Sponsorship of Cell Symposia

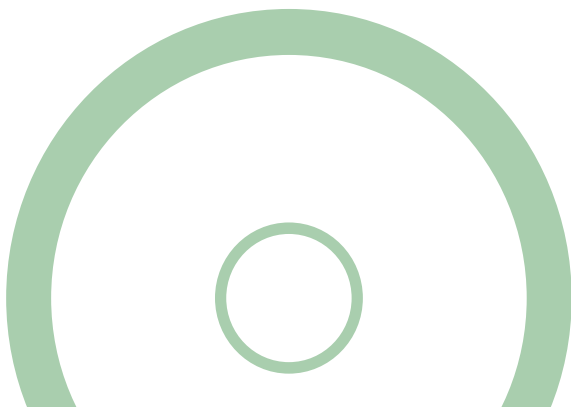
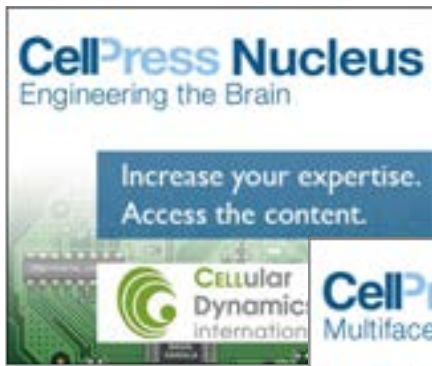
Snapshots

Each nucleus sponsorship will be accompanied by a comprehensive marketing plan featuring:

- Web banners with the sponsor logo prominently featured across relevant journal and article webpages on Cell.com and ScienceDirect. Web banners will receive a guaranteed 100,000 impressions.
- Web banners will also be placed in relevant Cell Press journal eToCs.
- A minimum of eight social media posts will be placed across Cell Press Facebook and Twitter channels to promote the Nucleus.
- Nucleus will be featured prominently on journal homepage sliders on Cell.com



IN CONTENT



INTERACTIVE

“ Connect with your customers as individuals. ”

Dig in deep on a specific topic or tell a special part of your story in a particular context. Create a dialogue. Listen. Take a pulse from the market. Engage in real time. **INTERACTIVE** allows you the opportunity to create conversations with the highly qualified Cell Press audience, not just deliver messages into the abyss.



JOURNAL READER APP

Launched in 2013, readers can now access full-text articles from all Cell Press journals with the Journal Reader app using their institutional or personal subscription. Readers without a subscription enjoy the open access journal *Cell Reports*, freely available to everyone.

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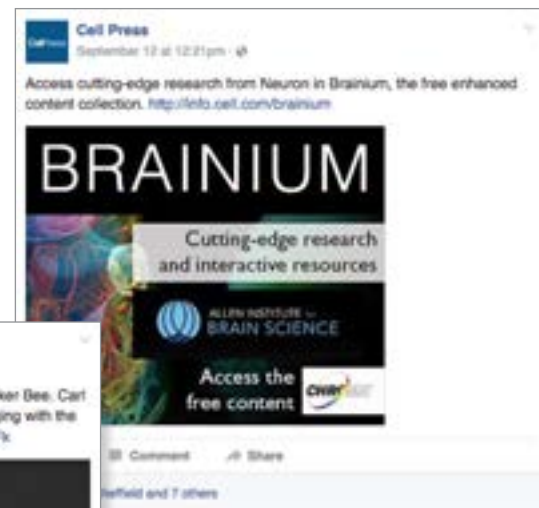


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SOCIAL MEDIA

Cell Press invites you to partner with us on bringing special promotions to our audience through social media. Our social media platform doesn't allow you to "buy your way in" but rather promotes a partnership for bringing exciting collaborative content to our audience.

Contests, awards, galleries, etc. can all be co-created with Cell Press editors and shared through traditional social media to create robust and interactive programs that engage our social media audiences.



INTERACTIVE

Talk to your Sales Representative about getting the most from your marketing efforts.

CELL SYMPOSIA

Position your brand among science and join the heart of the conversation, bringing your brand together with cutting-edge conferences and industry thought leaders.

Since the first conference in 2010, the Cell Symposia series has become recognized as a proven brand of cutting-edge conferences that combine Cell Press editorial expertise with dynamic speakers to deliver high-caliber, captivating programs. In a short, 2.5 day format, Cell Symposia provide a premier opportunity to interact with the world's preeminent scientists, with attendees of the series coming from the best funded and most sophisticated labs and facilities around the world. Cell Symposia are the perfect opportunity to engage and interact directly with scientific decision makers.

Pre-Event

- Inclusion in advertising targeted to specialized audiences for leading journals
- Your logo featured in e-mails targeting research professionals in advance of the meeting

OnSite

- Dedicated exhibition adjacent to the meeting sessions
- Sponsorship of delegate bags, lanyards, "Meet the Speakers" dinner, and coffee breaks

Post-Event

- Advertising targeted to specialized audiences for leading journals

Exhibiting & Sponsorship Opportunities

Bringing basic researchers together with scientists from biotech companies and the pharmaceutical industry (typically 300–400 attendees), your brand can network through high-level interaction among delegates and speakers to advance scientific discussion. Take advantage of unique branding, networking, and collaboration opportunities within niche research communities before, on site, and after the meeting is completed.

Considering more than one Cell Symposium?

Select 2 meetings and receive a **20% DISCOUNT**.
Select 3 or more meetings for a **30% DISCOUNT**.

2017 CELL SYMPOSIA

**MAY
21-23
2017**

EXERCISE METABOLISM GOTHENBURG, SWEDEN

The beneficial effects of exercise at the whole-body level are numerous, with adaptive responses occurring in many organs and protecting against metabolic diseases, such as obesity and type 2 diabetes. During this Cell Symposium, we will delve into the fascinating mechanistic and physiological complexities of exercise biology at the cellular, tissue, and systemic levels

and explore how exercise improves human health, including in disease settings and during aging. We will also look at how genetics and epigenetics influence the metabolic responses to exercise and discuss the potential implications for the coming age of precision medicine.

**JUN
11-13
2017**

CANCER, INFLAMMATION AND IMMUNITY SAN DIEGO, CA, USA

The functional interplay between cancer cells and immune cells is extremely complex. Immune cells initially inhibit tumor growth; however, tumor cells often suppress not only the tumor-inhibitory function of immune cells, but they can also hijack immune cells to promote tumor growth. In recent years, therapeutics aiming to restore the tumor suppression function of the immune system have shown impressive clinical results, but not all cancer patients benefit from these. This is an exciting time for the field of cancer immunology: basic science is having an important translational impact and immunotherapy is emerging as a major cancer therapeutic modality. However, there is a great deal to be learned about the interplay between cancer, inflammation, and immunity.

Cell Press is pleased to announce the second iteration of this symposium, thus providing a platform in which to share key advances and promote scientific collaboration. We will assemble leading experts to discuss basic immunology, cancer-immune cell interactions, and how tumor-associated inflammation can be reprogrammed for therapeutic benefit and to examine new approaches to cancer immunotherapy. Thus, we invite academic and industry scientists as well as clinicians to explore the key outstanding questions of tomorrow.

**SEP
17-19
2017**

NEURO-IMMUNE AXIS: RECIPROCAL REGULATION IN DEVELOPMENT, HEALTH, AND DISEASE SITGES, SPAIN

The goal of this symposium is to explore the interface between the nervous and immune systems during development, homeostasis, and disease. The meeting will examine the mediators, mechanisms, and implications of neuro-immune crosstalk in the central and peripheral nervous systems. It will also cover emerging areas such as the neuronal regulation of peripheral immune function

and the influence of the microbiota on the brain. We will bring together researchers from across the fields of neuroscience and immunology to facilitate discussion of exciting new concepts and developments in both fields. There will also be a workshop to highlight latest tools and cutting-edge techniques.

INTERACTIVE



OCT
1-3
2017

EMERGING & REEMERGING VIRUSES
ARLINGTON, VA, USA

OCT
1-3
2017

HUMAN IMMUNITY
BANFF, CANADA

OCT
15-17
2017

METABOLIC DISEASE THERAPIES
SAN DIEGO, CA, USA

OCT
22-24
2017

CRISPR
SITGES, SPAIN

NOV
9-10
2017

SfN SATELLITE MEETING
ARLINGTON, VA, USA

INTERACTIVE



CELL PRESS EVENTS: THE BIG PICTURE

An Unparalleled Brand Opportunity

Partner with Cell Press to create history. Arranged to bring the top minds in a given field together, Cell Press events are unique branding and partnership opportunities. At one of the major scientific events of the year, we create an evening of impactful discussion and discovery by gathering a panel of the most revered and influential KOLs to discuss the state of science. Cell Press events started in 2012 with the Hallmarks of Cancer and continued at SfN 2013 with State of the Mind and most recently Immunology Unplugged at AAI 2015.

More than a talk, it's an experience. The entire evening is turned into a networking and social event with unrivaled access to top names in the field, leading editors, and peers in an elegant environment of celebration and learning.

Work with your Business Development Manager to discuss one of these events.



INTERACTIVE

OUTBOUND

“ Actively pursue a relevant and targeted audience. ”

Extend beyond the borders of the pages of Cell Press and Cell.com to the inboxes of our subscribers, remotely but relevantly, by field of study or specific subject with **OUTBOUND**.



CELL DIGITAL EDITION

Over 10,000 qualified individuals receive a free personal subscription to the Cell Digital Edition. The Cell Digital Edition is a replica of our printed journal, except it's delivered to controlled circulation subscribers every 2 weeks via email.

Choose from a Digital Cover Tip or an Email Alert banner to deliver your message directly to our subscribers' inbox.

Email Alerts

One sponsored message slot is available directly beneath the journal cover image for maximum exposure.

Banner specifications:

- 190 x 190 pixels
- 40 Kb max. file size

Digital Cover Tip

One full-page advertisement facing the cover allows you to reach over 10,000 subscribers.

This virtual digital cover tip provides guaranteed exposure for your message!



eToc

Leave the journal and reach out to the reader's inbox with a Cell Press electronic Table of Contents (eToC). Recipients are all opt-in subscribers, so emails are all fully permission based, resulting in exceptionally high reader engagement. Opportunities are available for all primary Cell Press research journals and are delivered the day before each journal's cover date.

Two sponsored message slots are available:

- Top (before the Table of Contents)
728 x 90 pixels
- Middle (within the body)
336 x 280 pixels

The screenshot shows the top section of the Cancer Cell eToC email. At the top, there are two sponsored message slots. The first slot features the text "Knowledge wins" with a circular logo and a person's head, and "Presented and supported by" with the Affymetrix logo. The second slot features the text "Presented and supported by" with the Affymetrix logo. Below these is the journal title "Cancer Cell" and the date "Sep 12, 2016" and "Vol. 30, Iss. 3". There are two main content blocks: one for the journal cover and one for a featured article titled "A Major Leap Forward in Metabolic Phenotyping". Below these are sections for "Highlights", "Announcements", and "Free Featured Article".

The screenshot shows the top section of the Cell Stem Cell eToC email. At the top, there is a sponsored message slot featuring a woman's portrait and the text "STEM CELL". Below this is the journal title "Cell Stem Cell" and the date "Aug 04, 2016" and "Vol. 19, Iss. 2". There are two main content blocks: one for the journal cover and one for a featured article titled "CULTURE IS KEY?". Below these are sections for "Highlights", "Announcements", and "Featured Article (Freely Available)".

The screenshot shows the top section of the Molecular Cell eToC email. At the top, there is a sponsored message slot featuring the text "Freshly fast—the Allure NxT Flow Cytometer" and the Invitrogen logo. Below this is the journal title "Molecular Cell" and the date "Sep 01, 2016" and "Vol. 63, Iss. 5". There are two main content blocks: one for the journal cover and one for a featured article titled "New Horizons in Cancer Research". Below these are sections for "Highlights", "Announcements", and "Featured Article (Freely Available)".

CELL PRESS RESEARCH JOURNALS



Impact Factor
28.71

26 Issues per Year

- Molecular biology (transcription, RNAi splicing, RNA editing, DNA replication and repair, protein synthesis and editing, protein modification and degradation, and chromatin)
- Cell biology (cell cycle, subcellular organization, protein and membrane transport, protein folding and stability, and signal transduction)
- Systems biology
- Stem cells
- Human disease (infectious diseases including HIV and other viruses, cancer, and human disease genes)
- Developmental biology (differentiation and morphogenesis, organogenesis, sex determination, stem cell biology, apoptosis, and embryology in all model organisms including plants, mice, fish, flies, chicks, and worms)
- Genetics and genomics (bacterial regulation, fly and worm genetics, and eukaryotic genomics)
- Proteomics
- Cancer research
- Immunology (T cell selection, lymphocytes and immunoglobulins, and somatic hypermutation)
- Neuroscience (learning and memory, neuronal guidance and connections, and synaptic transmission)
- Structural biology
- Microbiology
- Virology
- Physiology (receptors, hormone action, obesity, and lifespan)
- Evolution
- Biophysics
- Computational biology

**Cell Press:
The Best of the Best**

- 47% of our readers are the lead decision maker in their company or lab
- Consistently the highest impact factor in the Biology category
- Discipline-leading journals in all Life Science verticals
- Increased translational content offerings
- "Trends" and Review content provide invaluable insights

**Relevance and
Impact Factor**

At Cell Press, we understand that impact factor is just one measure of journal performance, and you can find additional metrics at:
cell.com/impact



Impact Factor
8.983

24 Issues per Year

- Cell biology, including cell signaling, cell-cycle regulation, and apoptosis
- Developmental biology
- Cellular and systems neuroscience
- Neurobiology and behavior
- Cancer biology
- Gene expression, including genomics and proteomics
- DNA and RNA metabolism, including transcription and translation
- Immunology
- Ecology and evolution



Impact Factor
9.338

12 Issues per Year

- Cell migration
- Cell polarity
- Cell proliferation
- Developmental roles of genes or pathways
- Differentiation
- Evolutionary relationships
- Genome-wide analysis
- Intracellular targeting
- Membrane traffic
- Morphogenesis
- Signaling pathways



Impact Factor
24.082

12 Issues per Year

- Immune cell development and senescence
- Signal transduction
- Gene regulation
- Innate and adaptive immunity
- Cytokines and inflammatory responses
- Autoimmunity and tolerance
- Infectious disease
- Tumor immunology
- Vaccine biology
- Transplantation biology
- Allergy and asthma



Impact Factor
13.958

24 Issues per Year

- Gene expression and transcriptional and epigenetic regulation
- DNA replication, recombination, and repair
- RNA processing
- Translation
- Protein folding, modification, and degradation
- Signal transduction
- Cell cycle
- Cell death
- Systems biology



Impact Factor
13.974

24 Issues per Year

- Developmental neurobiology
- Cellular and molecular neuroscience
- Synaptic transmission and plasticity
- Ion channel structure and function
- Behavioral and systems neuroscience
- Cognitive neuroscience
- Neurological and psychiatric disease
- Computational neurobiology



Impact Factor
5.237

12 Issues per Year

- Atomic resolution analysis
- X-ray crystallography
- Nuclear magnetic resonance spectroscopy
- Computational analyses, simulations, and predictions
- Electron microscopy
- Neutron scattering
- Hydrodynamics
- X-ray absorption spectroscopy
- Biochemical studies
- Biophysical analyses
- Fluorescence energy transfer
- Design, construction, and analysis of novel protein and RNA structures
- Catalytic activities
- Medium- to low-resolution structural analysis
- Single-molecule analysis
- Small-angle X-ray scattering
- Emerging methods in structure determination



Impact Factor
7.87

12 Issues per Year

- *Cell Reports* is an open-access, online-only journal from Cell Press.
- *Cell Reports* offers the quality, rigor, and visibility you would expect from Cell Press, combined with the convenience of open access.
- *Cell Reports* publishes high-quality papers across the entire life sciences spectrum.
- The journal focuses on shorter, single-point articles, entitled Reports, in addition to longer articles.
- As with all Cell Press journals, the primary criterion for both types of formats is new biological insight.



Impact Factor
23.214

12 Issues per Year

- Genetics, epigenetics, and genomic instability
- Cell signaling and communication
- Cell cycle, and DNA repair
- Diagnostics (molecular profiling, and pharmacogenomics)
- Telomerase and transformation
- Apoptosis
- Angiogenesis, and metastasis
- Animal models
- Cancer therapy (rational drug design and small-molecule and biological-molecule therapeutics)



Impact Factor
10.794

12 Issues per Year

- Behavioral genetics
- Biochemical genetics
- Clinical genetics
- Cytogenetics
- Dismorphology
- Gene therapy
- Genetic counseling
- Genetic epidemiology
- Genomics
- Immunogenetics
- Molecular genetics
- Neurogenetics
- Population genetics



Impact Factor
3.632

24 Issues per Year

- Channels, receptors, and electrical signaling
- Proteins
- Biophysical theory and modeling
- Cell biophysics
- Photobiophysics
- Membranes
- Spectroscopy, imaging, and other techniques
- Muscle and contractility
- Supramolecular assemblies
- Bioenergetics
- Nucleic acids
- Electrophysiology



Impact Factor
12.552

12 Issues per Year

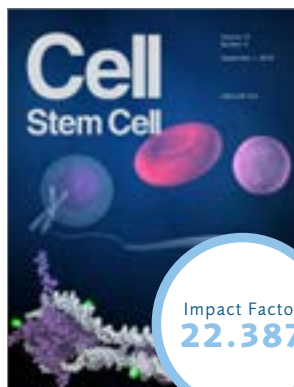
- Molecular and cell biology of microbes
- Microbial pathogenesis
- Host cellular and immune response to microbes
- Immune evasion
- Therapeutics
- Evolution, epidemiology, and natural history of microbes
- Vaccine design, development, and trials
- Emerging pathogens



Impact Factor
17.303

12 Issues per Year

- Diabetes
- Obesity
- Energy balance
- Cardiovascular disease
- Adipocyte and lipid biology
- Aging and stress response
- Mitochondria
- Hypertension
- Bone homeostasis
- Molecular endocrinology



Impact Factor
22.387

12 Issues per Year

- Embryonic stem cells
- Pluripotency
- Germline stem cells
- Tissue-specific stem cells
- Stem cell differentiation
- Epigenetics
- Stem cell genomics and systems biology
- Genome reprogramming
- Cancer stem cells
- Stem cell niches
- Stem cell-based disease models
- Nuclear transfer technology
- Bioengineering
- Drug discovery
- In vivo imaging of stem cells
- Therapeutic applications
- Regenerative medicine
- Clinical and translational insights
- Stem cell research policies, ethical issues, and technical or resource-based innovations



**NEW IN
2015**

12 Issues per Year

- Systems at all scales
- Microbiology
- Cancer
- Immunology
- Plant biology
- Computational biology
- Genomics
- Proteomics
- Translational medicine
- Digital healthcare
- Biological engineering
- Systems and synthetic biology



Impact Factor
5.774

12 Issues per Year

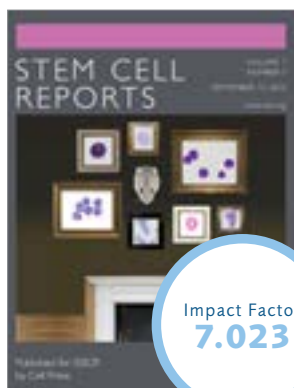
- Chemical insights into signaling, catalysis, and gene expression
- Novel chemical and biological methods for molecular design, synthesis, and analysis
- Glycomics
- Chemical genetics
- Chemistry and biology of natural and unnatural biopolymers
- The use of natural and designed molecules as probes of cellular pathways
- Drug design
- The nature of molecular recognition in biological systems
- Novel procedures for the large-scale analysis of genes and proteins
- Functional and structural genomics
- Molecular basis of evolution



Impact Factor
7.142

12 Issues per Year

- Cellular biology
- Physiology
- Biochemistry
- Molecular biology
- Genetics
- Development
- Plant-microbe interaction
- Genomics
- Bioinformatics
- Molecular evolution



Impact Factor
7.023

12 Issues per Year

Stem Cell Reports is a new open-access forum communicating basic discoveries in stem cell research, in addition to translational and clinical studies. *Stem Cell Reports* focuses on shorter, single-point manuscripts that report original research with conceptual or practical advances of broad interest to stem cell biologists and clinicians.

- Embryonic stem cells
- Adult stem cells
- Reprogramming to pluripotency and lineage conversion
- Directed differentiation
- Germ cells
- Genetic and epigenetic mechanisms
- Stem cells in development
- Stem cell niche
- Cancer stem cells
- Disease modeling and drug screening
- Stem cell therapy
- Clinical studies in regenerative medicine
- Tissue engineering and biomaterials
- Imaging and diagnostics
- Stem cell products, manufacturing, and quality control
- Ethical, legal, and social issues



**NEW IN
2016**

12 issues per Year

Chem publishes work from across the chemical sciences and at the interfaces between chemistry and other disciplines. *Chem* showcases how fundamental studies in chemistry and its sub-disciplines may help in finding potential solutions to the global challenges of tomorrow.

- Organic chemistry
- Inorganic chemistry
- Physical chemistry
- Materials science
- Nanoscience
- Catalysis
- Chemical biology
- Analytical chemistry
- Supramolecular chemistry
- Theoretical chemistry
- Computational chemistry
- Green chemistry
- Energy and environmental chemistry
- Atmospheric chemistry
- Food chemistry

MOLECULAR THERAPY FAMILY OF JOURNALS

Cell Press is delighted to announce our partnership with the American Society of Gene and Cell Therapy to publish the Molecular Therapy family of journals. Commencing January 2017, this premier collection of journals in the exciting areas of molecular and cellular therapeutics will be published alongside the high-quality, cutting-edge research that you've come to expect from Cell Press journals.



<http://www.cell.com/molecular-therapy-family/home>



12 Issues per Year

Molecular Therapy is the leading international journal for research on the development of molecular and cellular therapeutics to correct genetic and acquired diseases, including, but not limited to, research on gene transfer and editing, vector development and design, stem cell manipulation, vaccine development, pre-clinical target validation, safety/efficacy studies, and clinical trials.



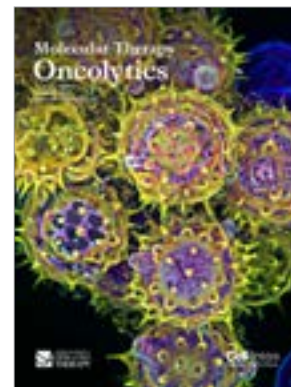
12 Issues per Year

Molecular Therapy — Methods & Clinical Development is an open-access journal publishing top-quality, novel methods, as well as significant improvements to established research techniques in basic, translational, and clinical cell and gene therapy. Topics of interest include gene vector engineering and production, methods for targeted genome editing and engineering, technology development for cell reprogramming, and directed differentiation of pluripotent cells.



12 Issues per Year

Molecular Therapy — Nucleic Acids publishes research targeted to the advances in nucleic acid-based therapeutics to treat and/or correct genetic and acquired disease. Subject areas include development of therapeutics based on nucleic acids and their derivatives, vector development and design for the delivery of RNA-based therapeutics, and applications of gene-modifying agents.



12 Issues per Year

Molecular Therapy — Oncolytics is an international, open-access journal focusing on the development and clinical testing of viral, cellular, and other biological therapies targeting cancer. While providing a unique forum for work in the burgeoning fields of oncolytic virotherapy, as well as T cell- and stem cell-based therapies, the journal will consider all top-quality research that employs innovative molecular and cellular approaches that target cancer cells for destruction.

Talk to your
Sales Representative about
getting the most from your
marketing efforts.

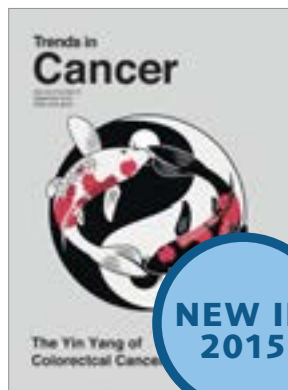
CELL PRESS REVIEW JOURNALS



Impact Factor
12.810



Impact Factor
12.065



**NEW IN
2015**



Impact Factor
11.532



Impact Factor
17.850



Impact Factor
16.735



Impact Factor
8.964



Impact Factor
9.858



Impact Factor
11.433



Impact Factor
9.500



Impact Factor
9.292



Impact Factor
12.504



Impact Factor
7.295



Impact Factor
11.840



Impact Factor
10.899

DETAILED DEMOGRAPHICS

2016 monthly visits per journal per region

JOURNAL NAME	ASIA PACIFIC	NORTH AMERICA/ CANADA	REST OF WORLD	UK/EUROPE	GRAND TOTAL
Biophysical Journal	11,423	26,702	1,638	15,621	55,383
Cancer Cell	19,939	30,477	1,119	19,411	70,946
Cell	185,881	284,763	16,758	183,567	670,969
Cell Chemical Biology ¹	5,526	7,682	444	4,593	18,244
Cell Host & Microbe	8,806	16,881	1,421	10,596	37,703
Cell Metabolism	19,037	31,530	2,369	24,601	77,536
Cell Reports	25,166	48,971	1,928	33,756	109,821
Cell Stem Cell	20,772	31,172	1,791	19,338	73,072
Cell Systems	2,636	6,420	193	3,798	13,047
Chem ²	3,564	4,345	122	3,242	11,274
Current Biology	29,054	61,527	6,221	56,118	152,919
Developmental Cell	13,511	18,664	739	15,643	48,557
Immunity	20,129	31,747	2,195	22,213	76,284
Molecular Cell	23,804	37,637	1,480	27,408	90,329
Molecular Plant	6,342	3,130	517	3,710	13,699
Neuron	28,295	63,894	3,156	41,031	136,376
Stem Cell Reports	6,099	7,222	297	5,700	19,318
Structure	5,107	7,765	668	6,843	20,382
The American Journal of Human Genetics	7,648	18,261	1,586	12,492	39,986
Trends in Biochemical Sciences	7,115	10,055	1,284	10,540	28,994
Trends in Biotechnology	10,008	9,434	1,858	9,790	31,091
Trends in Cancer	1,959	3,485	162	2,467	8,073
Trends in Cell Biology	7,273	10,035	970	10,306	28,584
Trends in Cognitive Sciences	6,024	13,511	1,336	13,785	34,655
Trends in Ecology & Evolution	5,882	13,334	2,940	12,157	34,313
Trends in Endocrinology & Metabolism	5,326	7,363	1,084	6,351	20,124
Trends in Genetics	6,067	9,538	1,194	8,756	25,555
Trends in Immunology	6,963	10,473	1,311	9,382	28,129
Trends in Microbiology	5,318	7,554	1,670	7,316	21,858
Trends in Molecular Medicine	6,362	7,994	1,009	7,389	22,753
Trends in Neurosciences	6,509	11,649	1,207	10,402	29,766
Trends in Parasitology	3,203	4,282	2,540	4,482	14,506
Trends in Pharmacological Sciences	5,808	7,176	1,126	6,456	20,565
Trends in Plant Science	8,319	6,964	2,080	9,123	26,486
Grand Total	531,307	868,009	66,388	635,953	2,101,657

Notes

¹ Journal name change (was formerly Chemistry & Biology)

² Based on July 1 – September 15, 2016



PRINT RATES

Journal	Full Page	Full Page	Half Page	Half Page	1/3 Page	1/3 Page	1/4 Page	1/4 Page
	B/W	4 Color	B/W	4 Color	B/W	4 Color	B/W	4 Color
Cell	\$4,585	\$6,374	\$2,391	\$4,181	\$1,911	\$3,700	\$1,450	\$3,228
Neuron	\$1,914	\$3,556	\$1,004	\$2,647	\$794	\$2,435	\$599	\$2,242
Cancer Cell	\$1,914	\$3,556	\$1,004	\$2,647	\$794	\$2,435	\$599	\$2,242
Molecular Cell	\$1,914	\$3,556	\$1,004	\$2,647	\$794	\$2,435	\$599	\$2,242
Molecular Therapy	\$4,585	\$6,374	\$2,391	\$4,181	\$1,911	\$3,700	\$1,450	\$3,228
Immunity	\$1,914	\$3,556	\$1,004	\$2,647	\$794	\$2,435	\$599	\$2,242
AJHG	\$1,914	\$3,556	\$1,004	\$2,647	\$794	\$2,435	\$599	\$2,242
Current Biology	\$1,198	\$2,744	\$714	\$2,262	\$560	\$2,108	\$427	\$1,974
Developmental Cell	\$1,198	\$2,744	\$714	\$2,262	\$560	\$2,108	\$427	\$1,974
Cell Chemical Biology	\$1,198	\$2,744	\$714	\$2,262	\$560	\$2,108	\$427	\$1,974
Structure	\$1,198	\$2,744	\$714	\$2,262	\$560	\$2,108	\$427	\$1,974
Cell Metabolism	\$1,198	\$2,744	\$714	\$2,262	\$560	\$2,108	\$427	\$1,974
Cell Host & Microbe	\$1,198	\$2,744	\$714	\$2,262	\$560	\$2,108	\$427	\$1,974
Cell Stem Cell	\$1,198	\$2,744	\$714	\$2,262	\$560	\$2,108	\$427	\$1,974
Biophysical Journal	\$1,198	\$2,744	\$714	\$2,262	\$560	\$2,108	\$427	\$1,974
Trends	\$1,914	\$3,556	\$1,004	\$2,647	\$794	\$2,435	\$599	\$2,242

Journal	IFC	IFC	OBC	OBC	IBC	IBC	TOC	TOC
	B/W	4 Color	B/W	4 Color	B/W	4 Color	B/W	4 Color
Cell	\$4,983	\$6,772	\$5,379	\$7,171	\$4,386	\$6,175	\$4,983	\$6,772
Neuron	\$2,084	\$3,727	\$2,246	\$3,888	\$1,832	\$3,500	\$2,084	\$3,727
Cancer Cell	\$2,084	\$3,727	\$2,246	\$3,888	\$1,832	\$3,500	\$2,084	\$3,727
Molecular Cell	\$2,084	\$3,727	\$2,246	\$3,888	\$1,832	\$3,500	\$2,084	\$3,727
Molecular Therapy	\$4,983	\$6,772	\$5,379	\$7,171	\$4,386	\$6,175	\$4,983	\$6,772
Immunity	\$2,084	\$3,727	\$2,246	\$3,888	\$1,832	\$3,500	\$2,084	\$3,727
AJHG	\$2,084	\$3,727	\$2,246	\$3,888	\$1,832	\$3,500	\$2,084	\$3,727
Current Biology	\$1,497	\$3,045	\$1,618	\$3,167	\$1,320	\$2,822	\$1,497	\$3,045
Developmental Cell	\$1,497	\$3,045	\$1,618	\$3,167	\$1,320	\$2,822	\$1,497	\$3,045
Cell Chemical Biology	\$1,497	\$3,045	\$1,618	\$3,167	\$1,320	\$2,822	\$1,497	\$3,045
Structure	\$1,497	\$3,045	\$1,618	\$3,167	\$1,320	\$2,822	\$1,497	\$3,045
Cell Metabolism	\$1,497	\$3,045	\$1,618	\$3,167	\$1,320	\$2,822	\$1,497	\$3,045
Cell Host & Microbe	\$1,497	\$3,045	\$1,618	\$3,167	\$1,320	\$2,822	\$1,497	\$3,045
Cell Stem Cell	\$1,497	\$3,045	\$1,618	\$3,167	\$1,320	\$2,822	\$1,497	\$3,045
Biophysical Journal	\$1,497	\$3,045	\$1,618	\$3,167	\$1,320	\$2,822	\$1,497	\$3,045
Trends	\$2,084	\$3,727	\$2,246	\$3,888	\$1,832	\$3,500	\$2,084	\$3,727

ONLINE RATES

Website	Ad Slot Size	Page (Position)	Price	Pricing Model
Cell Press (cell.com), all titles, run of site or targeted per journal	728 x 90	All pages	\$50	CPM
	336 x 280	Journal homepages	\$50	CPM
Cell Press eTOC	728 x 90 336 x 280	All	\$2,000	Sponsorship
ScienceDirect ,* target one title only above 20,000 impressions	120 x 600 728 x 90	Table of Contents	\$40	CPM
	280 x 300	Table of Contents	\$50	CPM
	180 x 150 160 x 600	Article (right side)	\$40 \$50	CPM
		Article (options menu)	\$50	CPM
		Article (left side)		CPM
ScienceDirect ,* target one title up to 20,000 impressions monthly	All		\$1,100	Sponsorship
ScienceDirect ,* target one scientific discipline	120 x 600	Table of Contents	\$30	CPM
	728 x 90 280 x 300	Table of Contents	\$40	CPM
	180 x 150 160 x 600	Article (right side)	\$30	CPM
		Article (options menu)	\$40	CPM
		Article (left side)	\$40	CPM

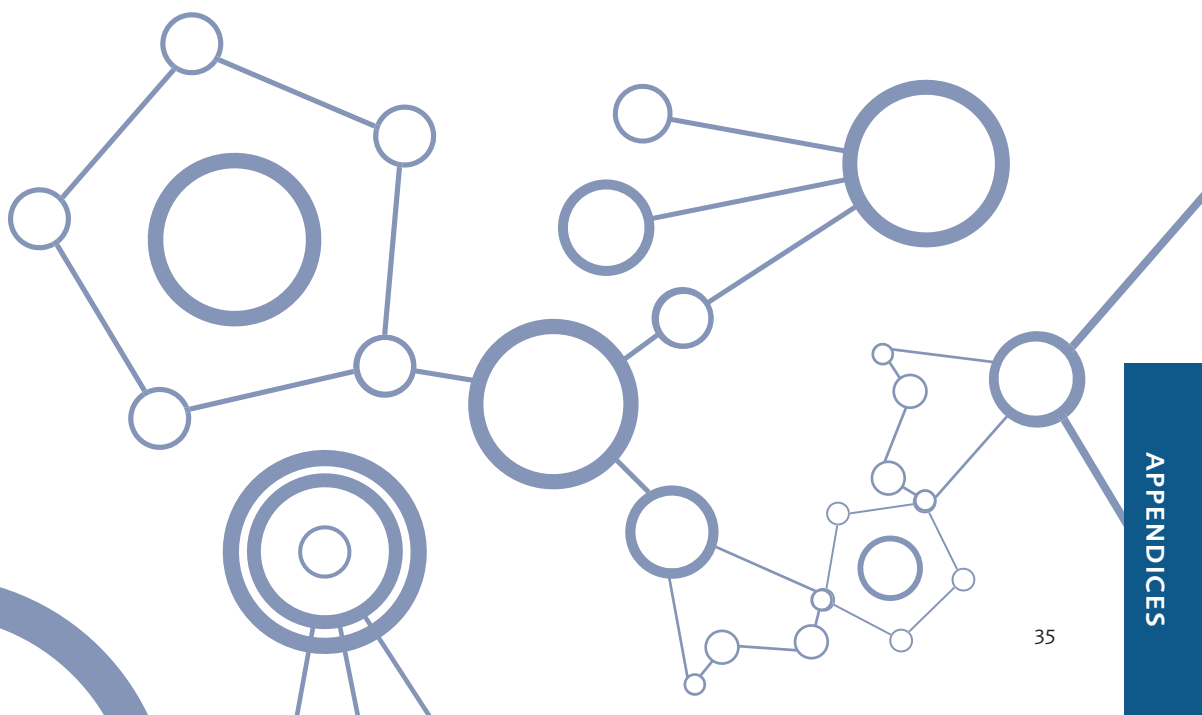
*CPM = cost per '000 impressions *CPM for ScienceDirect is for the subscribed area*

Each additional color:

Add \$695 DPS: Add 50% to rate

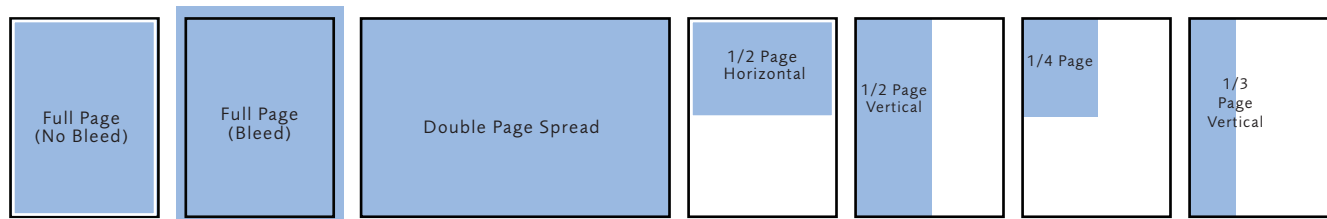
Frequency discounts apply:

6–11x — 4%, 12–17x — 8%, 18–23x — 12%, 24–35x — 16%, 36–47x — 20%, 48–59x — 24%, 60+ — 28%



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Bleed	17.25" x 11.125" (438 mm x 282 mm)
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1/2 Page Vertical	
	3.25" x 9.25" (82 mm x 235 mm)
1/4 Page	
	3.25" x 4.5" (82 mm x 114 mm)
1/3 Page Vertical	
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SOCIETY AND ANNUAL MEETINGS

Conference/Meeting Name	Dates	Location
Society for Laboratory Automation and Screening	February 4–8, 2017	Washington, DC
Biophysical Society	February 11–15, 2017	New Orleans, LA
American Association for Cancer Research	April 1–5, 2017	Washington, DC
American Society for Chemistry - Spring	April 2–6, 2017	San Francisco, CA
American Society for Gene and Cell Therapy	May 10–13, 2017	Washington, DC
American Association of Immunologists	May 12–16, 2017	Washington, DC
American Society for Microbiology	June 1–5, 2017	New Orleans, LA
International Society for Stem Cell Research	June 14–17, 2017	Boston, MA
American Society for Chemistry - Fall	August 20–24, 2017	Washington, DC
NIH - Fall Research Festival	September 2017	Bethesda, MD
American Society of Human Genetics	October 17–21, 2017	Orlando, FL
Society for Neuroscience	November 11–15, 2017	Washington, DC
American Society for Cell Biology	December 2–6, 2017	Philadelphia, PA
Molecular Plant Symposium	Summer 2017	

CELL SYMPOSIA

Conference/Meeting Name	Dates	Location
Exercise Metabolism	May 21–23, 2017	Gothenburg, Sweden
Cancer, Inflammation and Immunity	June 11–13, 2017	San Diego, CA, USA
Neuro-Immune Axis: Reciprocal Regulation in Development, Health, and Disease	September 17–19, 2017	Sitges, Spain
Emerging & Reemerging Viruses	October 1–3, 2017	Arlington, VA, USA
Human Immunity	October 1–3, 2017	Banff, Canada
Metabolic Disease Therapies	October 15–17, 2017	San Diego, CA, USA
CRISPR	October 22–24, 2017	Sitges, Spain
SfN Satellite Meeting	November 9–10, 2017	Arlington, VA, USA

CELL PRESS LABLINKS

Conference/Meeting Name	Dates	Location
The Makings of a Cell: Regulation of Size, Shape, and Behavior	April 2017	San Francisco, CA, USA
Stem Cells	October 2017	Tokyo, Japan
Metabolites as Signaling Molecules	TBD	Boston, MA, USA
Path to Precision Medicine	TBD	TBD
Translational Neuroscience	TBD	Cambridge, MA, USA
Metastasis	TBD	New York, NY, USA
Chemical and biological innovations for energy health, and sanitation in the developing world	TBD	Berkeley, CA, USA

DATES AND DEADLINES

American Journal of Human Genetics (AJHG)

Issue Date	05-Jan-17	02-Feb-17	02-Mar-17	06-Apr-17	04-May-17	01-Jun-17	06-Jul-17	03-Aug-17	07-Sep-17	05-Oct-17	02-Nov-17	07-Dec-17
Ad Close	08-Dec-16	06-Jan-17	03-Feb-17	10-Mar-17	07-Apr-17	05-May-17	09-Jun-17	07-Jul-17	11-Aug-17	08-Sep-17	06-Oct-17	10-Nov-17
Materials Due	15-Dec-16	13-Jan-17	10-Feb-17	17-Mar-17	14-Apr-17	12-May-17	16-Jun-17	14-Jul-17	18-Aug-17	15-Sep-17	13-Oct-17	17-Nov-17

Biophysical Journal (BPI)

Issue Date	10-Jan-17	24-Jan-17	07-Feb-17	28-Feb-17	14-Mar-17	28-Mar-17	11-Apr-17	25-Apr-17	09-May-17	23-May-17	06-Jun-17	20-Jun-17
Ad Close	13-Dec-16	28-Dec-16	11-Jan-17	01-Feb-17	15-Feb-17	01-Mar-17	15-Mar-17	29-Mar-17	12-Apr-17	26-Apr-17	10-May-17	24-May-17
Materials Due	20-Dec-16	04-Jan-17	18-Jan-17	08-Feb-17	22-Feb-17	08-Mar-17	22-Mar-17	05-Apr-17	19-Apr-17	03-May-17	17-May-17	31-May-17
Issue Date	11-Jul-17	25-Jul-17	08-Aug-17	22-Aug-17	5-Sep-17	19-Sep-17	03-Oct-17	17-Oct-17	7-Nov-17	21-Nov-17	05-Dec-17	19-Dec-17
Ad Close	14-Jun-17	28-Jun-17	12-Jul-17	26-Jul-17	09-Aug-17	23-Aug-17	06-Sep-17	20-Sep-17	11-Oct-17	25-Oct-17	08-Nov-17	22-Nov-17
Materials Due	21-Jun-17	05-Jul-17	19-Jul-17	02-Aug-17	16-Aug-17	30-Aug-17	13-Sep-17	27-Sep-17	18-Oct-17	01-Nov-17	15-Nov-17	29-Nov-17

Cancer Cell (CELL)

Issue Date	09-Jan-17	13-Feb-17	13-Mar-17	10-Apr-17	08-May-17	12-Jun-17	10-Jul-17	14-Aug-17	11-Sep-17	09-Oct-17	13-Nov-17	11-Dec-17
Ad Close	09-Dec-16	13-Jan-17	13-Feb-17	14-Mar-17	10-Apr-17	15-May-17	08-Jun-17	18-Jul-17	11-Aug-17	11-Sep-17	16-Oct-17	10-Nov-17
Materials Due	16-Dec-16	23-Jan-17	21-Feb-17	21-Mar-17	17-Apr-17	22-May-17	15-Jun-17	25-Jul-17	21-Aug-17	18-Sep-17	24-Oct-17	17-Nov-17

Cell (CELL)

Issue Date	12-Jan-17	26-Jan-17	09-Feb-17	23-Feb-17	09-Mar-17	23-Mar-17	06-Apr-17	20-Apr-17	04-May-17	18-May-17	01-Jun-17	15-Jun-17	
Ad Close	15-Dec-16	30-Dec-16	13-Jan-17	27-Jan-17	10-Feb-17	24-Feb-17	10-Mar-17	24-Mar-17	07-Apr-17	21-Apr-17	05-May-17	19-May-17	
Materials Due	22-Dec-16	06-Jan-17	20-Jan-17	03-Feb-17	17-Feb-17	03-Mar-17	17-Mar-17	31-Mar-17	14-Apr-17	28-Apr-17	12-May-17	26-May-17	
Issue Date	29-Jun-17	13-Jul-17	27-Jul-17	10-Aug-17	24-Aug-17	07-Sep-17	21-Sep-17	05-Oct-17	19-Oct-17	02-Nov-17	16-Nov-17	30-Nov-17	14-Dec-17
Ad Close	02-Jun-17	16-Jun-17	30-Jun-17	14-Jul-17	28-Jul-17	11-Aug-17	25-Aug-17	08-Sep-17	22-Sep-17	06-Oct-17	20-Oct-17	03-Nov-17	17-Nov-17
Materials Due	09-Jun-17	23-Jun-17	07-Jul-17	21-Jul-17	04-Aug-17	18-Aug-17	01-Sep-17	15-Sep-17	29-Sep-17	13-Oct-17	27-Oct-17	10-Nov-17	24-Nov-17

Cell Host & Microbe (CHOM)

Issue Date	11-Jan-17	08-Feb-17	08-Mar-17	12-Apr-17	10-May-17	14-Jun-17	12-Jul-17	09-Aug-17	13-Sep-17	11-Oct-17	08-Nov-17	13-Dec-17
Ad Close	14-Dec-16	12-Jan-17	09-Feb-17	16-Mar-17	13-Apr-17	18-May-17	15-Jun-17	13-Jul-17	17-Aug-17	14-Sep-17	12-Oct-17	16-Nov-17
Materials Due	21-Dec-16	19-Jan-17	16-Feb-17	23-Mar-17	20-Apr-17	25-May-17	22-Jun-17	20-Jul-17	24-Aug-17	21-Sep-17	19-Oct-17	23-Nov-17

Cell Metabolism (CMET)

Issue Date	10-Jan-17	07-Feb-17	07-Mar-17	04-Apr-17	02-May-17	06-Jun-17	05-Jul-17	01-Aug-17	05-Sep-17	03-Oct-17	07-Nov-17	05-Dec-17
Ad Close	13-Dec-16	11-Jan-17	08-Feb-17	08-Mar-17	05-Apr-17	10-May-17	08-Jun-17	05-Jul-17	09-Aug-17	06-Sep-17	11-Oct-17	08-Nov-17
Materials Due	20-Dec-16	18-Jan-17	15-Feb-17	15-Mar-17	12-Apr-17	17-May-17	15-Jun-17	12-Jul-17	16-Aug-17	13-Sep-17	18-Oct-17	15-Nov-17

Cell Reports (CELREP)

Issue Date	03-Jan-17	10-Jan-17	17-Jan-17	24-Jan-17	31-Jan-17	07-Feb-17	14-Feb-17	21-Feb-17	28-Feb-17	07-Mar-17	14-Mar-17	21-Mar-17	28-Mar-17
Ad Close	06-Dec-16	13-Dec-16	20-Dec-16	28-Dec-16	04-Jan-17	11-Jan-17	18-Jan-17	25-Jan-17	01-Feb-17	08-Feb-17	15-Feb-17	22-Feb-17	01-Mar-17
Materials Due	13-Dec-16	20-Dec-16	28-Dec-16	04-Jan-17	11-Jan-17	18-Jan-17	25-Jan-17	01-Feb-17	08-Feb-17	15-Feb-17	22-Feb-17	01-Mar-17	08-Mar-17
Issue Date	04-Apr-17	11-Apr-17	18-Apr-17	25-Apr-17	02-May-17	09-May-17	16-May-17	23-May-17	30-May-17	06-Jun-17	13-Jun-17	20-Jun-17	27-Jun-17
Ad Close	08-Mar-17	15-Mar-17	22-Mar-17	29-Mar-17	05-Apr-17	12-Apr-17	19-Apr-17	26-Apr-17	03-May-17	10-May-17	17-May-17	24-May-17	31-May-17
Materials Due	15-Mar-17	22-Mar-17	29-Mar-17	05-Apr-17	12-Apr-17	19-Apr-17	26-Apr-17	03-May-17	10-May-17	17-May-17	24-May-17	31-May-17	07-Jun-17
Issue Date	05-Jul-17	11-Jul-17	18-Jul-17	25-Jul-17	01-Aug-17	08-Aug-17	15-Aug-17	22-Aug-17	29-Aug-17	05-Sep-17	12-Sep-17	19-Sep-17	26-Sep-17
Ad Close	08-Jun-17	14-Jun-17	21-Jun-17	28-Jun-17	05-Jul-17	12-Jul-17	19-Jul-17	26-Jul-17	02-Aug-17	09-Aug-17	16-Aug-17	23-Aug-17	30-Aug-17
Materials Due	15-Jun-17	21-Jun-17	28-Jun-17	05-Jul-17	12-Jul-17	19-Jul-17	26-Jul-17	02-Aug-17	09-Aug-17	16-Aug-17	23-Aug-17	30-Aug-17	06-Sep-17
Issue Date	03-Oct-17	10-Oct-17	17-Oct-17	24-Oct-17	31-Oct-17	07-Nov-17	14-Nov-17	21-Nov-17	28-Nov-17	05-Dec-17	12-Dec-17	19-Dec-17	26-Dec-17
Ad Close	06-Sep-17	13-Sep-17	20-Sep-17	27-Sep-17	04-Oct-17	11-Oct-17	18-Oct-17	25-Oct-17	01-Nov-17	08-Nov-17	15-Nov-17	22-Nov-17	29-Nov-17
Materials Due	13-Sep-17	20-Sep-17	27-Sep-17	04-Oct-17	11-Oct-17	18-Oct-17	25-Oct-17	01-Nov-17	08-Nov-17	15-Nov-17	22-Nov-17	29-Nov-17	06-Dec-17

DATES AND DEADLINES

Cell Stem Cell (STEM)

Issue Date	05-Jan-17	02-Feb-17	02-Mar-17	06-Apr-17	04-May-17	01-Jun-17	06-Jul-17	03-Aug-17	07-Sep-17	05-Oct-17	02-Nov-17	07-Dec-17
Ad Close	08-Dec-16	06-Jan-17	03-Feb-17	10-Mar-17	07-Apr-17	05-May-17	09-Jun-17	07-Jul-17	11-Aug-17	08-Sep-17	06-Oct-17	10-Nov-17
Materials Due	15-Dec-16	13-Jan-17	10-Feb-17	17-Mar-17	14-Apr-17	12-May-17	16-Jun-17	14-Jul-17	18-Aug-17	15-Sep-17	13-Oct-17	17-Nov-17

Cell Systems (CELS)

Issue Date	25-Jan-17	22-Feb-17	22-Mar-17	26-Apr-17	24-May-17	28-Jun-17	26-Jul-17	23-Aug-17	27-Sep-17	25-Oct-17	22-Nov-17	27-Dec-17
Ad Close	29-Dec-16	26-Jan-17	23-Feb-17	30-Mar-17	27-Apr-17	01-Jun-17	29-Jun-17	27-Jul-17	31-Aug-17	28-Sep-17	26-Oct-17	30-Nov-17
Materials Due	05-Jan-17	02-Feb-17	02-Mar-17	06-Apr-17	04-May-17	08-Jun-17	06-Jul-17	03-Aug-17	07-Sep-17	05-Oct-17	02-Nov-17	07-Dec-17

Cell Chemical Biology (formerly Chemistry & Biology) (CCBIO)

Issue Date	19-Jan-17	16-Feb-17	16-Mar-17	20-Apr-17	18-May-17	22-Jun-17	20-Jul-17	17-Aug-17	21-Sep-17	19-Oct-17	16-Nov-17	21-Dec-17
Ad Close	20-Dec-16	19-Jan-17	16-Feb-17	24-Mar-17	20-Apr-17	25-May-17	20-Jun-17	20-Jul-17	24-Aug-17	21-Sep-17	20-Oct-17	22-Nov-17
Materials Due	28-Dec-16	27-Jan-17	24-Feb-17	31-Mar-17	27-Apr-17	02-Jun-17	28-Jun-17	27-Jul-17	31-Aug-17	28-Sep-17	27-Oct-17	01-Dec-17

Chem (CHEM)

Issue Date	12-Jan-17	09-Feb-17	09-Mar-17	13-Apr-17	11-May-17	08-Jun-17	13-Jul-17	10-Aug-17	14-Sep-17	12-Oct-17	09-Nov-17	14-Dec-17
Ad Close	15-Dec-16	13-Jan-17	10-Feb-17	17-Mar-17	14-Apr-17	12-May-17	16-Jun-17	14-Jul-17	18-Aug-17	15-Sep-17	13-Oct-17	17-Nov-17
Materials Due	22-Dec-16	20-Jan-17	17-Feb-17	24-Mar-17	21-Apr-17	19-May-17	23-Jun-17	21-Jul-17	25-Aug-17	22-Sep-17	20-Oct-17	24-Nov-17

Current Biology (CURBIO)

Issue Date	09-Jan-17	23-Jan-17	06-Feb-17	20-Feb-17	06-Mar-17	20-Mar-17	03-Apr-17	24-Apr-17	08-May-17	22-May-17	05-Jun-17	19-Jun-17
Ad Close	12-Dec-16	27-Dec-16	10-Jan-17	24-Jan-17	07-Feb-17	21-Feb-17	07-Mar-17	28-Mar-17	11-Apr-17	25-Apr-17	09-May-17	23-May-17
Materials Due	19-Dec-16	03-Jan-17	17-Jan-17	31-Jan-17	14-Feb-17	28-Feb-17	14-Mar-17	04-Apr-17	18-Apr-17	02-May-17	16-May-17	30-May-17
Issue Date	10-Jul-17	24-Jul-17	07-Aug-17	21-Aug-17	11-Sep-17	25-Sep-17	09-Oct-17	23-Oct-17	06-Nov-17	20-Nov-17	04-Dec-17	18-Dec-17
Ad Close	13-Jun-17	27-Jun-17	11-Jul-17	25-Jul-17	15-Aug-17	29-Aug-17	12-Sep-17	26-Sep-17	10-Oct-17	24-Oct-17	07-Nov-17	21-Nov-17
Materials Due	20-Jun-17	04-Jul-17	18-Jul-17	01-Aug-17	22-Aug-17	05-Sep-17	19-Sep-17	03-Oct-17	17-Oct-17	31-Oct-17	14-Nov-17	28-Nov-17

Developmental Cell (DEVCEL)

Issue Date	09-Jan-17	23-Jan-17	06-Feb-17	27-Feb-17	13-Mar-17	27-Mar-17	10-Apr-17	24-Apr-17	08-May-17	22-May-17	05-Jun-17	19-Jun-17
Ad Close	09-Dec-16	22-Dec-16	06-Jan-17	30-Jan-17	13-Feb-17	28-Feb-17	14-Mar-17	28-Mar-17	10-Apr-17	24-Apr-17	08-May-17	22-May-17
Materials Due	16-Dec-16	30-Dec-16	13-Jan-17	06-Feb-17	21-Feb-17	07-Mar-17	21-Mar-17	04-Apr-17	17-Apr-17	02-May-17	15-May-17	30-May-17
Issue Date	10-Jul-17	24-Jul-17	07-Aug-17	21-Aug-17	11-Sep-17	25-Sep-17	09-Oct-17	23-Oct-17	06-Nov-17	20-Nov-17	04-Dec-17	18-Dec-17
Ad Close	08-Jun-17	22-Jun-17	11-Jul-17	24-Jul-17	11-Aug-17	28-Aug-17	11-Sep-17	22-Sep-17	09-Oct-17	24-Oct-17	03-Nov-17	17-Nov-17
Materials Due	15-Jun-17	30-Jun-17	18-Jul-17	31-Jul-17	21-Aug-17	05-Sep-17	18-Sep-17	29-Sep-17	16-Oct-17	31-Oct-17	10-Nov-17	28-Nov-17

Immunity (IMMUNI)

Issue Date	17-Jan-17	21-Feb-17	21-Mar-17	18-Apr-17	16-May-17	20-Jun-17	18-Jul-17	15-Aug-17	19-Sep-17	17-Oct-17	21-Nov-17	19-Dec-17
Ad Close	20-Dec-16	25-Jan-17	22-Feb-17	22-Mar-17	19-Apr-17	24-May-17	21-Jun-17	19-Jul-17	23-Aug-17	20-Sep-17	25-Oct-17	22-Nov-17
Materials Due	28-Dec-16	01-Feb-17	01-Mar-17	29-Mar-17	26-Apr-17	31-May-17	28-Jun-17	26-Jul-17	30-Aug-17	27-Sep-17	01-Nov-17	29-Nov-17

Molecular Cell (MOLCEL)

Issue Date	05-Jan-17	19-Jan-17	02-Feb-17	16-Feb-17	02-Mar-17	16-Mar-17	06-Apr-17	20-Apr-17	04-May-17	18-May-17	01-Jun-17	15-Jun-17
Ad Close	08-Dec-16	22-Dec-16	06-Jan-17	20-Jan-17	03-Feb-17	17-Feb-17	10-Mar-17	24-Mar-17	07-Apr-17	21-Apr-17	05-May-17	19-May-17
Materials Due	15-Dec-16	30-Dec-16	13-Jan-17	27-Jan-17	10-Feb-17	24-Feb-17	17-Mar-17	31-Mar-17	14-Apr-17	28-Apr-17	12-May-17	26-May-17
Issue Date	06-Jul-17	20-Jul-17	03-Aug-17	17-Aug-17	07-Sep-17	21-Sep-17	05-Oct-17	19-Oct-17	02-Nov-17	16-Nov-17	07-Dec-17	21-Dec-17
Ad Close	09-Jun-17	23-Jun-17	07-Jul-17	21-Jul-17	11-Aug-17	25-Aug-17	08-Sep-17	22-Sep-17	06-Oct-17	20-Oct-17	10-Nov-17	24-Nov-17
Materials Due	16-Jun-17	30-Jun-17	14-Jul-17	28-Jul-17	18-Aug-17	01-Sep-17	15-Sep-17	29-Sep-17	13-Oct-17	27-Oct-17	17-Nov-17	01-Dec-17

DATES AND DEADLINES

Molecular Plant (MOLP)

Issue Date	09-Jan-17	13-Feb-17	06-Mar-17	03-Apr-17	01-May-17	05-Jun-17	05-Jul-17	07-Aug-17	05-Sep-17	09-Oct-17	06-Nov-17	04-Dec-17
Ad Close	09-Dec-16	13-Jan-17	06-Feb-17	07-Mar-17	04-Apr-17	08-May-17	05-Jun-17	11-Jul-17	07-Aug-17	11-Sep-17	09-Oct-17	03-Nov-17
Materials Due	16-Dec-16	23-Jan-17	13-Feb-17	14-Mar-17	11-Apr-17	15-May-17	12-Jun-17	18-Jul-17	14-Aug-17	18-Sep-17	16-Oct-17	10-Nov-17

Molecular Therapy (MT)

Issue Date	04-Jan-17	01-Feb-17	01-Mar-17	05-Apr-17	03-May-17	07-Jun-17	05-Jul-17	02-Aug-17	06-Sep-17	04-Oct-17	01-Nov-17	06-Dec-17
Ad Close	06-Dec-16	03-Jan-17	01-Feb-17	09-Mar-17	05-Apr-17	10-May-17	05-Jun-17	06-Jul-17	08-Aug-17	06-Sep-17	04-Oct-17	07-Nov-17
Materials Due	13-Dec-16	10-Jan-17	08-Feb-17	16-Mar-17	12-Apr-17	17-May-17	12-Jun-17	13-Jul-17	16-Aug-17	13-Sep-17	11-Oct-17	14-Nov-17

Neuron (NEURON)

Issue Date	04-Jan-17	18-Jan-17	08-Feb-17	22-Feb-17	08-Mar-17	22-Mar-17	05-Apr-17	19-Apr-17	03-May-17	17-May-17	07-Jun-17	21-Jun-17
Ad Close	07-Dec-16	21-Dec-16	12-Jan-17	26-Jan-17	09-Feb-17	23-Feb-17	09-Mar-17	23-Mar-17	06-Apr-17	20-Apr-17	11-May-17	25-May-17
Materials Due	14-Dec-16	29-Dec-16	19-Jan-17	02-Feb-17	16-Feb-17	02-Mar-17	16-Mar-17	30-Mar-17	13-Apr-17	27-Apr-17	18-May-17	01-Jun-17
Issue Date	05-Jul-17	19-Jul-17	02-Aug-17	16-Aug-17	30-Aug-17	13-Sep-17	27-Sep-17	11-Oct-17	01-Nov-17	15-Nov-17	06-Dec-17	20-Dec-17
Ad Close	08-Jun-17	22-Jun-17	06-Jul-17	20-Jul-17	03-Aug-17	17-Aug-17	31-Aug-17	14-Sep-17	05-Oct-17	19-Oct-17	09-Nov-17	23-Nov-17
Materials Due	15-Jun-17	29-Jun-17	13-Jul-17	27-Jul-17	10-Aug-17	24-Aug-17	07-Sep-17	21-Sep-17	12-Oct-17	26-Oct-17	16-Nov-17	30-Nov-17

Stem Cell Reports (STEMCR)

Issue Date	10-Jan-17	14-Feb-17	14-Mar-17	11-Apr-17	09-May-17	06-Jun-17	11-Jul-17	08-Aug-17	12-Sep-17	10-Oct-17	14-Nov-17	12-Dec-17
Ad Close	12-Dec-16	17-Jan-17	14-Feb-17	15-Mar-17	11-Apr-17	09-May-17	09-Jun-17	12-Jul-17	14-Aug-17	12-Sep-17	17-Oct-17	13-Nov-17
Materials Due	19-Dec-16	24-Jan-17	22-Feb-17	22-Mar-17	18-Apr-17	16-May-17	16-Jun-17	19-Jul-17	22-Aug-17	19-Sep-17	25-Oct-17	20-Nov-17

Structure (STFODE)

Issue Date	03-Jan-17	07-Feb-17	07-Mar-17	04-Apr-17	02-May-17	06-Jun-17	05-Jul-17	01-Aug-17	05-Sep-17	03-Oct-17	07-Nov-17	05-Dec-17
Ad Close	05-Dec-16	09-Jan-17	07-Feb-17	08-Mar-17	04-Apr-17	09-May-17	05-Jun-17	05-Jul-17	07-Aug-17	05-Sep-17	10-Oct-17	06-Nov-17
Materials Due	12-Dec-16	17-Jan-17	14-Feb-17	15-Mar-17	11-Apr-17	16-May-17	12-Jun-17	12-Jul-17	14-Aug-17	12-Sep-17	17-Oct-17	13-Nov-17

DATES AND DEADLINES – TRENDS

Trends in Biochemical Sciences (TIBS)

Issue Date	03-Jan-17	03-Feb-17	10-Mar-17	07-Apr-17	08-May-17	07-Jun-17	30-Jun-17	04-Aug-17	01-Sep-17	06-Oct-17	03-Nov-17	05-Dec-17
Ad Close	18-Nov-16	22-Dec-16	30-Jan-17	28-Feb-17	24-Mar-17	24-Apr-17	18-May-17	23-Jun-17	25-Jul-17	28-Aug-17	26-Sep-17	24-Oct-17
Materials Due	29-Nov-16	30-Dec-16	06-Feb-17	07-Mar-17	31-Mar-17	02-May-17	26-May-17	30-Jun-17	01-Aug-17	05-Sep-17	03-Oct-17	31-Oct-17

Trends in Biotechnology (TIBTEC)

Issue Date	05-Jan-17	31-Jan-17	01-Mar-17	04-Apr-17	03-May-17	01-Jun-17	27-Jun-17	01-Aug-17	29-Aug-17	03-Oct-17	31-Oct-17	30-Nov-17
Ad Close	22-Nov-16	19-Dec-16	19-Jan-17	23-Feb-17	21-Mar-17	19-Apr-17	15-May-17	20-Jun-17	20-Jul-17	23-Aug-17	21-Sep-17	19-Oct-17
Materials Due	01-Dec-16	27-Dec-16	26-Jan-17	02-Mar-17	28-Mar-17	26-Apr-17	22-May-17	27-Jun-17	27-Jul-17	30-Aug-17	28-Sep-17	26-Oct-17

Trends in Cancer (TRECAN)

Issue Date	10-Jan-17	06-Feb-17	13-Mar-17	10-Apr-17	09-May-17	08-Jun-17	05-Jul-17	07-Aug-17	05-Sep-17	09-Oct-17	06-Nov-17	06-Dec-17
Ad Close	29-Nov-16	23-Dec-16	31-Jan-17	01-Mar-17	27-Mar-17	25-Apr-17	19-May-17	26-Jun-17	26-Jul-17	29-Aug-17	27-Sep-17	25-Oct-17
Materials Due	06-Dec-16	03-Jan-17	07-Feb-17	08-Mar-17	03-Apr-17	03-May-17	30-May-17	05-Jul-17	02-Aug-17	06-Sep-17	04-Oct-17	01-Nov-17

Trends in Cell Biology (TICB)

Issue Date	06-Jan-17	01-Feb-17	02-Mar-17	05-Apr-17	04-May-17	02-Jun-17	28-Jun-17	02-Aug-17	30-Aug-17	04-Oct-17	01-Nov-17	01-Dec-17
Ad Close	23-Nov-16	20-Dec-16	20-Jan-17	24-Feb-17	22-Mar-17	20-Apr-17	16-May-17	21-Jun-17	21-Jul-17	24-Aug-17	22-Sep-17	20-Oct-17
Materials Due	02-Dec-16	28-Dec-16	27-Jan-17	03-Mar-17	29-Mar-17	28-Apr-17	23-May-17	28-Jun-17	28-Jul-17	31-Aug-17	29-Sep-17	27-Oct-17

Trends in Cognitive Sciences (TICS)

Issue Date	04-Jan-17	30-Jan-17	06-Mar-17	03-Apr-17	02-May-17	31-May-17	26-Jun-17	31-Jul-17	28-Aug-17	02-Oct-17	30-Oct-17	29-Nov-17
Ad Close	21-Nov-16	16-Dec-16	24-Jan-17	22-Feb-17	20-Mar-17	18-Apr-17	12-May-17	19-Jun-17	19-Jul-17	22-Aug-17	20-Sep-17	18-Oct-17
Materials Due	30-Nov-16	23-Dec-16	31-Jan-17	01-Mar-17	27-Mar-17	25-Apr-17	19-May-17	26-Jun-17	26-Jul-17	29-Aug-17	27-Sep-17	25-Oct-17

Trends in Ecology & Evolution (TREE)

Issue Date	05-Jan-17	31-Jan-17	01-Mar-17	04-Apr-17	03-May-17	01-Jun-17	27-Jun-17	01-Aug-17	29-Aug-17	03-Oct-17	31-Oct-17	30-Nov-17
Ad Close	22-Nov-16	19-Dec-16	19-Jan-17	23-Feb-17	21-Mar-17	19-Apr-17	15-May-17	20-Jun-17	20-Jul-17	23-Aug-17	21-Sep-17	19-Oct-17
Materials Due	01-Dec-16	27-Dec-16	26-Jan-17	02-Mar-17	28-Mar-17	26-Apr-17	22-May-17	27-Jun-17	27-Jul-17	30-Aug-17	28-Sep-17	26-Oct-17

Trends in Genetics (TIGS)

Issue Date	03-Jan-17	03-Feb-17	10-Mar-17	31-Mar-17	01-May-17	30-May-17	23-Jun-17	28-Jul-17	25-Aug-17	29-Sep-17	27-Oct-17	05-Dec-17
Ad Close	18-Nov-16	22-Dec-16	30-Jan-17	21-Feb-17	20-Mar-17	13-Apr-17	11-May-17	16-Jun-17	18-Jul-17	21-Aug-17	19-Sep-17	24-Oct-17
Materials Due	29-Nov-16	30-Dec-16	06-Feb-17	28-Feb-17	27-Mar-17	24-Apr-17	18-May-17	23-Jun-17	25-Jul-17	28-Aug-17	26-Sep-17	31-Oct-17

Trends in Endocrinology & Metabolism (TEM)

Issue Date	04-Jan-17	30-Jan-17	06-Mar-17	03-Apr-17	02-May-17	31-May-17	26-Jun-17	31-Jul-17	28-Aug-17	02-Oct-17	30-Oct-17	29-Nov-17
Ad Close	21-Nov-16	16-Dec-16	24-Jan-17	22-Feb-17	20-Mar-17	18-Apr-17	12-May-17	19-Jun-17	19-Jul-17	22-Aug-17	20-Sep-17	18-Oct-17
Materials Due	30-Nov-16	23-Dec-16	31-Jan-17	01-Mar-17	27-Mar-17	25-Apr-17	19-May-17	26-Jun-17	26-Jul-17	29-Aug-17	27-Sep-17	25-Oct-17

Trends in Immunology (TREIMM)

Issue Date	12-Jan-17	08-Feb-17	08-Mar-17	12-Apr-17	10-May-17	09-Jun-17	07-Jul-17	09-Aug-17	07-Sep-17	11-Oct-17	08-Nov-17	08-Dec-17
Ad Close	01-Dec-16	28-Dec-16	26-Jan-17	03-Mar-17	29-Mar-17	28-Apr-17	23-May-17	28-Jun-17	28-Jul-17	31-Aug-17	29-Sep-17	27-Oct-17
Materials Due	08-Dec-16	05-Jan-17	02-Feb-17	10-Mar-17	05-Apr-17	05-May-17	01-Jun-17	07-Jul-17	04-Aug-17	08-Sep-17	06-Oct-17	03-Nov-17

Trends in Microbiology (TIMI)

Issue Date	03-Jan-17	03-Feb-17	10-Mar-17	31-Mar-17	01-May-17	30-May-17	23-Jun-17	28-Jul-17	25-Aug-17	29-Sep-17	27-Oct-17	05-Dec-17
Ad Close	18-Nov-16	22-Dec-16	30-Jan-17	21-Feb-17	20-Mar-17	13-Apr-17	11-May-17	16-Jun-17	18-Jul-17	21-Aug-17	19-Sep-17	24-Oct-17
Materials Due	29-Nov-16	30-Dec-16	06-Feb-17	28-Feb-17	27-Mar-17	24-Apr-17	18-May-17	23-Jun-17	25-Jul-17	28-Aug-17	26-Sep-17	31-Oct-17

DATES AND DEADLINES – TRENDS

Trends in Molecular Medicine (TRMOME)

Issue Date	12-Jan-17	08-Feb-17	08-Mar-17	12-Apr-17	10-May-17	09-Jun-17	07-Jul-17	09-Aug-17	07-Sep-17	11-Oct-17	08-Nov-17	08-Dec-17
Ad Close	01-Dec-16	28-Dec-16	26-Jan-17	03-Mar-17	29-Mar-17	28-Apr-17	23-May-17	28-Jun-17	28-Jul-17	31-Aug-17	29-Sep-17	27-Oct-17
Materials Due	08-Dec-16	05-Jan-17	02-Feb-17	10-Mar-17	05-Apr-17	05-May-17	01-Jun-17	07-Jul-17	04-Aug-17	08-Sep-17	06-Oct-17	03-Nov-17

Trends in Neurosciences (TINS)

Issue Date	10-Jan-17	06-Feb-17	13-Mar-17	10-Apr-17	09-May-17	08-Jun-17	05-Jul-17	07-Aug-17	05-Sep-17	09-Oct-17	06-Nov-17	06-Dec-17
Ad Close	29-Nov-16	23-Dec-16	31-Jan-17	01-Mar-17	27-Mar-17	25-Apr-17	19-May-17	26-Jun-17	26-Jul-17	29-Aug-17	27-Sep-17	25-Oct-17
Materials Due	06-Dec-16	03-Jan-17	07-Feb-17	08-Mar-17	03-Apr-17	03-May-17	30-May-17	05-Jul-17	02-Aug-17	06-Sep-17	04-Oct-17	01-Nov-17

Trends in Parasitology (TREPAP)

Issue Date	11-Jan-17	07-Feb-17	07-Mar-17	11-Apr-17	10-May-17	09-Jun-17	06-Jul-17	08-Aug-17	06-Sep-17	10-Oct-17	07-Nov-17	07-Dec-17
Ad Close	30-Nov-16	27-Dec-16	25-Jan-17	02-Mar-17	28-Mar-17	26-Apr-17	22-May-17	27-Jun-17	27-Jul-17	30-Aug-17	28-Sep-17	26-Oct-17
Materials Due	07-Dec-16	04-Jan-17	01-Feb-17	09-Mar-17	04-Apr-17	04-May-17	31-May-17	06-Jul-17	03-Aug-17	07-Sep-17	05-Oct-17	02-Nov-17

Trends in Pharmacological Sciences (TIPS)

Issue Date	06-Jan-17	01-Feb-17	02-Mar-17	05-Apr-17	04-May-17	02-Jun-17	28-Jun-17	02-Aug-17	30-Aug-17	04-Oct-17	01-Nov-17	01-Dec-17
Ad Close	23-Nov-16	20-Dec-16	20-Jan-17	24-Feb-17	22-Mar-17	20-Apr-17	16-May-17	21-Jun-17	21-Jul-17	24-Aug-17	22-Sep-17	20-Oct-17
Materials Due	02-Dec-16	28-Dec-16	27-Jan-17	03-Mar-17	29-Mar-17	28-Apr-17	23-May-17	28-Jun-17	28-Jul-17	31-Aug-17	29-Sep-17	27-Oct-17

Trends in Plant Science (TRPLSC)

Issue Date	11-Jan-17	07-Feb-17	07-Mar-17	11-Apr-17	10-May-17	09-Jun-17	06-Jul-17	08-Aug-17	06-Sep-17	10-Oct-17	07-Nov-17	07-Dec-17
Ad Close	30-Nov-16	27-Dec-16	25-Jan-17	02-Mar-17	28-Mar-17	26-Apr-17	22-May-17	27-Jun-17	27-Jul-17	30-Aug-17	28-Sep-17	26-Oct-17
Materials Due	07-Dec-16	04-Jan-17	01-Feb-17	09-Mar-17	04-Apr-17	04-May-17	31-May-17	06-Jul-17	03-Aug-17	07-Sep-17	05-Oct-17	02-Nov-17

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