



**Association of Biomolecular Resource Facilities (ABRF)**

***Journal of Biomolecular Techniques Online***

**2010  
Advertising Media Kit**



### **About ABRF**

The Association of Biomolecular Resource Facilities (ABRF) has been organized to promote and support resource facilities, research laboratories, and individual researchers regarding operation, research, and development in the areas of methods, techniques, and instrumentation relevant to the analysis and synthesis of biomolecules; to provide mechanisms for the self-evaluation and improvement of procedural and operational accuracy, precision, and efficiency in resource facilities and research laboratories; to provide a mechanism for the education of resource facility and research laboratory staff, users, administrators, and interested members of the scientific community.

### **ABRF's Mission**

The Association of Biomolecular Resource Facilities is an international society dedicated to advancing core and research biotechnology laboratories through research, communication, and education.

### **ABRF's Members**

Membership in ABRF is available to scientific staff of laboratories engaged in activities relevant to the mission of the organization. There are four categories of membership: Member, Student, Corporate Sponsor, and Corporate Support.

### **Publisher**

ABRF  
9650 Rockville Pike • Bethesda, MD 20814  
Ph: 301-634-7306 • Fax: 301-634-7420  
abrf@abrf.org • www.abrf.org

### **Snapshot of Advertising Opportunities**

eTOC Ads  
Online Display Ads

### **Recruitment Advertising**

Position openings, fellowship opportunities, conference announcements, etc. can be run as online display ads on *The Journal of Biomolecular Techniques (JBT)* website and in the email alerts. Online display advertising design is now available. Contact FASEB AdNet for online design/ formatting rates (adnet@faseb.org or 301-634-7157).

### **Advertising Sales**

FASEB AdNet  
9650 Rockville Pike • Bethesda, MD 20814  
Product and Recruitment Sales: 800-43FASEB, ext. 7157  
or 301-634-7157  
Fax: 301-634-7153  
adnet@faseb.org • www.faseb.org/adnet



## Journal of Biomolecular Techniques Online

The *Journal of Biomolecular Techniques (JBT)* is published online-only, five times per year by the Association of Biomolecular Resource Facilities (ABRF). The *JBT* was established to promote the central role biotechnology plays in contemporary research activities, to disseminate information among biomolecular resource facilities, and to communicate the biotechnology research conducted by the Association's Research Groups and members, as well as other investigators. *JBT Online* contains original research communications, articles, news and events.

<http://jbt.abrf.org>

### Statistics:

eTOC Registered Users: 650

Editor: Greg Fields

### Readership

The lab directors, facilities directors, and scientific staff of laboratories read the *JBT Online* to stay current on state-of-the-art lab resources, technology, and news.

### Issuance/Closing Dates

*JBT* is published online-only, five times per year: February, April, July, September, and December. Banners and eTOC ads are due the 10th of the month prior to the banner/issue month. For example, a banner or eTOC ad to start July 1st is due June 10th.

### Banner Ads

Banner ads are a 170x 70 pixel .gif file with a link to your website. There are two advertising spots on *JBT Online*. These banners will not rotate so your ad will be constantly displayed (first-come, first-serve). The ads are located on the right hand side of the home page <http://jbt.abrf.org>.

### eTOC Ads

Electronic tables of contents (eTOC) of each *JBT* issue (February, April, July, September, and December) are emailed to all ABRF members. There is one advertising option. The monthly eTOC includes a 468 x 60 banner ad linked to the URL of your choice at the top of the email alert. This is an exclusive banner sponsorship. Only one advertiser/banner per issue month will be sold (first-come, first-serve).

### JBT Rates

	1 mo.	3 mo.	6 mo.	12 mo.
Banner	\$ 350	\$ 840	\$1,470	\$2,520
eTOC: \$625/issue				

# FASEB AdNet

*The Advertising Network for the Life Sciences*

9650 Rockville Pike  
Bethesda, MD 20814-3998

**Fax orders to Molly Bowen**  
Fax: 301-634-7153

**For more information**  
Call: Molly at 301-634-7157  
or 800-43-FASEB ext. 7157  
Email: mbowen@faseb.org

## ADVERTISING INSERTION ORDER

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City/State/Zip/Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Order Authorized by: \_\_\_\_\_

Signature: \_\_\_\_\_

**PLEASE RESERVE THE FOLLOWING:**  Print  Online/Web  Both

**Print Publication Name(s):** \_\_\_\_\_

Issue Date(s) \_\_\_\_\_

**Size:**  1/4 page  1/2 horz.  1/2 vert.  Full page  
Plus in *MI*  1/3 horz.  1/3 vert.  
 line ad (*MI* only) \_\_\_\_\_

**Color:**  B/W  4-color  
 2-color (Specify  standard or  matched)  
Standard color or PMS# \_\_\_\_\_

**Frequency Rate:**  1X  3X  6X  12X  24X

**Position:** \_\_\_\_\_

**Typesetting:**  YES  NO **Fee:** \_\_\_\_\_ (Typesetting fee will be automatically applied to non-camera ready ads, except line ads.)

**Gross Rate:** \_\_\_\_\_ **Net Rate:** \_\_\_\_\_

**Comments:** \_\_\_\_\_

**Online Advertising Location(s):** \_\_\_\_\_

**Date(s) of Service:** \_\_\_\_\_

**Type(s) of Ads:**

- |   |   |   |   |
|---|---|---|---|
| <input type="checkbox"/> Basic (banner)                         | <input type="checkbox"/> Premium (inline) | <input type="checkbox"/> Postage-sized/Stamp              | <input type="checkbox"/> ASPB Member Chatter Text |
| <input type="checkbox"/> eTOC Top Banner/TOC Online Display Pkg | <input type="checkbox"/> eTOC Top Banner  | <input type="checkbox"/> eTOC Bottom Alert                | <input type="checkbox"/> w/ logo                  |
| <input type="checkbox"/> Classified Posting (ASPET site only)   | <input type="checkbox"/> Other _____      | <input type="checkbox"/> Online Ad Design Needed \$ _____ |   |

**Gross Rate:** \_\_\_\_\_ **Net Rate:** \_\_\_\_\_

**Comments:** \_\_\_\_\_

**BILLING INFORMATION:**  Please invoice us at above address.

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**ADVERTISER FEEDBACK:** Please let us know how you heard about AdNet. Check all that apply.

- website search (which) \_\_\_\_\_  word of mouth  received media kit  
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