



# MEDIA KIT 2024

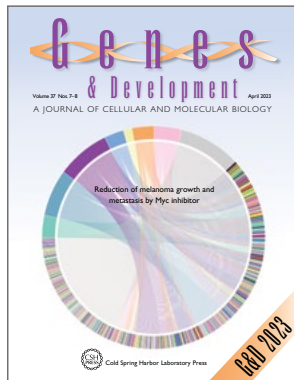


Cold Spring Harbor Laboratory Press

# Research Journals

WORLD RENOWNED

## Genes & Development



Monthly page views:  
150,042\*

[www.genesdev.org](http://www.genesdev.org)

- In the top 10 of all research journals in all sciences
- Monthly publication
- Print and online
- Molecular biology
- Cancer and disease models
- Stem cells
- Metabolism
- Epigenetics/chromatin
- Noncoding RNAs, miRNAs, siRNAs, RNAi
- Genomics
- Cell proliferation and cell cycle regulation
- DNA replication, recombination/repair
- Gene regulation
- Posttranscriptional and posttranslational control
- Developmental biology
- Signal transduction
- Neurobiology
- Structural biology
- Bacteria and viruses
- Plant biology

## Genome Research

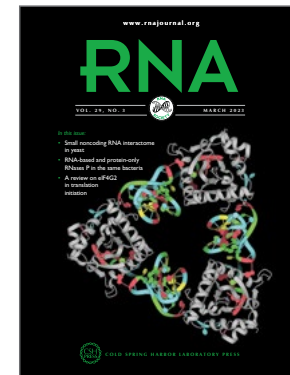


Monthly page views:  
146,512\*

[www.genome.org](http://www.genome.org)

- One of the top 10 primary research journals in biotechnology
- Among the top 10% of all primary research journals in genetics and molecular biology
- Monthly publication
- Print and online
- Genome structure, function, and evolution
- Whole-genome sequencing in disease
- Human genome variation
- Cancer genomics
- Epigenomics
- Genomic medicine
- Genome editing
- Species origin, adaptation, and genomic diversity
- Single-cell biology
- Metagenomics
- Proteomics
- Ancient DNA
- Network biology
- New technologies

## RNA



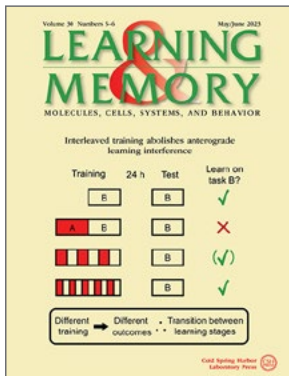
Monthly page views:  
60,881\*

[www.rnajournal.org](http://www.rnajournal.org)

- In the top 4% of all scientific journals
- Official journal of the RNA Society
- Monthly publication
- Print and online
- Molecular biology
- Cell biology
- Biochemistry
- RNAi
- miRNAs
- Noncoding RNAs
- Splicing and genomic diversity
- RNA localization
- Splicing mechanism
- RNA decay
- Translation and its control
- RNA virology
- tRNA biology
- Ribosome assembly
- Structural biology
- CRISPR biology

## HIGH IMPACT

### Learning & Memory



Monthly page views:  
25,076\*

[www.learnmem.org](http://www.learnmem.org)

- In the top 20% of all journals in the field of neuroscience
- Monthly publication
- Online only
- Learning
- Memory
- Behavior
- Cognition
- Computation
- Neuroanatomy
- Neurophysiology
- Neuropharmacology
- Biochemistry
- Genetics
- Cell and molecular biology

### Life Science Alliance



Monthly page views:  
63,336\*

[www.life-science-alliance.org](http://www.life-science-alliance.org)

- Open-access journal in all fields of biology and life science
- Published jointly by Cold Spring Harbor Laboratory Press, EMBO Press and Rockefeller University Press
- Monthly publication
- Online only
- Cancer
- Cell biology
- Chromatin and epigenetics
- Development
- Gene therapy and genetic disease
- Genomics and functional genomics
- Immunology
- Medical research
- Methods and resources
- Microbiology, virology and host-pathogen interaction
- Molecular biology
- Neuroscience
- Plant science
- Stem cells
- Structural biology
- Systems and computational biology



# Review Journals & Methods

## AUTHORITATIVE

### Cold Spring Harbor Perspectives in Biology



Monthly page views:  
71,903\*

[www.cshperspectives.org](http://www.cshperspectives.org)

- Cutting-edge life science collections commissioned by eminent editors
- Review articles written by leading researchers
- Articles grouped into subject collections of 15–25 articles
- Monthly publication
- Online only
- Molecular, cell, and developmental biology
- Genetics
- Evolutionary biology
- Neuroscience
- Immunology
- Plant biology
- Cell signaling
- Biochemistry

### Cold Spring Harbor Perspectives in Medicine

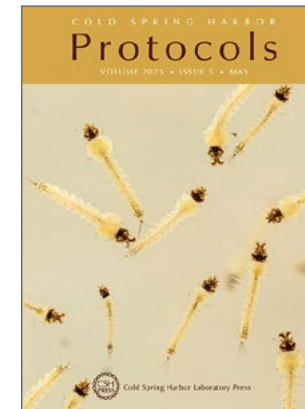


Monthly page views:  
40,891\*

[www.perspectivesinmedicine.org](http://www.perspectivesinmedicine.org)

- Cutting-edge translational medicine collections commissioned by eminent editors
- Review articles written by leading researchers
- Articles grouped into subject collections of 15–25 articles
- Monthly publication
- Online only
- Translational medicine
- New therapeutic strategies
- Molecular pathology
- Cancer therapy
- Medical genetics
- Infectious disease
- Immune and nervous system disorder
- Cancer biology and therapy
- Infectious and acquired diseases
- Biology and disease of key organs

### Cold Spring Harbor Protocols



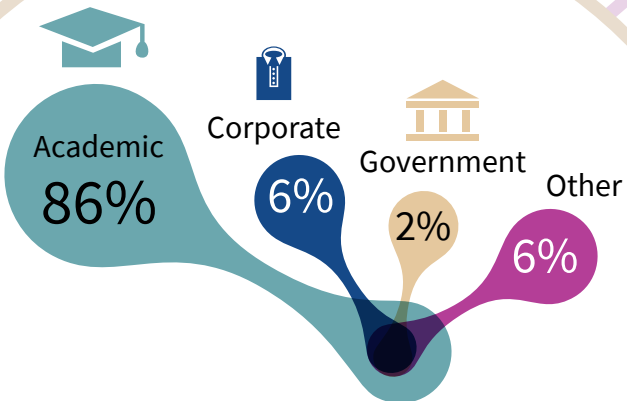
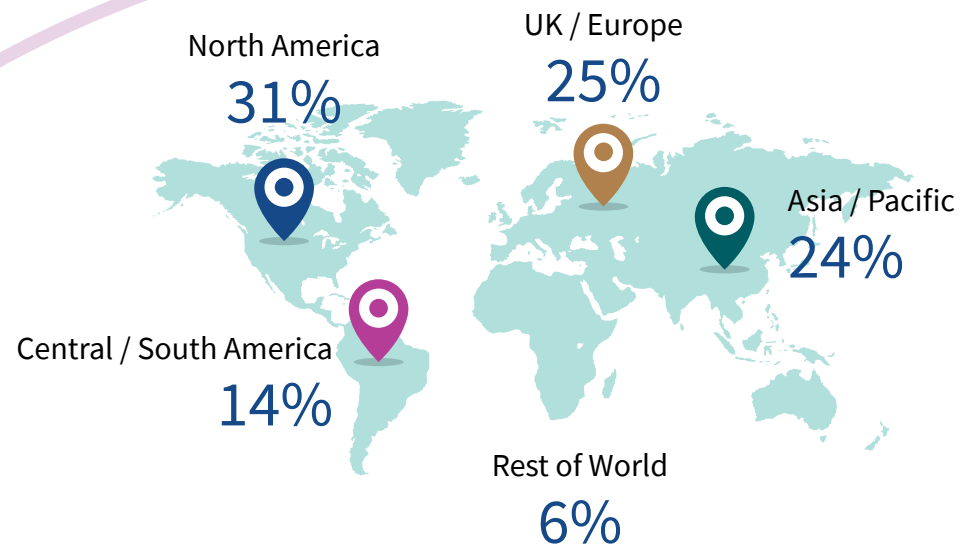
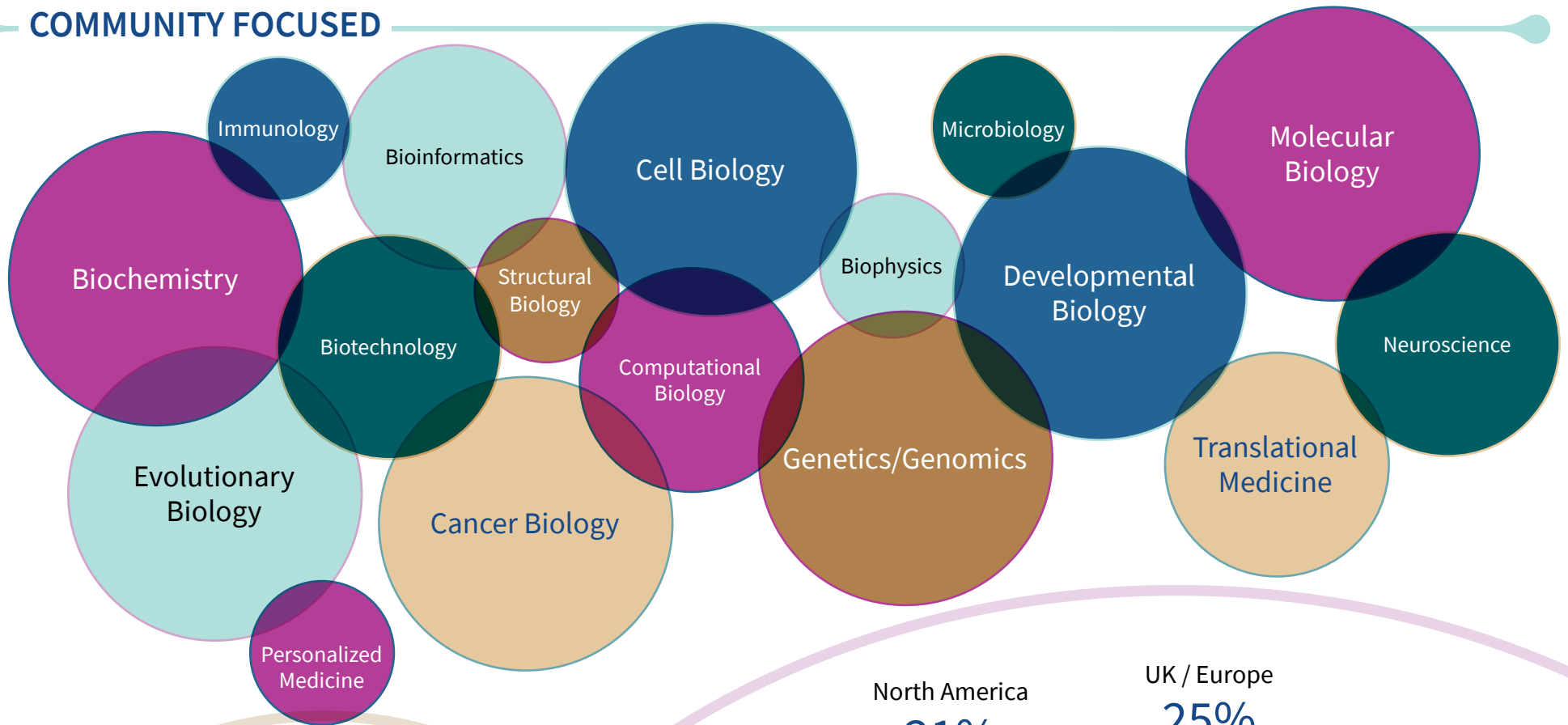
Monthly page views:  
182,294\*

[www.cshprotocols.org](http://www.cshprotocols.org)

- Interdisciplinary journal providing authoritative reviews and step-by-step instructions for established protocols from around the world
- Detailed recipes, cautions, and troubleshooting tips
- Curated by experts in the field
- 3,200 protocols
- Monthly publication
- Online only
- Cell biology
- Developmental biology
- Molecular biology
- Genetics
- Bioinformatics
- Protein science
- Computational biology
- Immunology
- Neuroscience
- Imaging

# Demographics

## COMMUNITY FOCUSED



# Online Opportunities

With more than **5.2 million visitors**, there is no question that the journals of CSHLP are well accessed. Incorporating them into your online marketing mix will provide you with superior visibility to our high-quality, focused research communities in industry, academia, and government.

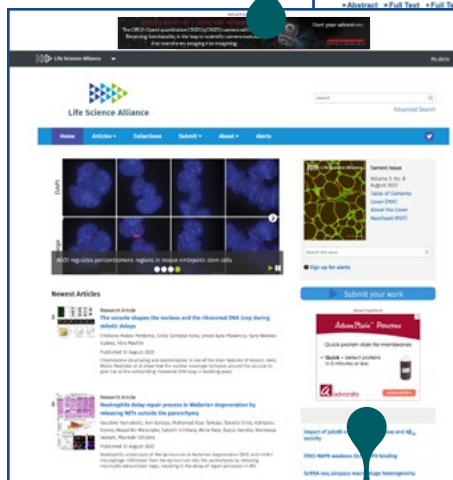
## TOC Page Sponsorship

In this exclusive position, your company banner will remain attached to the table of contents page and will not rotate with any other banners.

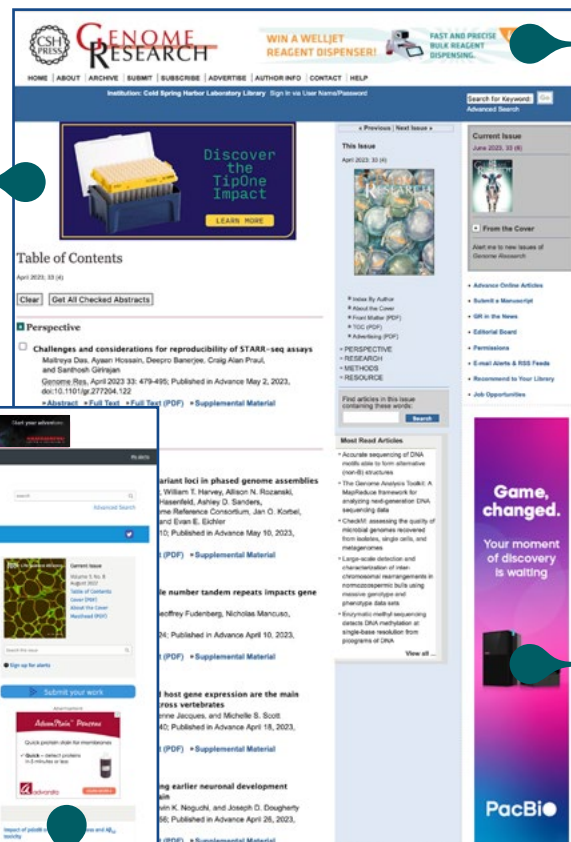
## Banner Ads

Journals TOC page banner:  
400 × 200 pixels

Life Science Alliance  
leaderboard banner:  
728 × 90 pixels



Life Science Alliance square  
banner: 300 × 250 pixels



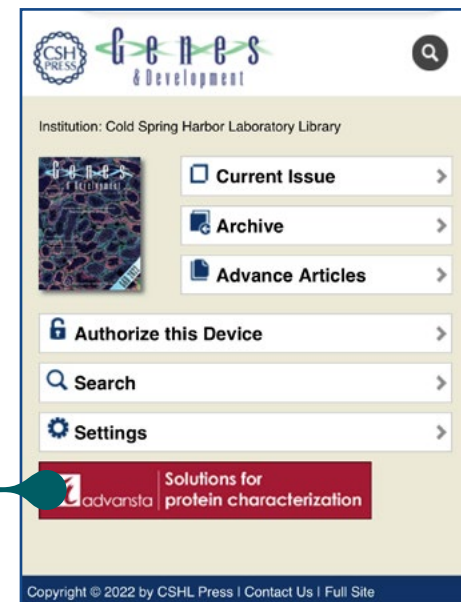
Journals leaderboard  
banner: 468 × 60  
pixels

Journals tower banner:  
160 × 800 pixels

Mobile site banner:  
288 × 50 pixels

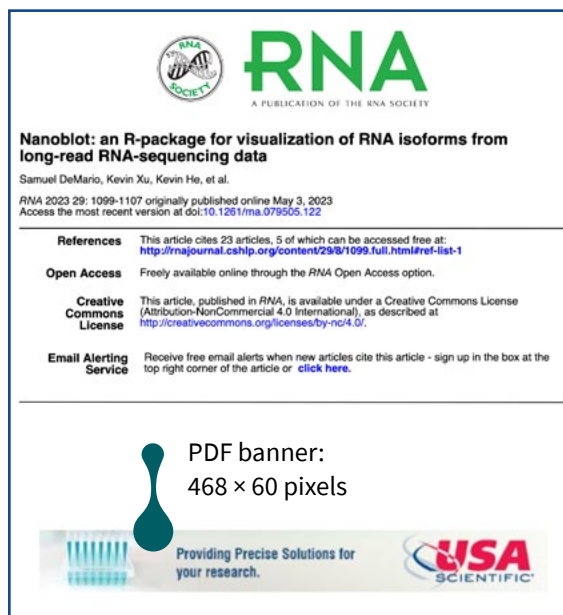
## Collection Sponsorship

You can target a specific subject area in our review journals by sponsoring a specific article or the full collection. Includes banners, PDF sponsorships, and open-access options.





E-Mail alert banner:  
468 × 60 pixels



PDF banner:  
468 × 60 pixels

## Specs

**File format:** GIF or JPEG. Animated GIFs can loop up to four screens.

**File size:** 40 KB (maximum of 70 KB).

**Bit depth:** 5-bit color maximum.

Over 9 Million  
Total Pages  
Accessed in 2023

## E-Mail Alerts

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

- **Monthly Issue Alert:** Mails 1× per month when the current issue posts
- **Special Alerts:** Mails multiple times per month and includes all awareness and publish-ahead-of-print alerts.

Two sponsored message slots per alert. All of our alerts are opt-in and double-qualified.

## PDF Sponsorship

Have your company's brand displayed on EVERY paper in EVERY issue.

- **Genes & Development:** 37 years of issues and over 9,000 papers
- **Genome Research:** 33 years of issues and over 5,700 papers
- **RNA:** 29 years of issues and over 5,000 papers

Expansive  
Reach

# 2024 Meeting Distribution

A well-placed ad can deliver your company message directly into the hands of the top scientists and researchers from around the world.

With a direct connection to the Laboratory, our publications benefit from the **exclusive** distribution that our titles have at all **CSHL meetings**. Global marketing does not get more direct than that.

**EXCLUSIVE  
distribution  
at all CSHL  
meetings**

## March

- Systems Biology: Global Regulation of Gene Expression
- Neuronal Circuits
- Biology & Genomics of Social Insects

## April

- The PARP Family & ADP-ribosylation
- Cell & Membrane Fusion
- Gene Expression & Signaling in the Immune System
- Protein Homeostasis in Health and Disease
- Genome Organization & Nuclear Function

## May

- The Biology of Genomes
- Regulatory & Non-Coding RNAs
- Retroviruses
- 88<sup>th</sup> Symposium: Brain Body Physiology

## August

- Mechanisms & Models of Cancer
- Glia in Health & Disease
- Genome Engineering: CRISPR Frontiers

## September

- Translational Control
- Molecular Mechanisms of Neuronal Connectivity
- Epigenetics & Chromatin
- Mechanisms of Aging
- From Neuroscience to Artificially Intelligent Systems

## October

- Germ Cells
- Transposable Elements
- Single Biomolecules
- Microbiome

## November

- Biological Data Science

## December

- Neurodegenerative Diseases: Biology & Therapeutics
- Development & 3D Modeling of the Human Brain
- ASCB\*

\*Non-CSHL Meeting

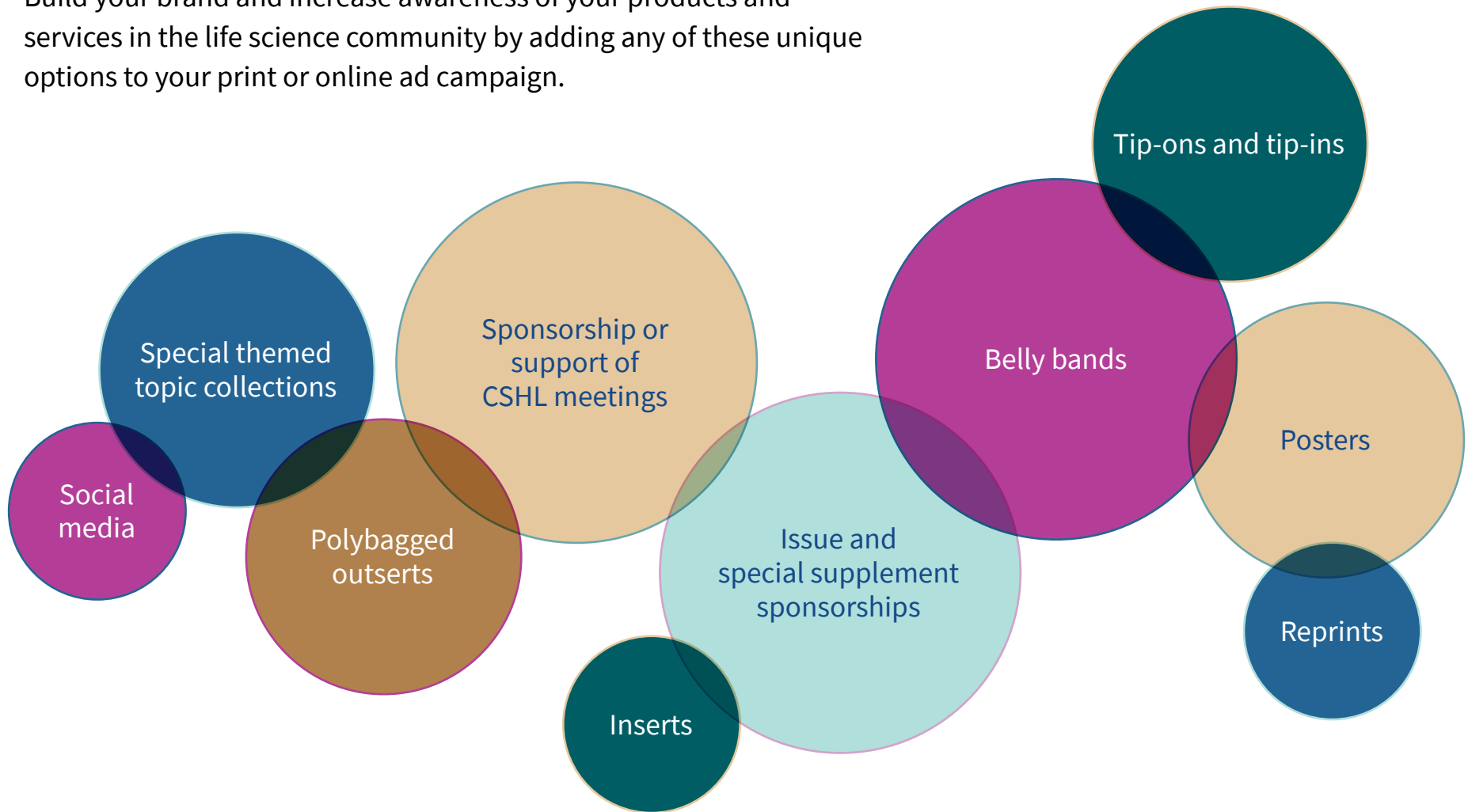


# Strategic Solutions

## BROAD VISIBILITY

Further enhance your visibility with a prominent position in one of our distinguished publications.

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



# Rates

## Research Journals

### Print

- Full Page Color: \$2,500
- Prime Position: \$3,000

### Leaderboard Banner

#### Home Page

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

#### Run of Site

- 1x: \$750
- 6x: \$500
- 12x: \$350

### Tower Banner

#### Home Page

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

#### Run of Site

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

## E-Alerts

### Genes & Development

- Primary: \$850
- 6x: \$650
- 12x: \$450
- Secondary: \$350
- Special Alerts: \$400

### Genome Research

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

### RNA

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

## TOC/PDF Placements

- 1x: \$550
- 6x: \$425
- 12x: \$300

## Review Journals/ Methods

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

## Employment/Meeting Announcements

- \$350

## General Advertising Policies

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

## Cancellation Policy

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

## Short Rates and Rebates

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



# About



**Cold Spring Harbor Laboratory**

## Advancing the frontiers of biology through research & education

Founded in 1890, Cold Spring Harbor Laboratory (CSHL) has shaped contemporary biomedical research and education with programs in cancer, neuroscience, plant biology, and quantitative biology. The Laboratory, a private, not-for-profit institution, has been home to eight Nobel Prize winners. Today, CSHL's multidisciplinary scientific community is more than 600 scientists strong and its Meetings & Courses program hosts more than 12,000 scientists from around the world each year to its Long Island campus and its China center.

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



**Cold Spring Harbor Laboratory Press**


## Creating publications that help scientists succeed

Cold Spring Harbor Laboratory Press is an internationally renowned publisher of books, journals, and electronic media. Since 1933, it has furthered the advance and spread of scientific knowledge in all areas of genetics and molecular biology, including cancer biology, plant science, bioinformatics, and neurobiology.

Whether your aim is to introduce new products, reinforce the utility of existing products, announce a meeting, or fill a position, our publications ensure that your message is reaching a broad forum of scientists in top-notch universities, pharmaceutical companies, and research institutes.

**Marcie Siconolfi**


*Head—Advertising Sales & Special Meeting Sponsorship*

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