



## ASPB ADVERTISING OPPORTUNITIES

The American Society of Plant Biologists (ASPB) is a professional society devoted to the advancement of the plant sciences. The society reaches 40,000 plant scientists through two world class journals, *Plantae* – the only online community for plant scientists, and its conferences and events.

### Mission Statement

ASPB was founded in 1924 to promote the growth and development of plant biology, to encourage and publish research in plant biology, and to promote the interests and growth of plant scientists in general. Over the decades, the Society has evolved and expanded to provide a forum for molecular and cellular biology as well as to serve the basic interests of plant science.

### Quick Facts

- With 3,000 members, ASPB membership spans six continents and includes professionals and trainees working in such diverse areas as academia, government laboratories, and industrial and commercial environments.
- The Society has a large student membership.
- ASPB plays a key role in uniting the international plant science disciplines.
- ASPB members share a common goal of promoting the growth, development, and outreach of plant biology as a pure and applied science.

## PUBLICATIONS

### *Plant Physiology*

Established in 1926, *Plant Physiology* is an international journal devoted to physiology, biochemistry, cellular and molecular biology, genetics, biophysics, and environmental biology of plants. *Plant Physiology* is one of the world's oldest and most well-respected international plant science journals, with the most citations of any journal in the plant sciences.

### Readership

Worldwide readership consists of plant scientists who work in such diverse areas as academia, government laboratories, and industrial and commercial environments. Readers share a common goal of promoting the growth, development, and outreach of plant biology as a pure and applied science.

### Statistics

- Page Views (avg. per month): 1,392,147
- Opt-In mail Subscribers: 10,008
- Five-Year Impact Factor: 7.084
- Editor: Michael Blatt, University of Glasgow
- Online Ads

\*Page Views Include: Home Page, All TOCs, Searches, Abstracts, Full Text, PDFs, and Data Supplements

<http://www.plantphysiol.org/>

## The Plant Cell

*The Plant Cell* publishes novel research of special significance in plant biology, especially in the areas of cellular biology, molecular biology, genetics, development, and evolution. The primary criterion for publication is new insight that is of broad interest to plant biologists, not only to specialists. *The Plant Cell* has one of the highest impact factors of all primary research journals in plant biology.

### Readership

Worldwide readership consists of plant scientists who work in such diverse areas as academia, government laboratories, and industrial and commercial environments. Students are also drawn to the publication. Readers share a common goal of

promoting the growth, development, and outreach of plant biology as a pure and applied science.

### Statistics

- Page Views (avg. per month): 975,247
- Opt-In Email Subscribers: 10,943
- Five-Year Impact Factor: 10.125
- Editor: Sabeeha Merchant, University of California, Los Angeles
- Online Ads

<http://www.plantcell.org/>

## ASPB News

The ASPB News is the Society's popular bimonthly newsletter that reports on Society news as well as public affairs, education, meetings, and people. This member publication reaches over 3,000 individuals in print and online and is a perfect vehicle for high-reach exposure for product, service, and recruitment advertising.

### Readership

Worldwide readership consists of all ASPB members, working in such diverse areas as academia, government laboratories, and industrial and commercial environments. Readers share a common goal of promoting the growth, development, and outreach of plant biology as a pure and applied science.

### Statistics

- Print and Online Circulation: 3,000
- Print Ads

## The Signal

This e-bulletin, the Society's monthly email to all members, includes member updates, meetings and events information, public affairs news, and publications and education highlights. Content keeps members informed and connected.

### Statistics

- Registered Members: 3,000
- Online Ads

## ASPB Website & Blog

ASPB's website has two purposes: to serve content effectively and to provide new tools for member networking, therefore becoming a single source for plant biology communications. The site includes a social networking tool that allows members to maintain a profile, connect with others, and form groups with multiple options such as blogging, forums, and video sharing—truly a benefit for ASPB members. Place your online ad where plant scientists network. Two of the more popular online features—the directory search and blog—bring members back over and over again.

### Statistics

- Page Views (avg. per month): 60,362
- Online Ads

<https://www.aspb.org> and <http://blog.aspb.org>

		1x	3x	6x	12x	Art Deadline
<b><i>Plant Physiology</i></b>						
Banner (728 x 90 pixels)		\$1,299	\$1,170	\$1,040	\$910	7 days prior to insertion
<b><i>The Plant Cell</i></b>						
Banner 728 x 90 pixels		\$1,175	\$1,058	\$940	\$823	7 days prior to insertion
<b><i>ASPB News</i></b>						
Full Page - color		\$1,259	\$1,180	\$1,100		ASPB News is published bimonthly (Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec). Issues close the 5th of the month preceding the odd month of issue (i.e., the Nov/Dec issue closes on October 5).
1/2 Page (horizontal) - color		\$959	\$910	\$860		<i>For print ads and graphics, submit a high-resolution PDF file (at least 300 dpi) with all the fonts embedded.</i>
Cover 4 (half page horizontal, color)		\$1,119	\$1,008	\$896		
<b>Pub Trim</b>	<b>Full Page Ad Bleed</b>	<b>Full Page Ad</b>	<b>Half Horiz. Ad</b>			
8.5x11	7.5x9.5	7.5x9.5	7.5x4.375			
<b><i>the Signal</i></b>						
Banner (300x100 pixels)		\$500				<i>the Signal</i> is sent out the 15th of each month. Ad materials are due by the 1st of the month.
Column (200x250 pixels)		\$333				
<b>ASPB Website &amp; Blog</b>						
Banner (484x153)		\$299	\$270	\$240	\$210	7 days prior to insertion

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