Occupations

- Biochemistry: 74%
- Bioinformatics: 40%
- Biophysics: 21%
- Biotechnology: 37%
- Cancer Biology: 36%
- Cell Biology: 56%
- Developmental Biology: 23%
- Drug Discovery: 15%
- Epigenetics: 15%
- Evolutionary Biology: 30%
- Genomics: 100%
- Immunology: 15%
- Microbiology: 30%
- Molecular Biology: 89%
- Proteomics: 30%
- RNAi and Gene Expression: 54%
- Structural Biology: 27%
- Systems Biology: 20%

About

Cold Spring Harbor Laboratory (CSHL) has shaped contemporary biomedical research and education with programs in cancer, neuroscience, plant biology, and quantitative biology. CSHL is ranked number 1 in the world by Thomson Reuters for impact of its research in molecular biology and genetics. 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 12,500 scientists from around the world each year to its Long Island campus and its China center. Tens of thousands more benefit from the research, reviews, and ideas published in journals and books distributed internationally by CSHL Press.

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

Global Reach & PURCHASING POWER

Purchasing Power

- 85% Lab or Institutional Director
- 12% Principal Investigator
- 3% Senior Scientist
- Other

Geographic Breakdown

North America: 49%
Europe: 29%
ROW: 22%
With more than 6.8 million visitors, there is no question that the journals of CSHL 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.

Banner Ads

Protoctols leaderboard: 300 × 60 pixels

Mobile site banner: 268 × 50 pixels

BioSupplyNet home-page banner: 130 × 139 pixels
PDF Sponsorship
Your banner will appear on the PDF of specific papers or will sponsor all articles in an issue of your choice.

Monthly PDF Downloads* 373,127
- Genes & Development 130,666
- Genome Research 106,089
- RNA 42,197
- Learning & Memory 19,390
- Cold Spring Harbor Molecular Case Studies 942
- Cold Spring Harbor Protocols 18,194
- Cold Spring Harbor Perspectives in Biology 32,788
- Cold Spring Harbor Perspectives in Medicine 13,856

Full Online Issue Sponsorship
Includes special home-page mention as the issue sponsor; exclusive TOC page sponsorship, and all home-page and run-of-site leaderboard and tower-banner positions for a specific issue of choice.

Collection Sponsorship
Cold Spring Harbor Perspectives in Medicine
Cold Spring Harbor Perspectives in Biology
Target a specific subject area by sponsoring a specific article or the full collection. Includes banners, PDF sponsorships, and open-access options.

TOC Page Sponsorship
Your company banner will remain attached to the TOC page of a specific issue for the year.

Monthly TOC Page Downloads* 20,994
- Genes & Development 8,113
- Genome Research 7,416
- RNA 1,393
- Learning & Memory 950
- Cold Spring Harbor Molecular Case Studies 329
- Cold Spring Harbor Protocols 1,236
- Cold Spring Harbor Perspectives in Biology 967
- Cold Spring Harbor Perspectives in Medicine 573

E-Mail ALERTS
Deliver your company's message to your target audience.
Available options:

Regular
Mails 1x per month when the current issue posts

Special
Mails multiple times per month and includes all future, awareness, and publish-ahead-of-print alerts
Two sponsored message slots:
- Primary
- Secondary
All of our alerts are opt-in and double qualified.

Monthly E-Alerts Requested* 103,403
- Genes & Development 41,523
- Genome Research 31,762
- RNA 12,050
- Learning & Memory 11,995
- Cold Spring Harbor Molecular Case Studies 224
- Cold Spring Harbor Protocols 1,828
- Cold Spring Harbor Perspectives in Biology 3,199
- Cold Spring Harbor Perspectives in Medicine 822

*HighWire Data

Additional OPPORTUNITIES
E-Mail alerts
Deliver your company’s message to your target audience. Available options:

Regular
Mails 1x per month when the current issue posts

Special
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*HighWire Data
Display Ad Sizes
- Full page
  - Trim size: 8.5” × 11”
  - Bleed size: 8.75” × 11.25”
  - Live copy size: 8” × 10.5”
  - No bleed: 7.5” × 10”
- Half page vertical: 3.625” × 10”
- Half page horizontal: 7.5” × 4.875”

Please submit your digital advertisement as a high-resolution (press-optimized) PDF file. We also accept TIFF and EPS files. Please do not send ads that are embedded in a text file such as MS Word, Excel, or PowerPoint.

Online Ad Sizes
- Journals leaderboard banner: 468 × 60 pixels
- Journals tower banner: 120 × 600 pixels
- Cold Spring Harbor Protocols leaderboard banner: 300 × 60 pixels
- Cold Spring Harbor Protocols tower banner: 120 × 600 pixels
- BioSupplyNet featured product banner: 130 × 139 pixels
- BioSupplyNet promotional banner: 130 × 180 pixels
- BioSupplyNet tower banner: 120 × 600 pixels
- Mobile site banner: 288 × 50 pixels

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

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 cost. 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.

Agency Discount
Agency commission of 15% to recognized agencies on space, color, and position, if paid within 30 days. Classified ads are not eligible for discount.

Mobile Package
- Go everywhere our readers go! Access our readership on our mobile websites!
- EXCLUSIVE banner placements: $650 for the year per journal
- $4,200 per journal
- $6,000 per journal
- $10,000 per journal — Save OVER 30%

Journals: Print and Online Packages
- Book any 6× print or banner ad at regular price, in any journal, and receive a FREE enhanced listing and featured home-page banner on BioSupplyNet.
- OR
- Book any 12× print or banner ad at regular price, in any journal, and receive all of the above PLUS one month free kit posting on BioSupplyNet.

Methods and Resources Packages
- Book any 6× banner ad at regular price in Cold Spring Harbor Protocols and receive a FREE enhanced listing on BioSupplyNet.
- Book an enhanced listing on BioSupplyNet and receive one free month unlimited kit postings.

E-Alert Packages
- Own ALL regular alerts (12×): $4,200 per journal
- Own ALL special alerts (12×): $2,400 per journal
- Own ALL regular and special alerts (24×): $6,000 per journal

E-Alert Packages
- Own ALL regular and special alerts, primary, and secondary positions (24×): $10,000 per journal — Save OVER 30%

Preferred Packages
Our cost-effective packages are designed to help you get the most out of your budget!

E-Alert Packages
- Own ALL regular alerts (12×):
- Own ALL special alerts (12×):
- Own ALL regular and special alerts (24×):

OR... Create your own package!

Please note: All packages must be prepaid.

Preferred Packages
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OR... Create your own package!

Please note: All packages must be prepaid.
With a direct connection to the Laboratory, the Press, and its publications, your company can benefit from all that the Laboratory has to offer. The most distinct and unique advantage is the exclusive bonus distribution that our titles have at all CSHL meetings and courses.

This exclusivity is something that NO OTHER publication can offer.

A well-placed ad can deliver your company message directly into the hands of the top scientists and researchers in their fields from around the world! Global marketing does not get more direct than that.

**2017 Meetings Schedule**

<table>
<thead>
<tr>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systems Biology: Networks</td>
<td>RNA &amp; Oligonucleotide Therapeutics</td>
<td>Wiring the Brain Cellular Dynamics &amp; Models</td>
<td>The Ubiquitin Family</td>
<td>Fundamental Immunology &amp; Its Therapeutic Potential</td>
<td>STAR Cancer Consortium</td>
<td>Telomeres &amp; Telomerase</td>
<td>The Biology of Genomes</td>
<td>Mechanisms of Metabolic Signaling</td>
<td>Retinoblastoma</td>
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<td>Retinoblastoma</td>
<td>Eukaryotic DNA Replication &amp; Genome Maintenance</td>
<td>Microbial Pathogenesis and Host Response</td>
</tr>
</tbody>
</table>

**Contact Information**

Marcie Siconolfi  
Head—Advertising Sales & Sponsorship  
516-422-4010 siconolf@cshl.edu

Corrisa Farmer  
Advertising Account Manager  
516-422-4011 cfarmer@cshl.edu

**Mailing Address**

Cold Spring Harbor Laboratory  
One Bungtown Road  
Cold Spring Harbor, NY 11724

Cold Spring Harbor Laboratory Press  
500 Sunnyside Boulevard  
Woodbury, NY 11797