



2009 Online Advertising Rates
Science and Medical Publications

Banner Rates & Locations

Banner Type	Exclusive or Rotating	Location	Size	3 Month rate		6 Month rate		12 Month rate	
				Advertiser	Non-Advertiser	Advertiser	Non-Advertiser	Advertiser	Non-Advertiser
Banner 1: Premium Top Banner <i>New!</i>	Exclusive	Top of home page and interior pages	468 x 60	\$3,000	\$4,000	n/a	n/a	n/a	n/a
Banner 2: Home page Box Banner	Rotate with no more than 2 other banners	Journal home page only	140 x 140	\$580	\$1,155	\$825	\$1,650	\$1,430	\$2,860
Banner 3: Home Page Base Banner	Rotate with no more than 2 other banners	Journal home page only	220 x 40	\$580	\$1,155	\$825	\$1,650	\$1,430	\$2,860
Banner 4: Interior Tile Ad	Rotate with no more than 2 other banners	Interior pages, including all PDF views	170 X 60	\$720	\$1,335	\$1,035	\$2,070	\$1,785	\$3,570

Acceptable File Formats: GIF, Animated GIF, JPG, PNG

Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.

These rates are applicable to all science, medicine, and technical journals except:

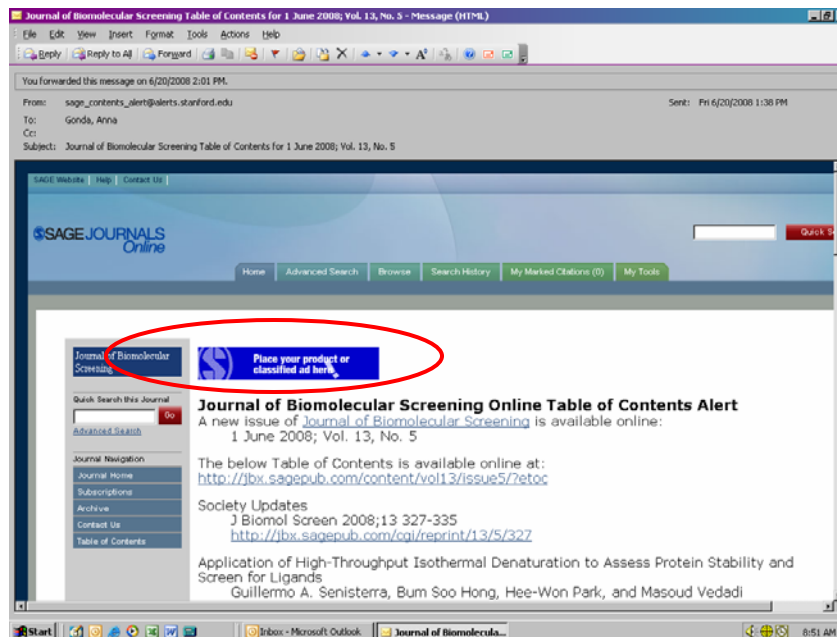
- *American Journal of Sports Medicine* (See specific online rate card)
- *Journal of Biomolecular Screening* (See specific online rate card)
- *Journal of Clinical Pharmacology* (See specific online rate card)
- *Journal of Diagnostic Medical Sonography* (See specific online rate card)

Examples of Banners



E-TOC SPONSORSHIP

Sponsorships are now available. Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Rate is 1x the earned B/W rate. Contact us for more details.



For more information regarding online advertising, please contact that journal's sales representative or contact us at (805) 410-7160, advertising@sagepub.com.