

# STEM CELLS® AlphaMed Press

## Advertising & Sales Office

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## Publisher & Editorial Office

### CO-PUBLISHED BY:

Wiley-Blackwell ~ John Wiley & Sons, Inc.  
111 River Street Hoboken, NJ 07030  
P: 201-748-8895 ~ E: USSALESSUPPORT@WILEY.COM

AlphaMed Press  
318 Blackwell Street, Suite 260 Durham, North Carolina 27701  
P: 919-680-0011 ~ E: STEMCELLS@ALPHAMEDPRESS.COM

## Circulation

**TOTAL CIRCULATION:** 3,000

**CIRCULATION VERIFICATION:** Sworn Statement

**COVERAGE:** United States (49%) and International (51%)

**MARKETS SERVED:** Clinical and basic scientists, gene therapists, cell and molecular biologists, and cell transplanters.

## Editorial Information

**Editor:** Miodrag Stojković  
**Managing Editor:** Ann Murphy  
**Executive Editor:** Martin J. Murphy, Jr.

Stem Cells contains peer-reviewed original articles and invited review articles covering all aspects of stem cells, including hematopoietic stem cell biology and the role of growth factors; translational research in blood and marrow transplantation; ex vivo expansion of PBPC and cord blood; stem cell plasticity; signal transduction in normal and malignant cells; molecular mechanisms of leukemogenesis; endothelial/hematopoietic cell interaction; gene expression and transcription factors.

**Editorial to Advertising Ratio:** Maximum of 20% advertising.

**2009 Impact Factor:** 7.747

## Advertising Information

**EARNED RATES:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**AGENCY COMMISSION:** 15% of gross billing (subject to withdrawal on accounts not paid within 60 days of invoice date)

## ADVERTISING PAGE RATES

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,125	\$1,375	\$850
6x	\$2,060	\$1,345	\$825
12x	\$2,015	\$1,310	\$805
24x	\$1,970	\$1,285	\$790
36x	\$1,920	\$1,250	\$770

**INSERTS:** Four-page or larger insert is black and white earned frequency rate per page, plus 10%.

**OTHER SERVICES AVAILABLE:** Bellybands, outserts, business reply cards, reprints, sponsored subscriptions and online advertising.

## COLOR RATES:

In addition to earned B&W Rate:

Standard: \$520

Matched: \$570

Metallic: \$710

4-Color Process (per page or fraction): \$1,620

5-Color Process (per page or fraction): \$2,095

## COVER & PREFERRED POSITIONS:

In addition to earned B&W Rate (Non-Cancellable):

2nd Cover: 35%

3rd Cover: 25%

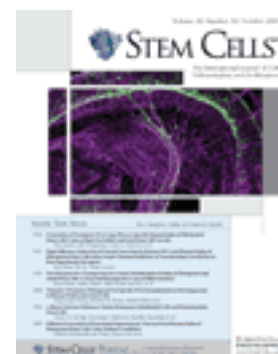
4th Cover: 50%

First Ad: 15%

Opposite Masthead: 15%

Facing First Text: 20%

Opposite Table of Contents: 20%



## Advertising Information (continued)

### ISSUANCE AND CLOSING DATES

Frequency: 12x per year

#### Closing Dates:

Frequency	Ad Placement	Material Due	Mailing Date
January	11/22/10	11/25/10	12/22/10
February	12/22/10	12/25/10	1/24/11
March	1/19/11	1/22/11	2/18/11
April	2/24/11	2/27/11	3/24/11
May	2/23/11	2/26/11	4/22/11
June	4/21/11	4/24/11	5/23/11
July	5/23/11	5/26/11	6/23/11
August	6/21/11	6/24/11	7/22/11
September	7/25/11	7/28/11	8/24/11
October	8/23/11	8/26/11	9/23/11
November	9/22/11	9/25/11	10/24/11
December	10/20/11	10/23/11	11/21/11

**CANCELLATIONS:** If an extension date for material is agreed upon and material is not received by the publisher on the agreed date, the advertiser will be charged for space reserved. If, for any reason, an advertisement is cancelled after the closing date, the advertiser will be charged for the space reserved.

## Mechanical Requirements

**TRIM SIZE:** 8-1/4" x 11"

#### PAGE SIZES, NON-BLEED

	Width	Depth
Spread (facing pages)	15"	10"
Full Page	7"	10"
Half Page (horizontal)	7"	4-7/8"
Half Page (vertical)	3-3/8"	10"
Quarter Page	3-5/8"	4-7/8"

#### PAGE SIZES, BLEED

	Width	Depth
Spread (facing pages)	17"	11-1/8"
Full Page	8-1/2"	11-1/8"
Half Page (horizontal)	8-1/2"	5-9/16"
Half Page (vertical)	4-1/8"	11-1/8"
Quarter Page	4"	5-1/8"

#### SUBMISSION OF ADS:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images)
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Advertising Traffic Coordinator at amadavid@wiley.com prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphic must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)

- Changes or updates made to previously submitted material must be resupplied in full w/ all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

#### PAPER STOCK

- Inside pages: 60 lb. coated.
- Covers: 80 pt. coated two sides.
- Insert stock: 80 lb. minimum- 120 lb. maximum.

#### TYPE OF BINDING: Perfect

#### INSERT REQUIREMENTS:

- All inserts must be submitted to the Publisher for approval of stock and design and other mechanical specifications.
- All inserts must be delivered to the printer in cartons with journal name, quantity, and issue clearly marked.
- Split-run inserts are available with a minimum 25% of circulation.
- Advertisements can be converted to inserts by the printer. The Publisher can provide costs upon request.
- Two-page: 8 3/8" x 11 1/8" bleed is same size
- Four-page: 16 3/4" x 11 1/8" bleed is same size

#### REPRODUCTION REQUIREMENTS

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

#### CONTACTS:

##### Ship all Advertising Material to:

Wiley Blackwell  
 Attn: Amanda Davis  
 Stem Cells, Vol \_\_\_\_, Issue \_\_\_\_  
 111 River Street  
 Hoboken, NJ 07030  
 E: amadavis@wiley.com

##### Ask publisher for Insert shipping address.

##### Send Bind-in Inserts to:

Ho Printing Singapore Pte Ltd  
 Attn: Eddie Lim  
 Stem Cells, Vol \_\_\_\_, Issue \_\_\_\_ Name of Advertiser \_\_\_\_  
 31 Changi South Street 1 Changi  
 South Industrial Estate  
 Singapore 486769  
 P: (65) 6542-9322