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. 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 Banbury Center, the DNA Learning Centers, and CSHL Press.

Cold Spring Harbor Laboratory Press is so much more than a publishing house. The publications of CSHL Press are used and valued throughout the world, a reminder that the Laboratory has a special place in the landscape of international science. Nowhere else combines research excellence with professional education of the nature and quality that Cold Spring Harbor offers. CSHL Press research and review journals, handbooks, manuals, monographs, histories, biographies, and textbooks are a vital part of the manner through which the Laboratory connects with the worldwide scientific community.

The assortment of journals published by CSHL Press covers the complete spectrum of biological sciences. 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.

Global Reach & PURCHASING POWER

About

Cold Spring Harbor Laboratory

Occupations

Biochemistry
Bioinformatics
Biophysics
Biotechnology
Cancer Biology
Cell Biology
Developmental Biology
Drug Discovery
Epigenetics
Evolutionary Biology
Genomics
Immunology
Microbiology
Molecular Biology
Proteomics
RNAi and Gene Expression
Structural Biology
Systems Biology

Global Reach & PURCHASING POWER

Purchasing Power

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

Other

Global Reach

North America
49%
Europe
29%
ROW
22%
With more than 6.8 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.

Banner Ads

- Journals leaderboard: 468 × 60 pixels
- Protocols leaderboard: 300 × 60 pixels
- Mobile site banner: 288 × 50 pixels

BioSupplyNet

www.biosupplynet.com

- Industry standard in bioscience directories
- Designed to assist scientists and researchers in finding and obtaining the products that they need, quickly and easily
- Hosts more than 6,500 participating companies and more than 20,000 products and services
- Listing your company provides additional traffic to your website, qualified sales leads, and increased consumer awareness of your products and brand

Journals lower: 120 × 600 pixels

BioSupplyNet home-page banner: 130 × 139 pixels

Methods & RESOURCES

Cold Spring Harbor Protocols

www.cshprotocols.org

- Monthly online methods journal
- Fully searchable database
- 3,000 protocols posted
- Cutting-edge and classic protocols from laboratories around the world
- Interactive resource presents step-by-step instructions for experimental procedures with detailed recipes, cautions, and troubleshooting tips

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Monthly Visits* 564,810

- Genes & Development 184,969
- Genome Research 124,341
- RNA 31,683
- Learning & Memory 26,273
- Cold Spring Harbor Molecular Case Studies 1,879
- Cold Spring Harbor Protocols 110,525
- Cold Spring Harbor Perspectives in Biology 59,030
- Cold Spring Harbor Perspectives in Medicine 24,256
- BioSupplyNet 1,854

Monthly Page Views* 1,041,131

- Genes & Development 342,930
- Genome Research 242,814
- RNA 65,260
- Learning & Memory 47,025
- Cold Spring Harbor Molecular Case Studies 4,989
- Cold Spring Harbor Protocols 184,026
- Cold Spring Harbor Perspectives in Biology 107,968
- Cold Spring Harbor Perspectives in Medicine 40,811
- BioSupplyNet 5,308

Monthly Unique Visitors* 349,150

- Genes & Development 100,913
- Genome Research 71,858
- RNA 17,793
- Learning & Memory 17,798
- Cold Spring Harbor Molecular Case Studies 1,120
- Cold Spring Harbor Protocols 75,719
- Cold Spring Harbor Perspectives in Biology 43,011
- Cold Spring Harbor Perspectives in Medicine 19,252
- BioSupplyNet 1,686

12,493,572 TOTAL PAGES ACCESSED in 2016*
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
- Genes & Development: 373,127
- Genome Research: 106,089
- RNA: 42,197
- Learning & Memory: 19,395
- 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-off-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
- Genes & Development: 20,994
- Genome Research: 6,130
- 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 1× 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
- Genes & Development: 103,403
- Genome Research: 31,763
- 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
**Research Journals**

**Leaderboard Banner**
- **Home Page**
  - 1×: $1,000 net per month
  - 6×: $750 net per month
  - 12×: $500 net per month
- **Run of Site**
  - 1×: $750 net per month
  - 6×: $500 net per month
  - 12×: $350 net per month

**Tower Banner**
- **Home Page**
  - 1×: $1,500 net per month
  - 6×: $1,200 net per month
  - 12×: $750 net per month
- **Run of Site**
  - 1×: $1,000 net per month
  - 6×: $750 net per month
  - 12×: $500 net per month

**Methods and Resources**

**Cold Spring Harbor Protocols**
- **Half-year sponsorship**: $3,500 net
- **Full-year sponsorship**: $6,000 net

**BioSupplyNet**
- **Enhanced listing**: $650 net per year
- **Home-page banners**: Call for pricing
- **Kit postings**: $400 unlimited per month

**Genome Research**
- **Primary**: $750 net per month
- **6×**: $650 net per month
- **12×**: $500 net per month
- **Secondary**: $300 net per month
- **Special Alerts**: $400 net per month

**RNA**
- **Primary**: $600 net per month
- **6×**: $500 net per month
- **12×**: $400 net per month
- **Secondary**: $260 net per month
- **Special Alerts**: $400 net per month

**Cold Spring Harbor Protocols**
- **$400 net per month**

**E-Alerts**

**Genes & Development**
- **Primary**: $850 net per e-TOC
- **6×**: $650 net per e-TOC
- **24×**: $450 net per e-TOC
- **Secondary**: $300 net per e-TOC
- **Special Alerts**: $400 net per month

**Genome Research**
- **Primary**: $750 net per month
- **6×**: $650 net per month
- **12×**: $500 net per month
- **Secondary**: $300 net per month
- **Special Alerts**: $400 net per month

**RNA**
- **Primary**: $600 net per month
- **6×**: $500 net per month
- **12×**: $400 net per month
- **Secondary**: $260 net per month
- **Special Alerts**: $400 net per month

**Cold Spring Harbor Perspectives in Biology/Medicine**
- **Half-year sponsorship**: $3,500 net
- **Full-year sponsorship**: $6,000 net

**BiosupplyNet**
- **Enhanced listing**: $650 net per year
- **Home-page banners**: Call for pricing
- **Kit postings**: $400 unlimited per month

**Additional Online Opportunities**
- **Call for pricing!**

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**Print Rates**

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<tr>
<td>Genes &amp; Development</td>
<td>$1,650</td>
<td>$1,465</td>
<td>$2,190</td>
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<tr>
<td>Genome Research</td>
<td>$4,350</td>
<td>$2,760</td>
<td>$4,950</td>
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<td>RNA</td>
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**Employment/Meeting Announcements**

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Display Ad Sizes
- Full page
  - Trim size: 8.5" × 11"
  - Bleed size: 8.75" × 11.25"
  - Live copy size: 8" × 10.5"
  - Half page vertical: 3.625" × 10""
**2017 Meetings Schedule**

**March**
- Systems Biology: Networks
- FNA & Oligonucleotide Therapeutics

**April**
- Wiring the Brain
- Cellular Dynamics & Models
- The Ubiquitin Family
- Fundamental Immunology & Its Therapeutic Potential
- AACR

**May**
- Star Cancer Consortium
- Telomeres & Telomerase
- The Biology of Genomes
- Mechanisms of Metabolic Signaling
- Retinoviruses
- 82nd Symposium: Safeguarding the Genome

**June**
- Genome Engineering: The CRISPR/Cas Revolution

**July**
- Cell Death
- Eukaryotic mRNA Processing
- Mechanisms of Eukaryotic Transcription

**August**
- Eukaryotic DNA Replication & Genome Maintenance
- Microbial Pathogenesis and Host Response
- Annexins
- Stem Cell Biology

**September**
- ASCB

**October**
- Neurobiology of Drosophila
- Biology of Cancer: Microenvironment & Metastasis
- ASM2

**November**
- Genome Informatics
- Single-Cell Analyses
- The Stats Family in Health & Disease
- Plant Genomes & Biotechnology: From Genes to Networks

**December**
- ASGB

**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

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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.