



PLOS

PUBLIC LIBRARY of SCIENCE
www.plos.org

Media Kit 2011–2012

Accelerated
Progress

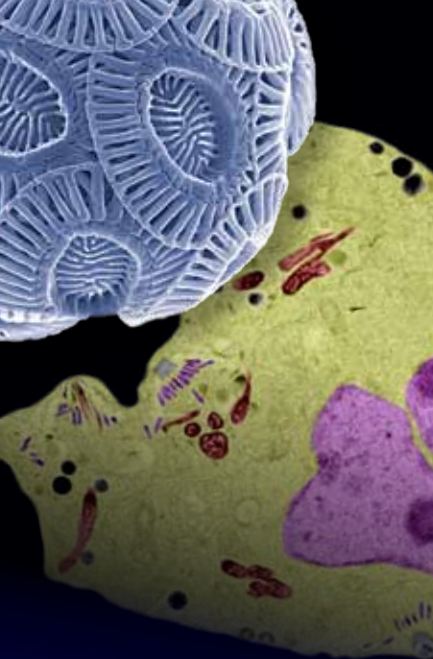
Collaborative
Discussions

OPEN  ACCESS

Rapid
Publication

The Future of Scientific Publishing





Client List

Addgene
Agilent
Affymetrix
Applied Biosystems by Life Technologies
Beijing Genomics Institute (BGI)
BIOBASE
BioData
BioEdit
BioMed Central (Faculty of 1000)
Bio-Rad
Biosearch Technologies
Calouste Gulbenkian Foundation
Cell Biosciences
Cell Signaling Technology
CLC Bio
Dana-Farber Cancer Institute
Epitomics
European Science Foundation
European Vaccine Initiative
Euroscience Open Forum
Exiqon
FEI
Finnzymes
Gene Tools
GenoLogics
Harvard University
Hewlett-Packard
IDT
Illumina
Ingenuity Systems
Invitrogen by Life Technologies
J. Craig Venter Institute
KeraFAST
LEAP Technologies
Leica
Microway
MP Biomedicals
NanoString Technologies
National Institutes of Health (NIH)
New England Biolabs
NVIDIA
Ocimum Biosolutions
Open Biosystems
OpenHelix
Origene
Oxford Gene Technology
Premier Biosoft
Promega
Roche Diagnostics
Roche GMBH
Roche NimbleGen
Second Genome
Sequenom
Sigma-Aldrich
Smithsonian Institution
SwitchGear Genomics
The Bill and Melinda Gates Foundation
Thermo Fisher Scientific
University of California
USB Corporation
World Health Organization
World One Research

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Advertiser Testimonial

PLoS corrected an imbalance that has existed in the scientific research community for decades – the creation of barriers to the sharing of research results. Through an open access model, PLoS has stimulated research and turned science and medicine into a public resource. FEI Life Sciences is proud to have a long-standing relationship with PLoS. PLoS provides access to an international research community so that we can communicate the value of FEI's biological imaging solutions. The best and brightest minds publish in PLoS, and those are the ones FEI is looking to partner with.



Bob Snyder, Ph.D.
FEI Life Sciences



Letter from our Director of Marketing

Why book advertising with PLoS and why do it now?

Dear Advertisers,

Open Access and the Internet have forever changed the way that researchers communicate.

As the first and best in market, PLoS provides a rapidly growing audience of highly engaged decision-makers for your message. There's never been a better time to get your brand on board with us.

- **Exploding ad impressions** – *PLoS ONE* has 3.8 million ad impressions per month; up from 1.4 million last year
- **The most popular brand** – *PLoS ONE* is the world's largest journal and crossed the 20,000 article publishing threshold in May 2011
- **Award winning** – *PLoS ONE* is a "SPARC Innovator" and winner of the "ALPSP Award for Publishing Innovation"
- **Leader of the pack** – we bring the best social media advances (user commenting and ratings, article statistics, Facebook, and Twitter) to our products
- **Nobel Prize winners publish with PLoS** – there's no single greater indication of the importance of Open Access (see the testimonial on the right)

Contact us to find out what we can do for your brand. We look forward to welcoming you to the future of science publishing.

Best regards,



Liz Allen
Director of Marketing and Business Development

Co-Recipient of the 2009
Nobel Prize in Physiology
or Medicine on why he
chooses PLoS:

*"I like PLoS because it
provides fast, open access
publication after rapid
and unbiased review."*

Jack W. Szostak, Ph.D.

Investigator
Howard Hughes Medical Institute

Professor
Department of Genetics
Harvard Medical School

Alex. A. Rich Distinguished Investigator
Department of Molecular Biology
Massachusetts General Hospital





A Little History

- 2000** PLoS conceived by co-founders (Nobel laureate Harold Varmus and academics Mike Eisen and Pat Brown)
- 2003** Launch of *PLoS Biology*
- 2006** *PLoS ONE* becomes seventh product launch
- 2010** Now we have 7 peer-reviewed journals, a blogs network (PLoS Blogs), a platform for the very rapid publication of peer-reviewed results (PLoS Currents), and a site that aggregates research in different fields (PLoS Hubs)
- 2011** *PLoS ONE* publishes its 20,000th article!

Cool Accolades



PLoS ONE – SPARC Innovator (June 2011)

From the Scholarly Publishing and Academic Resources Coalition (SPARC) for "blazing a new trail in open-access journals, inspiring broader change in scholarly publishing, and thriving along the way."



PLoS ONE – Award for Publishing Innovation (September 2009)

From the Association of Learned and Professional Society Publishing (ALPSP) for combining "the traditional values of the journal with innovative online features to create an inclusive and efficient publication channel. It is bold and successful and shaping the future of publishing."



PLoS was named in the "Scientific American 50" for Creative Paths to Open Access. "Patrick O. Brown and Michael B. Eisen have served as effective champions for the burgeoning open-access movement in fundamental research."



PLoS won the Wired Rave Award "For cracking the spine of the science cartel."



Everything we publish is freely accessible online, for you to use (with attribution). No permission required.

Audience Stats

	Ad Impressions*	Increase from 2010
 <p>www.plosone.org An interactive journal for all peer-reviewed scientific and medical research.</p> <p><i>PLoS ONE</i> – Top 10 Research Areas**</p> <ul style="list-style-type: none"> • Genetics and Genomics (5,258) • Cell Biology (4,210) • Biochemistry (3,637) • Infectious Diseases (3,588) • Neuroscience (3,539) • Molecular Biology (2,851) • Immunology (2,801) • Microbiology (2,515) • Computational Biology (2,510) • Evolutionary Biology (2,187) 	3,759,285	153%
 <p>www.plosbiology.org Works of exceptional significance in all areas of biological science, from molecules to ecosystems.</p>	544,092	35%
 <p>www.plosgenetics.org Reflects the full breadth and interdisciplinary nature of genetics and genomics research.</p>	433,417	106%
 <p>www.plosmedicine.org Important original research and analysis relevant to human health.</p>	414,500	75%
 <p>www.ploscompbiol.org Understanding of living systems at all scales through the application of computational methods.</p>	316,751	51%
 <p>www.plospathogens.org Research that contributes to our understanding of pathogens and their host interactions.</p>	296,261	74%
 <p>www.plosntds.org The first open-access journal dedicated to the world's most neglected diseases.</p>	131,147	73%
<p>*For a one-month period provided by OpenX (July 2011) **As of August 2, 2011 (articles may appear in >1 research area)</p>		

73% authorize or recommend products and services for their lab

66% have up to \$1000/year budgeted for lab equipment

60% use PCR/RT-PCR

51% use Microscopy

40% use Antibody-based technologies

56% use Bioinformatics and Image Analysis

65% are influenced by brand reputation

54% are somewhat or strongly influenced by web ads from a trusted source

(Data from the PLoS User Survey from August 2010 with over 1000 responses)

Advertising Opportunities

Banner	Dimensions	Journal Locations	Net CPM
Skyscraper	120x600	Homepage, browse-by-publication date, browse-by-subject pages	\$40
Horizontal Banner	468x60	Homepage, article, table of contents, search, browse-by-publication date, browse-by-subject pages	\$30
Email Content Alert Banner	600x60	Above the journal header on our opt-in content alerts	\$40

Technical Specifications

File Weight Maximum:

- 30k (jpg/gif/png)
- 50k (swf)

Animated Banners:

- Available on PLoS journal websites only (not Email Content Alerts)
- Ads may loop once, then stop (max. of 15 sec. and 18 frames/sec.); *PLoS ONE* allows looping (please contact Patric Donaghy)
- Only one product/job/event announcement per banner permitted
- Provide a separate static gif (as some browsers/devices do not support animation)
- **For Flash banners:** We recommend that clicks be tracked by clickTAG; please refer to: http://www.adobe.com/resources/richmedia/tracking/designers_guide/

1pt Rule Border: Ads with a background matching the page background require a 1pt rule border in a different color

- 468x60 Horizontal Banner is on black background
- 120x600 Skyscraper is on a white background
- 600x60 Email Content Alert Banner is on a white background

Minimum Resolution of 72 dpi

Audio is not permitted

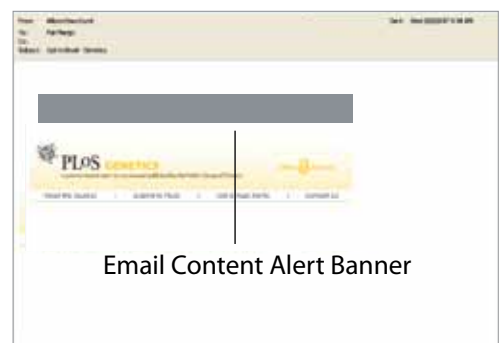
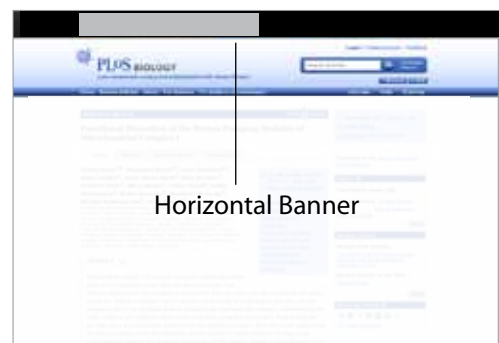
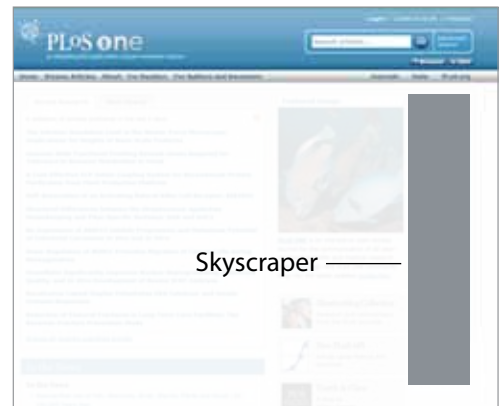
Alt Text will display when banner is loading (please supply)

Ad Placements, Art Deadlines, and Replacements

Ad Placements begin on either the 1st or 16th of the month

Art Deadlines are 2 weeks prior to Ad Placement start date. Artwork received after the deadline may delay placement until the next Ad Placement period

Advertisers with multiple-month bookings may replace banners once per month, according to their Ad Placement start date (1st or 16th of the month) and corresponding Art Deadline



General Information

Requirements for Acceptance of Advertising

All advertising is subject to the publisher's approval. *PLoS Medicine* does not accept advertising for pharmaceutical products, medical devices, or tobacco. PLoS will consider ads for open-access journals that use full OA (CC-BY) licenses. The advertiser and/or its advertising agency agrees to indemnify and hold harmless Public Library of Science and its employees and agents for any liability and costs, including but not limited to reasonable attorney's fees incurred in connection with any third-party claim arising out of the appearance of the ad. Public Library of Science reserves the right to remove any ad which is inaccurate, misleading, defamatory, or otherwise contrary to the rights of Public Library of Science or third parties.

Terms of Payment

All terms, net 30 days from the end of each month's advertising run. We have a number of USD payment options available for our clients' convenience, including wire transfer, check, and credit card. Clients must clear previous PLoS advertising debt before new campaigns can begin. Publisher reserves the discretionary right to seek partial advance payment. Cancellation of advertising must be in writing. Advertisers are liable for payment for insertions canceled after materials close (based on date of receipt of written notice by publisher). Advertisers canceling contracts will be invoiced at earned rate for space already used. The publisher reserves the right to pass through charges for additional preparation, typesetting, etc. that may be required.

Image Credits

Cover:

Denis Headon. *PLoS Biology*. 2011. 9(3).
Alison R. Taylor et al. *PLoS Biology*. 2011. 9(6).
Boaz Harel. *PLoS Biology*. 2005. 3(8).
Bin Ni et al. *PLoS Biology*. 2006. 4(8).
Rachel Santarella-Mellwig et al. *PLoS Biology*. 2010. 8(1).
Magali Michaut et al. *PLoS Computational Biology*. 2011. 7(2).
Hermann Cuntz et al. *PLoS Computational Biology*. 2010. 6(8).
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Ankit Patel et al. *PLoS Computational Biology*. 2009. 5(6).
Filippo Castiglione et al. *PLoS Computational Biology*. 2010. 6(12).
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Jeroen Bussmann et al. *PLoS Genetics*. 2007. 3(8).
Ryan S. Noyce et al. *PLoS Pathogens*. 2011. 7(8).
Joel Bower. 2011.

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Page 3:

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Paul N. Newton et al. *PLoS Medicine*. 2008. 5(2).
James J. Collins III et al. *PLoS Neglected Tropical Diseases*. 2011. 5(3).



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