



PLOS

MEDIA KIT 2020

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PLOS uses PubGrade Advertising Solutions to offer our clients state-of-the art online advertising, including granular contextual targeting and superior reporting. We deliver banners in the context of relevant research articles only – making the best use of your budget.

Before the campaign: You tell us about the products, services, content you want to promote. We identify relevant keywords within scientific articles most likely read by your potential customers. PubGrade contextual targeting allows you to use any amount of keywords, phrases or scientific concepts (Methods, Techniques, Genes/Proteins etc.) and combine them using Boolean logic to deliver your message next to the most relevant scientific articles only. Keywords can be modified according to your feedback and we will share data about potential campaign reach with you prior to campaign start.

Effective Non-Viral Delivery of siRNA to Acute Myeloid Leukemia Cells with Lipid-Substituted Polyethyleneim...
Breanne Landry, Hamidreza Montazeri Alatabadi, Anuja Samuel, Hital Gul-Uludağ, Xiaoyan Jiang, Otaf Kutsch, Hasan Uludağ

2.2 Cell Models and Culture

The cell lines THP-1, KG-1 and HL-60 cells used as the AML models were obtained from the American Type Culture Collection (Manassas, VA). THP-1 and KG-1 cell were maintained in RPMI medium and HL-60 cells were maintained in DMEM Low Glucose medium. All containing 10% FBS (heat inactivated at 56°C for 30 min) and 1% penicillin/streptomycin under normal conditions (37°C, 5% CO₂ under humidified atmosphere). The cells were maintained at concentrations between 0.1 × 10⁶ and 4 × 10⁶ cells/ml (modified by hepatocytoma cell counts) and by weekly passage by dilution after removing the spent medium with centrifugation at 600 rpm (72 g) for 5 min. To obtain Green Fluorescent Protein expressing THP-1 cells, a retroviral vector expressing enhanced GFP (EGFP) was generated by cloning EGFP into pMSCV-puro (Invitrogen). The murine stem cell virus-based vector was chosen as it provides relatively stable long-term expression of the transgene and is less prone to transcriptional shutdown in THP-1 cells than other retroviral vector systems tested. To generate retroviral particles, pMSCV-EGFP was transfected into 293T cells with Fugene HD (Gibco). Cells were provided in trans and VSV-G was utilized as viral coat protein. Retroviral supernatants were harvested 24 h post transfection and used to transduce THP-1 cells. The cells were then selected using puromycin and further enriched for EGFP expression using fluorescence activated cell sorting. The resulting GFP-expressing THP-1 cells were cultured as above.

2.3 Synthesis of Lipid-Substituted Polymers

The PEI2 polymers substituted with lipids (caprylic acid, CA, palmitic acid, PA, oleic acid, OA, linoleic acid, LA, stearic acid, SA, myristic acid, MA) were prepared in house, where the synthesis and characterization have been previously described [37], [38]. Briefly, a 2 kDa PEI solution (50% in water) was first purified by freeze-drying. Commercially available lipid chlorides (CA, PA, OA, LA, SA and MA) were then substituted by N-acylation of PEI onto the amine groups by addition of the lipid chlorides to 100 mg of PEI in DMSO for 24 h at ambient temperature under argon. To produce a range of substitution levels for each lipid, four different feed ratios were utilized (lipid:polymer = 0.012, 0.066, 0.1 and 0.2) and the polymers were precipitated and washed with excess ethyl ether. The lipid-substituted polymers were dried

NOTE: Highlighting for illustrative purposes only.

During the campaign: You receive detailed monthly PDF reporting going beyond general metrics for non-contextual ad service. Optionally, you can gain direct access to real-time campaign metrics through our Campaign Monitoring service. Besides the transparency we aim to create, this allows you to analyze your campaigns and optimize them to achieve superior results.

Reach your target audience, no matter if you are targeting a small niche area or want to create awareness among a larger audience. Contact us to find out more.

“I am very happy with the results on our end, we saw users requesting samples at a higher rate than many other campaigns we have tried previously.”

-Matt Lowrey / Mirus Bio LLC

PLOS 2020 Advertising Opportunities

Format	Dimensions	Locations	Background Color
Leaderboard	728x90	All journal pages	Dark Gray
Skyscraper	160x600	Article pages	White
eTOC Alert	728x90	Above the journal header	White

Contact your sales representative for CPM rates

Technical Specifications and Guidelines

File Types	Maximum Weight	Minimum Resolution
JPG, GIF and PNG	100K	72dpi
HTML5	200K	72dpi

1-POINT BORDER: Ads with a background matching the page background require a 1-point border in a contrasting color

ALT TEXT: Provide short copy to display when the ad loads. Example: "Brought to you by COMPANY NAME"

AUDIO: Not permitted

HTML5-BASED ADS:

- **Placement:** Available on PLOS journal websites only (not on eTOC Alerts)
- **One message per banner:** Only one product/job/event announcement per banner permitted
- **Looping:** With the exception of *PLOS ONE* placements, all ads may loop once, at a maximum of 15 seconds and 18 frames/second; *PLOS ONE* allows looping
- **Accompanying static file:** Per UAP guidelines, provide a static version of the ad (JPG, GIF or PNG) as a backup file for browsers or devices that don't support animation

ART DEADLINES: Seven (7) days prior to start date

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

All advertising is subject to PLOS' approval. PLOS Medicine does not accept advertising for pharmaceutical products, medical devices or tobacco products. The advertiser and its advertising agency agree to indemnify and hold harmless PLOS and its employees and agents for any liability, claims, suits, damages, costs, settlements and reasonable attorney's fees incurred in connection with any third-party claim arising out of advertisement placed by or on behalf of the advertising party. PLOS reserves the right to remove any ad it deems is or may be inaccurate, misleading, defamatory or otherwise contrary to the rights of PLOS 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 the earned rate for space already used. The publisher reserves the right to pass through charges for additional preparation, design, etc., that may be required.

The PLOS suite of influential Open Access journals attract the world's top minds.

Connect with the right readers, around the globe.

Monthly Average Page Views*

Monthly Average Ad Impressions*

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As the world's first *megajournal,* **PLOS ONE** was founded with the conviction that to accelerate the pace of science and increase its value, a journal needs to be both open and inclusive. Inclusive in scope, article type, research area and measure of impact.

5.5M+

12.5M+

PLOS Genetics plosgenetics.org

By publishing outstanding original contributions in all areas of biology, **PLOS Genetics** reflects the full breadth, interdisciplinary nature and impact of genetics and genomics research on science and medicine.

280K+

630K+

PLOS Pathogens plospathogens.org

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740K+

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620K+

PLOS Computational Biology ploscompbiol.org

By making connections through the application of computational methods among disparate areas of biology, **PLOS Computational Biology** provides substantial new insight into living systems at all scales, from nano to the macro and across multiple disciplines.

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600K+

PLOS Neglected Tropical Diseases plosntds.org

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210K+

440K+

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