



The **American Society for Microbiology (ASM)** is the oldest and largest single life science membership organization in the world. Membership has grown from 59 scientists in 1899 to more than 32,000 members today, with more than one third located outside the United States.

The mission of the ASM is to advance the microbiological sciences as a vehicle for understanding life processes and to apply and communicate this knowledge for the improvement of health and environmental and economic well-being worldwide. ASM Journals continue to advance the life sciences by disseminating top fundamental and applied research to scientists around the globe.

Table of Contents

ASM Journals	1
Website advertising	2
ASM Journals	2
ASM Science	2
Email advertising.....	3
ASM Journals.....	3
Advertising Policies.....	4

Contacts

Publishing office
 American Society for Microbiology
 1752 N Street, NW
 Washington, DC 20036
 (202) 737-3600
www.asm.org

Advertising sales office
 The Walchli Tauber Group, Inc.
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015
 Tel (443) 512-8899
 Fax (443) 512-8909
www.wt-group.com

Kelley Russell
 National Advertising Sales Manager
 (214) 704-4628
kelley.russell@wt-group.com



There are now 13 unique journals to target advertising to the largest single life science membership in the world...

ASM journals are the most prominent publications in the field, delivering up-to-date and authoritative coverage of both basic and clinical microbiology.

With over 90 years of experience, ASM journals continue to be an authoritative source for the latest in microbiology research.

ASM reserves the right to approve all ad creatives which will run on any ASM websites and emails. ASM reserves the right to reject any creative that does not follow ASM's specifications.

Antimicrobial Agents and Chemotherapy (AAC) features interdisciplinary studies that build our understanding of the underlying mechanisms and therapeutic applications of antimicrobial and antiparasitic agents and chemotherapy. AAC is a key resource for microbiologists, pharmaceutical researchers, biochemists, pharmacologists, clinicians and other infectious disease practitioners.

Applied and Environmental Microbiology (AEM) publishes papers that make significant contributions to the following fields: applied microbiology, including biotechnology, protein engineering, bioremediation, and food microbiology; microbial ecology, including environmental, organismic, and genomic microbiology; interdisciplinary microbiology, including invertebrate microbiology, plant microbiology, aquatic microbiology and geomicrobiology.

Clinical Microbiology Reviews (CMR) analyzes the latest developments in clinical microbiology and immunology. Clinical and medical microbiologists, immunologists, epidemiologists, pathologists, public health workers, and infectious disease workers all turn to the journal to discover not only the current state of knowledge in the field, but also balanced, thought-provoking perspectives on controversial issues.

Infection and Immunity (IAI) reports key discoveries that help microbiologists, immunologists, epidemiologists, pathologists and clinicians to gain new insights into the underlying mechanisms of host-pathogen interactions and develop novel strategies to prevent or treat infectious diseases. Specific areas of interest include mechanisms of molecular pathogenesis, virulence factors, cellular microbiology, experimental models of infection, host resistance or susceptibility, and the generation of innate and adaptive immune responses.

Journal of Bacteriology (JB) publishes research articles that probe fundamental processes in bacteria, archaea and their viruses, and the molecular mechanisms by which they interact with each other and with their hosts and their environments.

Journal of Clinical Microbiology (JCM) publishes the most current research related to the laboratory diagnosis of human and animal infections and the role of the laboratory in both the management of infectious diseases and the elucidation of the epidemiology of infections.

Journal of Virology (JVI) explores the nature of the viruses of animals, archaea, bacteria, fungi, plants, and protozoa, reporting important new discoveries and pointing to new directions in research. Among the key issues investigated are virus structure and assembly, viral genome replication and regulation of gene expression, genetic diversity and evolution, virus-cell interactions, cellular responses to infection, transformation and oncogenesis, gene delivery, viral pathogenesis and immunity, and vaccines and antiviral agents.

mBio is ASM's broad-scope, open-access journal. The journal focuses on publishing cutting-edge research across all major areas of the microbial sciences, including virology, bacteriology, parasitology, mycology, and allied fields, which may include immunology, ecology, population biology, computational biology, anti-infectives and vaccines, and public health.

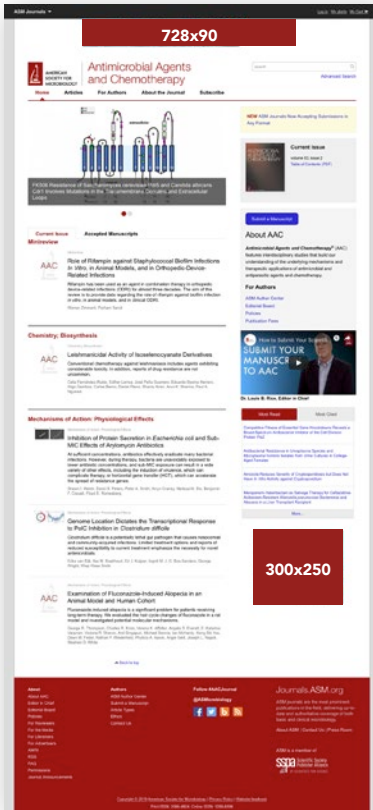
Microbiology and Molecular Biology Reviews (MMBR) keeps researchers current with the latest developments in microbiology as well as related fields such as immunology and molecular and cellular biology. Review articles enable both specialists and nonspecialists to build an understanding of bacteria, viruses, parasites, fungi, and other higher eukaryotes.

Microbiology Resource Announcements (MRA) is a fully open access journal that publishes articles announcing the availability of any microbiological resource deposited in a repository available to the community. In addition to genome sequences of prokaryotic and eukaryotic microbes and viruses in public databases, MRA considers metagenomics sequences, amplicon sequence collections, metabolomics data, proteome data, culture collections, mutant libraries, plasmids and other genetic constructs, and publicly available databases and software.

Molecular and Cellular Biology (MCB) showcases significant discoveries in cellular morphology and function, genome organization, regulation of genetic expression, morphogenesis, and somatic cell genetics. The journal also examines viral systems, publishing papers that emphasize their impact on the cell.

mSphere is a multidisciplinary open access journal that focuses on rapid publication of fundamental contributions to our understanding of microbiology. Its scope reflects the immense range of fields within the microbial sciences, creating new opportunities for researchers to share findings that are transforming our understanding of human, animal, and plant health and disease, ecosystems, neuroscience, energy production, climate change, evolution, biogeochemical cycling, and food and drug production.

mSystems is a multidisciplinary open-access journal publishing preeminent work that achieves insights into metabolic and regulatory systems at the scale of both the single cell and microbial communities. The scope of *mSystems*[™] encompasses all important biological and biochemical findings in microbial systems biology, including those drawn from analyses of large data sets, as well as new technical and computational methodologies for deriving these insights.



The family of **ASM Journal websites** offer access to ASM's global audience, reaching hundreds of thousands of visitors each month. Journal readers continuously rely on ASM to publish the leading research in microbiology. Premium positioning guarantees maximum impact.

Journal website	URL	Monthly impressions	U.S.-only impressions
AAC website	aac.asm.org	450,000	150,000
AEM website	aem.asm.org	700,000	200,000
CMR website	cmr.asm.org	250,000	80,000
IAI website	iai.asm.org	200,000	70,000
JB website	jb.asm.org	350,000	120,000
JCM website	jcm.asm.org	550,000	180,000
JVI website	jvi.asm.org	500,000	160,000
mBio website	mbio.asm.org	250,000	90,000
MMBR website	mmb.asm.org	100,000	30,000
MRA website	mra.asm.org	50,000	20,000
MCB website	mcb.asm.org	200,000	70,000
mSphere website	msphere.asm.org	30,000	20,000
mSystems website	msystems.asm.org	30,000	15,000

RUN OF SITE (ROS) WEB SITE RATES

All impressions and costs listed are for one website placement. Contact sales representative for run-of-network frequency discounts.

Impressions	Cost
Less than 25,000	\$55 CPM
25,000-50,000	\$50 CPM
50,000-75,000	\$45 CPM
More than 75,000	\$40 CPM

INTERNATIONAL (EX-U.S.) WEB SITE RATES

Contact sales representative if interested in an ex-U.S. campaign.

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
320x50 pixels	100 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.



The **ASM Science website** provides our membership a platform that allows them to search, browse, and discover hundreds of books that ASM publishes by internationally renowned authors and editors with expertise in a broad range of microbiology disciplines. Through ASMScience.org researchers can access to the most comprehensive, authoritative microbial sciences resources. ASM's 250+ peer-reviewed reference books, textbooks, and state-of-the-art reviews are guaranteed to exceed researcher's needs.

Impressions: 200,000 (80,000 U.S.-only) per month

RUN OF SITE (ROS) WEB SITE RATES

Top 300x250	\$90 CPM
Bottom 300x250	\$90 CPM

MECHANICAL SPECIFICATIONS

300x250 pixels	200 KB limit
----------------	--------------

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. For complete specs, view our [online ad spec sheet](#) or contact the production manager.



The **ASM Journal websites** offer access to ASM's global audience, reaching hundreds of thousands of visitors each month. Journal readers continuously rely on ASM to publish the leading research in microbiology. Premium positioning guarantees maximum impact.

Journal email	Sends per issue	Frequency
AAC eTOC alert	11,450	Monthly
AEM eTOC alert	12,306	Twice-monthly
CMR eTOC alert	12,033	Quarterly
IAI eTOC alert	11,159	Monthly
JB eTOC alert	12,646	Twice-monthly
JCM eTOC alert	12,649	Monthly
JVI eTOC alert	11,059	Twice-monthly
mBio eTOC alert	24,405	Bi-monthly
MMBR eTOC alert	16,091	Quarterly
MRA eTOC alert	13,685	Weekly
MCB eTOC alert	12,840	Twice-monthly
mSphere eTOC alert	26,100	Bi-monthly
mSystems eTOC alert	24,715	Bi-monthly

RUN OF SITE (ROS) WEB SITE RATES

All impressions and costs listed are for one email placement. Contact sales representative for frequency discounts.

Placement	Cost
728x90 pixels	\$1,000 net/per month

MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
---------------	-------------

REQUIRED FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

CLOSING DATES

Contracts due two weeks prior to email send date, materials due one week prior to email send date.

Journal	January	February	March	April	May	June	July	August	September	October	November	December
AAC	12/21	1/25	2/23	3/27	4/26	5/25	6/26	7/27	8/27	9/24	10/24	11/26
AEM	12/6	1/5	2/5	3/8	4/5	5/8	6/7	7/6	8/8	9/6	10/5	11/6
	12/19	1/22	2/20	3/22	4/20	5/21	6/21	7/23	8/22	9/20	10/19	11/19
CMR	12/11	—	—	3/12	—	—	6/11	—	—	9/10	—	—
IAI	12/8	1/10	2/8	3/13	4/12	5/11	6/12	7/12	8/13	9/12	10/11	11/9
	11/22	12/29	1/29	3/1	3/29	4/30	5/31	6/28	8/1	8/29	9/28	10/26
JB	12/11	1/12	2/13	3/15	4/13	5/15	6/14	7/16	8/15	9/13	10/12	11/13
JCM	12/13	1/12	2/12	3/15	4/16	5/16	6/14	7/17	8/16	9/14	10/16	11/14
	12/5	1/5	2/1	3/5	4/4	5/3	6/4	7/6	8/7	8/31	10/2	11/1
JVI	12/19	1/19	2/14	3/19	4/18	5/17	6/20	7/20	8/20	9/17	10/18	11/14
mBio	12/17	—	2/26	—	4/23	—	6/25	—	8/24	—	10/29	—
MMBR	—	—	2/5	—	—	5/7	—	—	8/6	—	—	11/5
MRA	Sent weekly on Thursdays.											
	12/1	1/4	2/1	3/6	4/5	5/4	6/5	7/5	8/6	9/5	10/3	11/2
MCB	12/18	1/18	2/15	3/20	4/19	5/17	6/19	7/19	8/17	9/19	10/18	11/15
mSphere	—	2/16	—	4/16	—	6/18	—	8/20	—	10/22	—	12/13
mSystems	—	2/15	—	4/13	—	6/15	—	8/17	—	10/19	—	12/13

ASM Member Data

JOB ACTIVITY		DEGREE	
Research	58%	PhD	54%
Teaching	14%	BABS	16%
Diagnosis & Testing	11%	MA/MS	14%
Clinical Practice	6%	MD	12%
Administration	5%	Other	4%
Product Development/Quality Control	2%		
Consulting	2%		
Other	3%		

Advertising Policies

Acceptance of Advertising

ASM reserves the right to approve all ad creatives which will run on any ASM websites and emails. ASM reserves the right to reject any creative that does not follow ASM's specifications.

Agency/Advertiser Requirements

No contract will be held without a signed insertion order. Orders must include the flight dates and special instructions.

All contracts are non-cancellable unless FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

Earned Rate Discount

Frequency rates are based on insertion orders submitted. If the submitted rate is not attained within the calendar year, clients will be re-rated to the frequency rate which has been attained. Clients will be required to remit the difference within 30 days of receipt of invoice.

There are no rebates should a greater frequency rate be attained over what has been contracted, credit will only be given on future advertising placed.



The Walchli Tauber Group, Inc.

The Walchli Tauber Group is a successful publisher's representation firm that specializes in collaborating with scientific and medical societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse medical offerings provide a unique benefit to all of our partners.

Partnerships

Our publishing partners include some of the most influential medical societies and medical publishers in the world.



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®



American Urological Association



AMERICAN SOCIETY FOR MICROBIOLOGY



American Association of Neurological Surgeons



Meetings

WTG handles a full portfolio of advertising for the most prestigious medical conferences, meetings, and symposia.

