

# Molecular Cancer Therapeutics

## General Information

### ISSUANCE:

Frequency: Monthly  
Mail class, mailing cover: periodicals class mail; in wrappers.

ESTABLISHED: 2001

### ORGANIZATIONAL AFFILIATION:

American Association for Cancer Research, Inc.

### SUBSCRIPTION DATA:

Rates: Individual, Non-member: \$135.00;  
outside U.S.: \$185.00.

Institutional: Please contact the AACR  
subscription office at (860) 350-0041.

### REQUIREMENTS FOR ACCEPTANCE

#### OF ADVERTISING:

Subject to approval by Editor. New copy to be received by the publisher two weeks before closing date.

### PLACEMENT POLICY FOR ADVERTISING:

Advertising precedes and follows editorial section.

### SERVICES TO ADVERTISERS:

Direct all inquiries concerning availability of mailing list and commercial reprints to the Publisher.

### EDITOR-IN-CHIEF:

Daniel D. Von Hoff, M.D., Director, Arizona Cancer Center, Tucson, AZ 85724-5024

## Circulation

CIRCULATION 2,930\*

### TERRITORIAL DISTRIBUTION:

U.S.: 54%  
International: 46%

**2007 Impact Factor:** 4.850

## Rates

### CLOSING DATES FOR 2009:

*Molecular Cancer Therapeutics* is published on the first of every month. Closing dates for space reservations are four weeks in advance of the publication date. Closing dates for ad material are three weeks in advance of the publication date.

Cancellations cannot be accepted later than one week after space reservation date.

Publication set copy and material for ads on Covers 2, 3, and 4 due on closing date for space.

### GENERAL ADVERTISING RATES:

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$805	\$555	\$425
3 Times	790	545	415
6 Times	765	525	410
12 Times	730	515	390
24 Times	715	490	385

### EARNED RATES:

Based upon accumulated space during 12-month period. Upon request, parent company and subsidiaries are combined for accounting of earned rate. Ad units run in *Clinical Cancer Research*; *Cancer Research*; *Molecular Cancer Research*; *Cancer Epidemiology, Biomarkers & Prevention*; *Molecular Cancer Therapeutics*; *Cancer Prevention Research*; or the *Annual Meeting Program* during a 12-month period may be applied to the advertiser's earned frequency for each journal.

### COLOR RATES:

2-Color per page: \$500.00  
3-Color & 4-Color per page: \$945.00

### TYPESETTING CHARGES:

1 Page: \$200.00  
1/2 Page: \$150.00  
1/4 Page: \$120.00

\*Some members receive journals as electronic-only subscriptions.

Rate information continued on back.

## Editorial Focus:

*Molecular Cancer Therapeutics* highlights the development of therapeutics that target specific molecules, a field that is leading to sweeping advances in the treatment and prevention of cancer.

*Molecular Cancer Therapeutics* is the only journal that brings together studies in molecular targets, molecular and cellular cancer pharmacology, cancer chemistry, drug discovery, and bioinformatics.

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## INSERTS:

2-page insert: 2 times earned B&W page rate.

4-page insert: 4 times earned B&W page rate.

Back-up rates per page: one-half earned B&W rate.

Larger units, gate-folds, tip-ins, die cuts: rates upon request.

Special handling charges, etc., for unusual insert handling: rates upon request.

Business reply cards: earned B&W rate.

Larger size business reply cards: 2 times earned B&W rate.

## COVER AND PREFERRED POSITION RATES:

(Non-cancellable)

2nd and 3rd cover: earned rate plus 25%.

4th cover: earned rate plus 50%.

Page facing table of contents: earned rate plus 25%.

## SPECIAL POSITIONING:

Rates upon request for unusual positioning.

## BILLING:

Terms: Net 30.

Vendor: American Association for Cancer Research, Philadelphia, PA

## AGENCY COMMISSION:

15%. Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

## Mechanical Requirements

UNIT SIZES:	Non-Bleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full Page	7"	10"	8-3/8"	11-3/16"
1/2 Page Horizontal	7"	5"	8-3/8"	5-7/16"
1/2 Page Vertical	3-1/2"	10"	4-1/16"	11-3/16"
1/4 Page	3-1/2"	5"	—	—

## TRIM SIZE:

Journal trims 3/16" off top, 1/8" bottom, gutter, and outside edge.

Final trim size of publication is 8-1/8" x 10-7/8".

Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/8" should be allowed for the bind.

## HALFTONE SCREEN:

Covers, inside, 4-color process: 133-150 line screen.

## REPRODUCTION REQUIREMENTS:

PDF format is the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly. For full instructions on creating a PDF file visit: [www.cadmusknowledgeworks.com/ads/pdf\\_instructions/setup.asp](http://www.cadmusknowledgeworks.com/ads/pdf_instructions/setup.asp)

- PDF file saved on a CD-ROM.
- All High-resolution images and fonts must be included in the PDF file.
- Only use Type 1 Fonts - No TrueType fonts.

- Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 266 and 400 dpi.
- Total area density should not exceed SWOP 300% TAC
- Do not embed ICC profiles within images. Do not use RGB or JPEG images. Do not nest EPS files within other EPS files.

## PAPER STOCK:

Inside pages: 50 lb. coated offset.

Covers: 80 lb.; 4th cover: flood gloss varnish.

4-color process: 50 lb. coated offset.

TYPE OF BINDING: Perfect.

## INSERT REQUIREMENTS:

Sizes: 2 page insert – 8-3/8" x 11-3/16"

4 page insert – 8-3/8" x 11-3/16"

Larger sizes upon request.

Inserts to be supplied folded.

Trimming: 3/16" off top, 1/8" bottom, gutter, and outside edge; margin for live matter 1/2" inside all edges of untrimmed insert.

Stock and Quantity: Consult Elizabeth Thomas, Cadmus Professional Communications, (800) 257-7792.

Copy Clearance: All inserts subject to approval by Editor.

Copy should be supplied to Publisher prior to printing inserts. Allow three weeks for approval.

## BUSINESS REPLY CARD REQUIREMENTS:

A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page.

Please check with Elizabeth Thomas, Cadmus Professional Communications, (800) 257-7792 for minimum and maximum sizes, paper stock, and binding requirements.

## DISPOSITION OF REPRODUCTION MATERIAL:

Destroyed after one year.

## ADDRESSES FOR MAILING AND SHIPPING:

For contracts, insertion orders, and other instructions:

M. J. Mrvica Associates, Inc., 2 West Taunton Avenue, Berlin, NJ 08009

For publication set copy, offset material, and color proofs:

Susan Moore, American Association for Cancer Research, 615 Chestnut Street, 17th Floor, Philadelphia, PA 19106-4404

For inserts: *Molecular Cancer Therapeutics*, c/o Cadmus

Professional Communications, 500 Cadmus Lane, Easton, MD 21601

## PUBLISHER:

American Association for Cancer Research, Inc.  
615 Chestnut Street, 17th Floor  
Philadelphia, PA 19106-4404

## ADVERTISING REPRESENTATIVE:

M.J. Mrvica Associates, Inc.  
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