



Stem Cells

Stem Cells contains peer-reviewed original articles and invited review articles covering all aspects of stem cells, including hematopoietic stem cell biology and the role of growth factors; translational research in blood and marrow transplantation; ex vivo expansion of PBPC and cord blood; stem cell plasticity; signal transduction in normal and malignant cells; molecular mechanisms of leukemogenesis; endothelial-hematopoietic cell interaction; gene expression and transcription factors.

Advertising & Sales Office

Joseph Tomaszewski, Senior Account Manager – Life Sciences
P: 908-514-0776 ~ E: jtomaszews@wiley.com

Kristin McCarthy, Account Manager – Classified Advertising
P: 978-609-4215 ~ E: kmccarthy@wiley.com

Dave Surdel, Director – Reprint Sales, Americas
P: 781-388-8343 ~ E: commercialprints@wiley.com

For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com

Publisher & Editorial Office

Co-published by: Wiley

111 River Street, Hoboken, NJ 07030
P: 201-748-8895 ~ E: ussalesupport@wiley.com

Thomas Pierson: Journal Publishing Manager

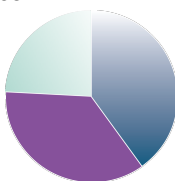
AlphaMed Press

318 Blackwell Street, Suite 260, Durham, NC 27701
P: 919-680-0011 ~ E: stemcells@alphamedpress.com

Circulation

Total Circulation: 3,000
Coverage: International (51%)

Americas: 40%
APAC: 36%
EMEA: 24%



Markets Served: Clinical and basic scientists, gene therapists, cell and molecular biologists, and cell transplanters

Editorial Information

Editor: Jan A. Nolte

Managing Editor: Ann Murphy

Executive Editor: Martin J. Murphy, Jr.

2015 Impact Factor: 5.902

ISI Journal Citation Reports® Ranking 2015: 3/21 (Cell and Tissue Engineering); 8/70 (Hematology); 14/161 (Biotechnology and Applied Microbiology); 24/213 (Oncology); 34/187 (Cell Biology)

Editorial to Advertising Ratio: Maximum of 20% advertising

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Advertising Incentive Programs: Please contact your Advertising Sales Representative to inquire about any available Advertising Incentive Programs, customized media programs, or additional special offers from Wiley.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,367	\$1,532	\$950
6x	\$2,295	\$1,498	\$920
12x	\$2,244	\$1,458	\$896
24x	\$2,194	\$1,432	\$881
36x	\$2,139	\$1,393	\$858

Color Rates (in addition to earned B&W rate):

Standard	\$562
Matched	\$617
Metallic	\$768
4-color process (per page or fraction)	\$1,752
5-color process (per page or fraction)	\$2,266

Cover and Preferred Position (in addition to earned B&W rate):

2nd Cover	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Masthead:	15%
Facing First Text	20%
Opposite Table of Contents	20%

Positions available on a non-cancelable basis.

Classified Rates: Rates are determined using the black and white earned rate per number of insert pages.

Inserts: Rates are determined using the black and white earned rate per number of insert pages.

Other services: Bellybands, outserts, business reply cards, reprints, sponsored subscriptions, and online advertising.

Cover and Preferred Position: In addition to earned B&W rate (non-cancelable):



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Issuance & Closing Dates

Frequency: 12x per year

Mailing Dates: Approximately the 15th of every month

Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January 2017	12/8/16	12/16/16	12/20/16
February 2017	1/11/17	1/20/17	1/24/17
March 2017	2/8/17	2/16/17	2/21/17
April 2017	3/13/17	3/21/17	3/23/17
May 2017	4/12/17	4/20/17	4/24/17
June 2017	5/10/17	5/18/17	5/22/17
July 2017	6/9/17	6/19/17	6/21/17
August 2017	7/13/17	7/21/17	7/25/17
September 2017	8/10/17	8/18/17	8/22/17
October 2017	9/12/17	9/20/17	9/22/17
November 2017	10/12/17	10/20/17	10/24/17
December 2017	11/8/17	11/16/17	11/20/17

Cancellations: If an extension date for material is agreed upon and material is not received by the publisher on the agreed date, the advertiser will be charged for space reserved. If, for any reason, an advertisement is cancelled after the closing date, the advertiser will be charged for the space reserved.

Mechanical Requirements

Trim Size: 8 ¼" x 11"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3 ½"	10"
1/2 page horizontal	7"	5"
1/4 page	3 ½"	5"

Page Sizes, Bleed	Width	Depth
Spread (facing pages)	17"	11 ⅛"
Full page	8 ½"	11 ⅛"
1/2 page vertical	4 ⅛"	11 ⅛"
1/2 page horizontal	8 ½"	5 9/16"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact advertising traffic coordinator at amadavid@wiley.com.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include ⅛" bleed.



- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, match-print, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- Multi-page inserts are to be furnished folded (Three samples).
- All inserts must be delivered to the printer in cartons with journal name, quantity, and issue clearly marked.
- Split-run inserts are available with a minimum 25% of circulation.
- Advertisements can be converted to inserts by the printer. The publisher can provide costs upon request.
- Two-page: 8 ⅜" x 11 ⅛" bleed is same size
- Four-page: 16 ¾" x 11 ⅛" bleed is same size

Paper Stock

- Inside pages: 60 lb. coated
- Covers: 80 pt. C2S
- Insert stock: 80 lb. minimum – 120 lb. maximum

Type of Binding: Perfect. Publication jogs to the head.

Contacts

Ship all advertising material and two insert examples to:

Wiley

Attn: Joe Troiano, Advertising Specialist
 STEM, Vol ____, Issue ____
 350 Main Street, Malden, MA 02148-5018
 P: 781-388-8365 ~ E: jtroiano@wiley.com

Ship Bind-in inserts to:

COS Printers, LTD.

Attn: Faithe Ng
 STEM, Volume ____, Issue ____
 9 Kian Teck Crescent, Jurong, Singapore 628867

Ship all bellybands, cover tips, and loose inserts to:

Singapore Post Limited (VAS)

c/o Tien Wah Press (Pte) Limited
 STEM, Volume ____, Issue ____
 4 Pandan Crescent, Singapore 128475
 P: 6771 8556 ~ F: 6771-8503

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