



# Current Protocols

The Fine Art of Experimentation

## 2012 Media Kit

Bioinformatics  
Cell Biology  
Chemical Biology  
Cytometry  
Essential Laboratory Techniques  
Human Genetics  
Immunology  
Magnetic Resonance Imaging  
Microbiology  
Molecular Biology  
**NEW** Mouse Biology  
Neuroscience  
Nucleic Acid Chemistry  
Pharmacology  
Protein Science  
Stem Cell Biology  
Toxicology



- 14,000 **peer-reviewed, regularly updated** laboratory procedures
- Cutting-edge protocols developed by **leading research scientists**
- Indexed in **PubMed and Scopus**

# Reach life science researchers as they access up-to-date, authoritative, easy-to-follow laboratory protocols

*Current Protocols* has been the leading source of laboratory protocols for over 20 years and now comprises more than 14,000 techniques and procedures across 17 titles.

## Peer-reviewed

Selected and reviewed in depth by editorial boards consisting of distinguished life sciences researchers, *Current Protocols* techniques are rigorously edited by a scientifically qualified in-house staff. All techniques are indexed in PubMed and Scopus.

## Up-to-date

*Current Protocols* content is regularly revised and updated with new material, ensuring that all titles present the latest developments in their fields.

## Clear, thorough, easy to use

Combining a high level of detail with straightforward, step-by-step presentation, *Current Protocols* procedures are further explained in helpful annotations, as well as in commentaries that include critical parameters and troubleshooting tips.

## Accessible and immediate: [currentprotocols.com](http://currentprotocols.com)

Designed following extensive consultation with practicing researchers, [currentprotocols.com](http://currentprotocols.com) provides instant, easy access to protocol abstracts, material lists, and more, while linking to full-text content hosted on Wiley Online Library.

## Enhanced

[Currentprotocols.com](http://Currentprotocols.com) features tools, calculators, videos, and webinars to help researchers both in the lab and beyond the bench.

## Mobile

Top *Current Protocols* lab calculator apps are now available on iTunes.



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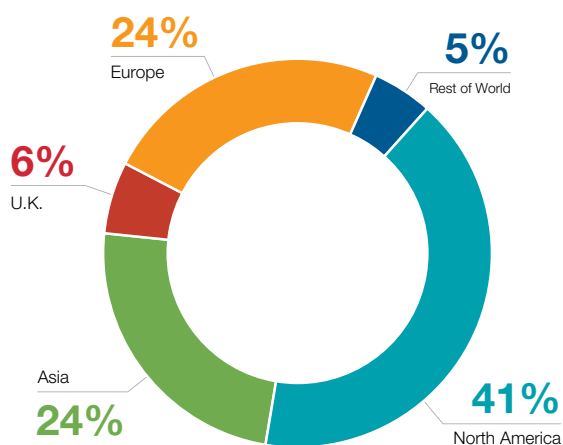


# Currentprotocols.com User Analysis

Currentprotocols.com serves as an indispensable resource to scientists and researchers in the life sciences. The site was launched in April 2009, and offers users a variety of features beyond the already often-accessed protocols—some of the most popular areas on the site include tools and calculators that were developed to assist researchers in the lab.

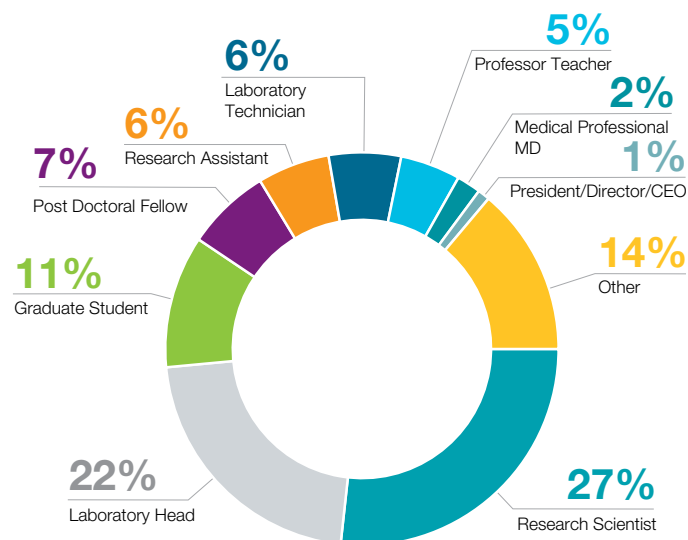
Currentprotocols.com reaches an international audience, averaging 83,500 unique visitors and 232,000 pageviews per month. During the academic year, the site exceeds these averages, reinforcing the fact that institutional researchers rely on Current Protocols as an essential resource in their work.

## Regional Breakdown



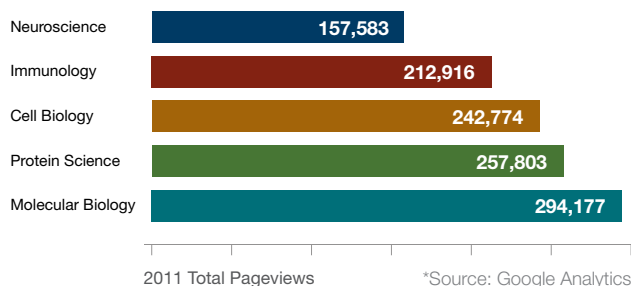
\*Source: Google Analytics

## Current Protocols User Profile



Current Protocols users make and influence decisions about products and services needed in the lab and have budgets for consumables (reagents, biological materials, and small labware), lab equipment, and automation.

## Popular Subject Areas



\*Source: Google Analytics

Users of Current Protocols procedures are **active laboratory researchers** in the academic, industrial, and government sectors.

69% of our users **specify, recommend or influence** purchases of laboratory equipment, materials, and/or services.

23% of our users are **directly responsible** for purchases made by their laboratory.

\* Source: Publisher's Survey

## Research Areas Covered by Current Protocols

- Bioinformatics
- Cell Biology
- Cell Culture
- Chemical Biology
- Cytometry
- Gene Expression
- Genetics and Genomics
- Imaging and Microscopy
- Immunology
- Intermolecular Interactions
- Laboratory Organisms and Animal Models
- Magnetic Resonance Imaging
- Microbiology
- Molecular Biology
- Mouse Biology
- Neuroscience
- Nucleic Acid Chemistry
- Pharmacology and Drug Discovery
- Protein Production, Purification, and Analysis
- Proteomics
- RNA
- Safety
- Stem Cells
- Structural Analysis of Biomolecules
- Supporting Lab Techniques
- Toxicology

# Testimonials

## From 2011 Author Survey

“...the series is head and shoulders above any comparable resource—and this is what made the difference for us.”

“Provides an excellent collection of established protocols.”

“I started my personal subscription to the CPI shortly after it was released, when I was a student and the Internet (even e-mail) was not so widely used.... I still think that this is a great publication and I always recommend browsing to the junior people in my lab.”

“It remains a fundamental reference for lab life!”

## From Letters to the LSTRC, NIH

“This compendium of methods and overviews is unrivaled in quality, both in terms of the authors and in the multi-tiered editing process. It is a unique and highly valuable resource...”

[Joseph T. Coyle, M.D.](#)

Eben S. Draper Professor of Psychiatry and Neuroscience  
Harvard Medical School

“On a practical level...serves both the novice and seasoned researcher by providing detailed and authoritative experimental protocols...”

[Michael F. Jarvis, Ph.D.](#)

Volwiler Research Fellow Associate Director, Neuroscience Research  
Global Pharmaceutical Research and Development  
Abbott Laboratories

## Notable Contributors

In addition to our renowned editorial boards, contributors to the Current Protocols series number over 4000 scientist worldwide, including:

- David Baulcombe
- A.L. Burlingame
- Thomas R. Cech
- Fred Gage
- Shinya Inouye
- David Ledbetter
- Lance Liotta
- Craig C. Mello
- Harvey Motulsky
- Garry Nolan
- Sten Orrenius
- Howard Shapiro
- Paul Tempst
- Thomas Tuschl
- Stanley Tabor



# Advertising Opportunities

## Banner Advertising

Current Protocols users come to currentprotocols.com knowing that they will find meticulously reviewed and edited protocols within their research areas. Your message can be made available across the whole site or can be targeted to users in a particular field.

## Rates

Banner format	Size (pixels)	CPM*
Leaderboard	728 x 90	\$45.00
Featurebox	300 x 250	\$40.00

\* Cost per 1,000 impressions

## New Protocol Email Alerts

Current Protocols New Protocol Alerts are dispatched each month to over 2,500 regular Current Protocols users who have signed up to receive monthly e-alerts.

## Rates

Format	Size (pixels)	Cost per month
New Protocol e-Alert	300 x 250	\$975



# Webinar Sponsorship

## About Current Protocols

Currentprotocols.com provides life scientists with instant access to over 14,000 peer-reviewed research techniques and procedures, along with detailed lists of the reagents and equipment needed to perform them. Featuring additional tools, mobile apps, videos and other features, the website attracts thousands of life scientists daily.

### Current Protocols Webinar Features

- Multimedia content including slides, live or pre-recorded audio, and more
- Editorial or sponsor-driven subject matter
- Panel of experts and moderator
- Expert scientists recruited to speak from Current Protocols' extensive network of expert authors and editors
- Live event plus hosted archive for indefinite referral
- Custom branding
- Company- or product-specific information

### Pre- and Post-Presentation Deliverables

- Assistance with choosing a topic that will attract your target audience
- Email invitations to Wiley readership and authors
- Advertising on selected internal and external websites
- Promotion via email newsletters
- Print advertising in relevant journals
- All qualified leads generated from user registration to view the webinar
- Extended ROI with on-demand availability

### Why host a webinar?

Hosting a webinar gives you access to a targeted audience within the scientific community, while enabling you to showcase your company and/or products, build brand recognition, and earn confidence from co-branding with Current Protocols.

### Testimonials From Past Sponsors

"Thanks so much for an excellent event! Two of our technical support team members were gushing over the webinar and gave both presenters rave reviews."

"I think the ultimate gauge of success is the very high percentage of viewers who remained until the very end."

*-Elizabeth Guiney  
Sr. Marketing Programs Manager  
Thermo Fisher Scientific*

# Advertising on Currentprotocols.com – Overview

## Opportunities and Rates

Advertising Format	Cost
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Featurebox Banner Ad (300 x 250 pixels)	\$40.00/CPM
New Protocol Alert Sponsorship (300 x 250 pixels)	\$975/alert
Webinar	Contact your sales rep

## Technical Specifications

### File Size:

Maximum file size for all file types is 39kb

### Accepted File Formats:

GIF or JPEG

Flash (SWF)

### Important Notes About Flash:

Flash must be accompanied by a backup gif or jpeg

Flash should be saved in the lowest possible version (ideally 7 and up) so that these can reach the widest possible audience

Files must contain a clickTag in order for DFP to count clicks

Colors: 256 or fewer

Resolution: 72 dpi

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### Send all advertisement materials to:

Dan Nicholas    [dnicholas@wiley.com](mailto:dnicholas@wiley.com)





## **Current Protocols**

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