

Frontiers in Ecology and the Environment



2009-2010
Media Kit



esa

The logo for the Ecological Society of America (ESA), consisting of the lowercase letters 'esa' in a bold, black, sans-serif font with a white outline. The logo is positioned over a large, stylized teal leaf graphic that occupies the bottom right portion of the page.

About *Frontiers in Ecology and the Environment*

Frontiers is the most recent addition to the Ecological Society of America's publishing program. With content that is timely, relevant, and understandable, *Frontiers* aims to be accessible to those reading outside their area of expertise. This full-color journal has a broad, interdisciplinary appeal for all users of ecological science.

Frontiers features peer-reviewed, synthetic review articles and short research communications on all aspects of ecology and the environment and related disciplines, as well as editorials, international news, columnists, and much more.

With an impact factor of 5.065, *Frontiers* is ranked 4th out of 163 journals in the Environmental Sciences category of the highly prestigious Thomson Scientific Journal Citation report. The journal is also ranked 9th out of 124 journals in the Ecology category.

Why advertise in *Frontiers in Ecology and the Environment*?

The Ecological Society of America offers access to **10 000+** scientists. The ESA membership includes professional ecologists, environmental scientists, researchers, educators, and policy makers from a broad range of specialties and backgrounds. Every member of ESA receives *Frontiers*, ensuring that your ad reaches the desired audience.

Our readers appreciate advertising information about innovative and quality products and services, academic programs and courses, employment opportunities, award announcements, conferences, and meetings.

Advertising in *Frontiers* allows you to communicate with a very specific audience – your target audience.

Other reasons to advertise in *Frontiers*:

- Extra issues of *Frontiers* are available free at the ESA Annual meeting and other conferences where ESA staff are in attendance. This means your ad will be seen by an even larger audience.
- Our 2004 Readership Survey showed that 75% of our readers prefer the print version to the online version of the journal. But for those who prefer the online version, each issue's ads will also be available online at www.frontiersinecology.com for six weeks, making your ad easily accessible to both audiences.
- If you advertise in *Frontiers*, your company or organization's name and logo will be included in a special feature in the December issue, in which we thank advertisers for supporting *Frontiers* that year. This will give your company or agency even more recognition inside the pages of *Frontiers*.

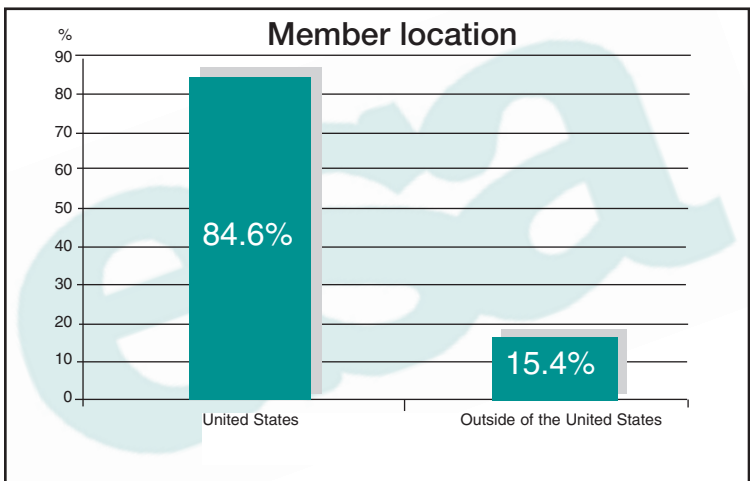
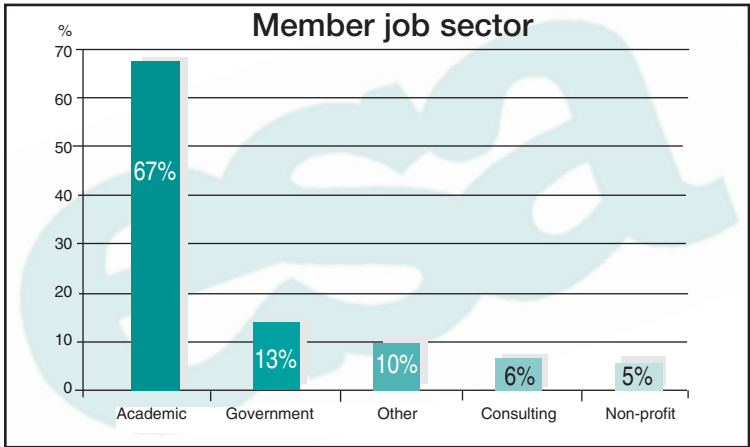
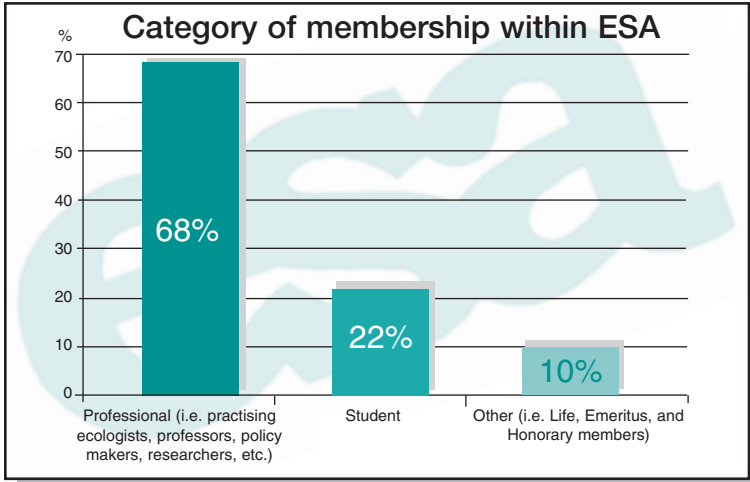
Frontiers' readership over 25,000

(including ESA members, institutional subscribers, and others)

ESA Members

10 000+ ESA members receive *Frontiers* 10 times a year as part of their membership.

Member demographics



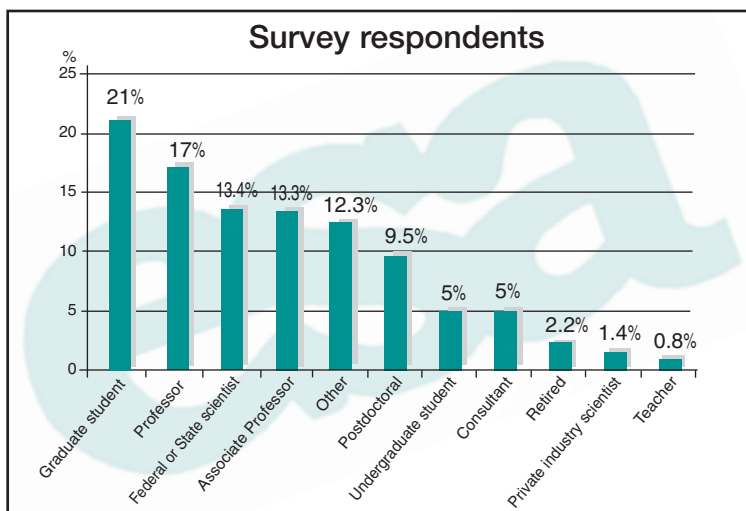
Institutional Readers

Frontiers is available to readers in libraries at academic institutions, federal agencies, and not-for-profit organizations.

2004 Readership Survey*

The 2004 *Frontiers* Readership Survey was conducted in December of 2004. Survey results showed that readers enjoy the journal and find it to be a great teaching tool, particularly at the undergraduate and graduate levels.

*There were 1,569 respondents.



Survey Findings

54% of respondents share *Frontiers* with at least 1 other person.
– 17.1% share it with 3 or more other people.

Overall, 50.3% of respondents influence what products and services are purchased and used in their department.
– Overall, 32% actually have authority over what products and services are purchased and used.

Hardware

45.50% Influence Purchase
39.70% Authorize Purchase

Software

46.70% Influence Purchase
39.90% Authorize Purchase

Microscopes

46.70% Influence Purchase
37.60% Authorize Purchase

Other scientific equipment

38.90% Influence Purchase
35.10% Authorize Purchase

Outdoor clothing/equipment

37.20% Influence Purchase
50.40% Authorize Purchase

Eco-friendly vehicles

62.30% Influence Purchase
23.30% Authorize Purchase

Conferences

51.10% Influence Purchase
33.30% Authorize Expenditure

Books

40.80% Influence Purchase
42.40% Authorize Purchase

Investment services

59.60% Influence Purchase
22.40% Authorize Expenditure

Frontiers

Display Advertising Rates

Cover Positions	Inside Front Cover	Inside Back Cover	Outside Back Cover
Full-page ad	☐ \$1,520	☐ \$1,120	☐ \$1,720
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Four-Color Advertising	1 issue	5 issues	10 issues
Full-page ad	☐ \$1,486	☐ \$1,285	☐ \$1,180
Half-page ad	☐ \$945	☐ \$905	☐ \$850
Quarter-page ad	☐ \$651	☐ \$605	☐ \$550
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Black & White Advertising	1 issue	5 issues	10 issues
Full-page ad	☐ \$1,310	☐ \$1,110	☐ \$900
Half-page ad	☐ \$850	☐ \$750	☐ \$695
Quarter-page ad	☐ \$586	☐ \$540	☐ \$495

Frontiers

Employment Advertising Rates

(Print + Online)

Four-Color Advertising	1 issue
Full-page plus 60 days online	☐ \$1,585
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Half-page plus 60 days online	☐ \$1,075
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Quarter- page plus 60 days online	☐ \$745

Black & White Advertising	1 issue
Full-page plus 60 days online	☐ \$1,190
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Half-page plus 60 days online	☐ \$805
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Quarter-page plus 60 days online	☐ \$560

NOTE: Advertising rates are net. Rates effective January 2008–June 2010.

Mechanical Requirements

Color or B&W digital images as high-resolution PDF files emailed or mailed on CD or Zip disc (minimum resolution 300 dpi at print width).

Mechanical data (ins)	Type area	Bleed
DPS	16 ¹ / ₂ x 10 ¹ / ₄	17 ¹ / ₂ x 11 ¹ / ₄
Full page	7 ¹ / ₂ x 10 ¹ / ₄	8 ³ / ₄ x 11 ¹ / ₄
1/2 page – Vertical	3 ¹ / ₂ x 10 ¹ / ₄	4 ¹ / ₄ x 11 ¹ / ₄
1/2 page – Horizontal	6 ⁷ / ₈ x 4 ⁵ / ₈	8 ⁵ / ₈ x 5 ⁵ / ₈
1/4 page – Vertical	3 ¹ / ₂ x 5	N/A

Deadlines

Issue	Ad Space Close Date	Ad Materials Due Date
February	January 4	January 18
March	February 1	February 15
April	March 7	March 17
May	April 4	April 17
June	May 2	May 16
August	July 7	July 18
September	August 1	August 18
October	September 5	September 16
November	October 3	October 20
December	November 7	November 14

Frontiers Advertising Terms and Conditions

Payment of accounts: The Ecological Society of America (ESA) accepts VISA and MasterCard prior to publication. If you prefer to pay by check, ESA will mail an invoice. Please make checks payable to Ecological Society of America, *Frontiers*. Include (rate/ad size/month) in the memo section of the check.

Advertising acceptance: *Frontiers* reserves the right to accept or reject materials at any time.

Cancellation and revision policy: Requests for advertising space can only be cancelled or changed within 2 business days of the request.

Advertising placement: *Frontiers* reserves the right to place each advertisement in accordance with the journal's style and the available space, unless the advertiser is purchasing cover space.

What people are saying about *Frontiers in Ecology and the Environment*:

"Frontiers is the only journal that I read cover to cover. I'm impressed and your team of editors should be congratulated."

– Robert B. Srygley, University of Oxford

"...One of the few that I skim, cover to cover, every issue. Keep up the wonderful work!"

– Jonathan Foley, University of Wisconsin-Madison

"Frontiers in Ecology and the Environment receives glowing praise – one of the most unanimous reactions that I have ever heard from our membership in the past 30 years."

– William Schlesinger, 2004 ESA President,
2004 Annual Report

"I am very much enjoying reading Frontiers in Ecology and the Environment. It is very well prepared and contains excellent articles of current ecological issues. It serves my current needs of trying to keep up-to-date with ecological issues in the complexity of current life."

– Roger Hnatiuk, Emeritus Member of ESA



Some *Frontiers* advertisers

NEON LI-COR VAISALA REGENT INSTRUMENTS
CID Inc. OXFORD UNIVERSITY PRESS SINAUER
THE JOHNS HOPKINS UNIVERSITY PRESS ONSET
SOCIETY FOR ECOLOGICAL RESTORATION AIBS

Please visit our website

www.frontiersinecology.org

for more information

or call

202-833-8773 ext. 229



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