

WILEY



AMERICAN
SOCIETY FOR
MICROBIOLOGY

Journal of
**American Society
for Microbiology**

MEDIA GUIDE 2024

MEDIA GUIDE



American Society for Microbiology

The **American Society for Microbiology (ASM)** is among the largest single life membership organizations in the world. Membership has grown from 59 scientists in 1899 to more than 30,000 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.



ASM journals

There are now 15 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 a 90-year history of delivering experience, ASM journals continue to be a trusted 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.

ASM journals

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. The journal also publishes studies involving animal models, pharmacological characterization, and clinical trials.

Applied and Environmental Microbiology (AEM) publishes papers that make significant contributions to the following fields: applied microbial ecology, interdisciplinary microbiology and public and environmental health.

Clinical Microbiology Reviews® (CMR) analyzes the latest developments in clinical microbiology and immunology. Key topics include pathogenic mechanisms, individual and groups of microbial pathogens, clinical and laboratory aspects of newly recognized and reemerging infectious diseases, antimicrobial agents and their applications, and diagnostic laboratory technologies.

EcoSal Plus® (ESP) is the authoritative online review journal that publishes an ever-growing body of expert reviews covering virtually all aspects of *E. coli*, *Salmonella*, and other members of the order Enterobacterales and their use as model microbes for biological explorations. This journal is intended primarily for the research community as a comprehensive and continuously updated archive of the entire corpus of knowledge about the enteric bacterial cell and its viruses.

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.

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 Microbiology & Biology Education® (JMBE) is an open access journal publishing articles addressing such topics as good pedagogy and design, student interest and motivation, recruitment and retention, citizen science, and institutional transformation. JMBE periodically publishes themed issues on special topics including ethics in science, scientific citizenship and science. communication.

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, and vaccines and antiviral agents.

mBio is an open-access journal that covers all aspects of microbial science from symbiosis to pathogenesis, energy acquisition and conversion, climate change, geologic change, food and drug production, and even animal behavioral change.

Microbiology and Molecular Biology Reviews (MMBR) builds on the understanding of bacteria, viruses, parasites, fungi, and other higher eukaryotes. Review articles enable both nonspecialists and specialists to understand the state of the science and apply the latest findings to advance their own research.

Microbiology Resource Announcements (MRA) is an open access journal that publishes articles announcing the availability of any microbiological resource deposited in a repository available to the community.

Microbiology Spectrum® (Spectrum) publishes research from all domains of basic, applied, and clinical and microbial sciences including high quality technical research to make an impact in the field. Rather than making subjective evaluations of potential impact, Microbiology Spectrum publishes research studies that are of high technical quality and are useful to the community.

mSphere is a multidisciplinary open-access journal that focuses on rapid publication of fundamental contributions to our understanding of microbiology. Articles add to our understanding of human, animal, and plant health and disease, ecosystems, neuroscience, energy production, climate change, evolution, and food and drug production.

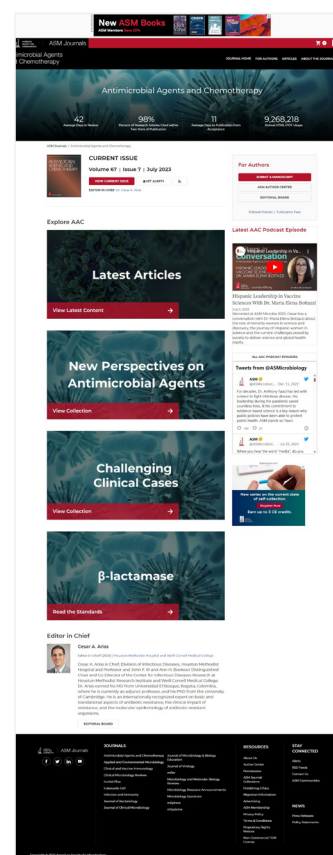
mSystems is a multidisciplinary open-access journal publishing preeminent work that achieves insights into metabolic and regulatory systems at the scale of both the single cell and microbial communities. The scope of mSystems encompasses all important biological and biochemical findings in microbial systems biology, including those drawn from analyses of large data sets.

Coming in 2024: ASM Case Reports, a new fully open access journal that will explore new diseases, intricate disease progressions, the nuanced actions and effects of pharmaceuticals and the uncharted territories of outbreaks.

Website advertising

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	780,000	240,000
AEM website	aem.asm.org	940,000	220,000
CMR website	cmr.asm.org	550,000	140,000
ESP website	journals.asm.org/journal/ecosalplus	10,000	3,000
IAI website	iai.asm.org	330,000	100,000
JB website	jb.asm.org	500,000	150,000
JCM website	jcm.asm.org	930,000	290,000
JMBE website	journals.asm.org/journal/jmbe	30,000	10,000
JVI website	jvi.asm.org	960,000	340,000
mBio website	mbio.asm.org	550,000	200,000
MMBR website	mmb.asm.org	200,000	50,000
MRA website	mra.asm.org	160,000	50,000
Spectrum website	journals.asm.org/journal/spectrum	180,000	50,000
mSphere website	msphere.asm.org	140,000	50,000
mSystems website	msystems.asm.org	130,000	40,000



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.

CONTEXTUALLY TARGETED WEB SITE RATES

In partnership with PubGrade Advertising Solutions, all ASM journal websites offer granular contextual and audience targeting and reporting. Advertising banners are delivered in the context of relevant research articles, optimizing advertising budgets.

A list of keywords, phrases, or scientific concepts is required for each campaign.

Impressions	Cost
Varies, contact sales representative	\$55 CPM

To learn more about contextual advertising, visit:
journals.asm.org/content/keyword-targeting

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.

How does this work?

ASM journal website users search various keywords, phrases or scientific terms to help identify the content they wish to read. We can now identify that content and match it with your key words and phrases (and negative keywords and phrases) so that your banners can be served alongside of relevant content across all ASM online journals. Increase your visibility in relevant content to maximize reach and minimize waste.

Targeting and reforecasting

It is also now possible to include 'negative' keyword targeting, so you avoid placing ads against certain articles that might have mentions of certain 'entities' as they might have a detrimental impact on your messaging and avoiding any potential conflicts of interest. Once your keywords have been entered into the platform it will find the most relevant collection Aof content containing your key terms, it will also generate an impression forecast. We can also offer share of voice and geographic targeting. Contact your rep for help in identifying key word collections and also show you how we help you forecast, deliver, monitor and report on your campaigns in detail.

For detailed digital advertising specifications, visit:

<https://corporatesolutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf>

Email advertising

The **ASM Journal website** 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	Format	Sends per issue	Frequency
Antimicrobial Agents and Chemotherapy (aac)	html	7801	Monthly
Antimicrobial Agents and Chemotherapy (aac)	text	1763	Monthly
Applied and Environmental Microbiology (aem)	html	7257	Quarterly
Applied and Environmental Microbiology (aem)	text	1830	Quarterly
Infection and Immunity (iai)	html	6690	Monthly
Infection and Immunity (iai)	text	1893	Monthly
Journal of Bacteriology (jb)	html	8390	Monthly
Journal of Bacteriology (jb)	text	1994	Monthly
mBio (mbio)	html	16867	Monthly
mBio (mbio)	text	6163	Monthly
Microbiology Resource Announcements (mra)	html	8205	Annually
Microbiology Resource Announcements (mra)	text	2700	Annually
Microbiology Spectrum (spectrum)	html	956	
Microbiology Spectrum (spectrum)	text	272	
mSphere (msphere)	html	18046	Monthly
mSphere (msphere)	text	6110	Monthly
mSystems (msystems)	html	16617	Quarterly
mSystems (msystems)	text	6001	Quarterly



EMAIL 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.

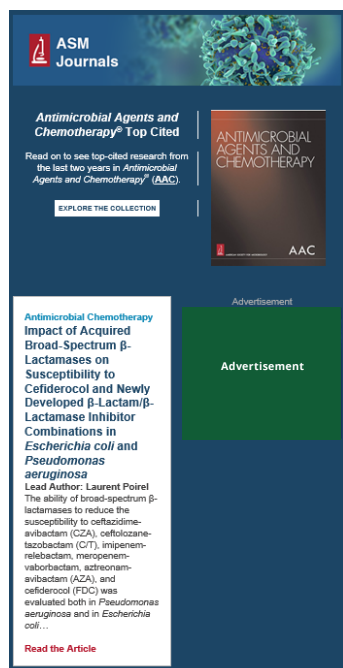
Email Send Date

Contracts due two weeks prior to email send date. All materials are due on the 15th of each prior month.

Journal	January	February	March	April	May	June	July	August	September	October	November	December
AAC	01/10/24	02/07/24	03/06/24	04/03/24	05/02/24	06/05/24	07/09/24	08/07/24	09/04/24	10/08/24	11/06/24	12/05/24
AEM	01/24/24	02/21/24	03/20/24	04/17/24	05/21/24	06/18/24	07/24/24	08/21/24	09/18/24	10/23/24	11/20/24	12/18/24
CMR	-	-	03/14/24	-	-	06/13/24	-	-	09/12/24	-	-	12/10/24
ESP	-	-	-	-	-	-	-	-	-	-	-	12/12/24
IAI	01/16/24	02/13/24	03/12/24	04/09/24	05/07/24	06/11/24	07/11/24	08/13/24	09/10/24	10/15/24	11/12/24	12/10/24
JB	01/25/24	02/22/24	03/21/24	04/18/24	05/23/24	06/20/24	07/25/24	08/22/24	09/19/24	10/24/24	11/21/24	12/19/24
JCM	01/17/23	02/14/24	03/13/24	04/10/24	05/08/24	06/12/24	07/16/24	08/14/24	09/11/24	10/16/24	11/13/24	12/11/24
JMBE	-	-	-	04/25/24	-	-	-	08/29/24	-	-	-	12/12/24
JVI	01/23/24	02/20/24	03/19/24	04/16/24	05/14/24	06/13/24	07/23/24	08/20/24	09/17/24	10/22/24	11/19/24	12/17/24
mBio	01/16/23	02/14/24	03/13/24	04/10/24	05/08/24	06/12/24	07/17/24	08/14/24	09/11/24	10/16/24	11/13/24	12/11/24
MMBR	-	-	03/27/24	-	-	06/27/24	-	-	09/26/24	-	-	12/18/24
MRA	01/17/23	02/15/24	03/12/24	04/11/24	05/09/24	06/11/24	07/18/24	08/13/24	09/10/24	10/10/24	11/12/24	12/12/24
mSphere	01/30/24	02/28/24	03/26/24	04/23/24	05/29/24	06/25/24	07/30/24	08/28/24	09/25/24	10/29/24	11/21/24	12/19/24
mSystems	01/23/24	02/20/24	03/19/24	04/16/24	05/16/24	06/18/24	07/23/24	08/20/24	09/17/24	10/22/24	11/19/24	12/17/24
Spectrum	01/11/23	02/06/24	03/05/24	04/02/24	05/02/24	06/04/24	07/02/24	08/06/24	09/03/24	10/03/24	11/05/24	12/10/24

For detailed digital advertising specifications, visit:
<https://corporate.wiley.com/assets/downloads/wol-advertising-specifications.pdf>

Email advertising Top Cited



The **ASM Top-cited Email Series** deploys at least twice-yearly for each journal and includes highly cited editor-selected articles over the past 24 month period. Metrics available by request.

Total sent: Varies by journal, contact sales representative.

Open rate: 26.00%

Rates

Placement	Cost
One email	\$2,000 net

Mechanical Specifications

300x250 pixels	50KB limit
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Required Email Files

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

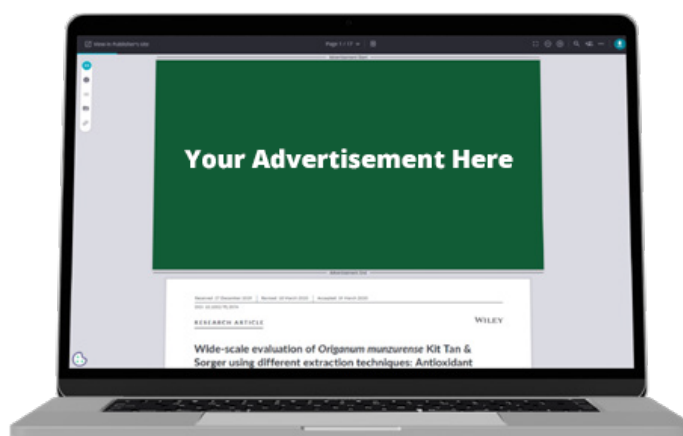
Issue	Topics
January	Top Cited from 2023
February	Clinical microbiology
March	DEI / Women's History/Int Women's day
April	Applied and Environmental Science
May	Clinical and Public Health Microbiology
June	MICROBE 2024
July	All ASM journals
August	Case Reports
September	Clinical Infections and Vaccines
October	Ecology, Evolution, Biodiversity
November	Antimicrobial Awareness
December	Year end recognition cross-journal

ePDF advertising

Associate your rich media digital advertisement with scholarly content in any of the *ASM journals*. When a reader views the article, your ad and associated calls-to-action can't be overlooked.

Place grt in touch for pricing information.

- Ad size: 1067 x 600 pixels
- Include your URL with ad creative file
- More advertising sizes are available, please refer to the [advertising specifications desk](#)



For detailed digital advertising specifications, visit:

<https://corporate.wiley.com/assets/downloads/wol-advertising-specifications.pdf>

ASM Member Data

Job Activity	
Researcher	56%
Educator	14%
Clinical Lab Professional	11%
Professional Services	6%
Clinician	5%
Student	35%
Industrial Microbiologist	2%
Other	1%

Degree	
PH.D.	65%
MD	11%
MA, MS - MASTER'S	10%
BA, BS - BACHELOR'S	10%
Other	3%

ASM Member Data

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.

Material Specifications

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

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.

MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

Whether it be lead generation, branding, virtual events, or content solutions, Wiley can help you find the right marketing mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley Events & Education** and **Wiley Communications** solutions with your advertising plans.



Events & Education Solutions

Deliver clear, focused content and deepen your engagement with your target audience through:



Webinar

Advance knowledge and understanding of the latest research, technology trends, or key developments with our webinars.



Virtual Events

Engage your target audience through sponsored plenary sessions led by leaders in your area of interest, connecting and engaging via our independent, trusted channels.



Knowledge Hub

Strategically showcase your brand alongside trusted content and position yourself as a thought leader in a specific subject area. Educate scientists and industry professionals in an engaging online learning environment.



Communications Solutions

Be a thought leader in your area of expertise, with tailored solutions to generate quality scientific leads including:



Article Collections

Position your brand alongside primary peer-reviewed journal content by sponsoring a collection of articles on a common theme.



Essential Knowledge Briefing

Deliver your target audience valuable information for their daily work in short, practical guides that are mobile-enabled for convenience and easy access.



Expert Insights

Engage with your target audience and provide expert insights on key subject areas through impactful content solutions such as whitepapers, article summaries, and ebooks.

Amplify your programs with **translations, run-ons, extended reach, content feed, infographics, and expert commentary**

Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at corpsolutions@wiley.com

WILEY

Communications and Events & Education solutions may vary by title or society

Contact

Advertising

US: corporatesalesusa@wiley.com

Europe: corporatesaleseurope@wiley.com

Asia: corporatesalesaustralia@wiley.com

About Wiley

Wiley is a world-leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles.

Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at **corpsolutions@wiley.com**

WILEY

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