Overview

For 120 years, the *Journal of Biological Chemistry* (JBC) has delivered enduring, high-quality research to the scientific community. JBC is a hub for scientists across multiple disciplines, publishing research articles as well as reviews and methods papers in all fields related to biochemistry and molecular biology including:

- bioenergetics
- cell biology
- developmental biology
- DNA and chromosomes
- enzymology
- gene regulation
- genomics and proteomics
- glycobiology
- immunology
- lipids
- membrane biology metabolism
- microbiology
- molecular bases of disease
- molecular biophysics
- neurobiology
- plant biology
- protein structure and folding
- protein synthesis and degradation
- RNA biology
- signal transduction

Visit Website
Global Print Circulation
Online Only

Avg. Global Monthly Visits
215,524

Avg. Global Monthly Unique Visitors
103,790

Avg. Global Monthly Page Views
150,074

Avg. Global eTOC Distribution
732

Digital Specs
Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

North America
Aileen Rivera North America
917-825-3954
mailto:a.rivera@elsevier.com

Traci Peppers North America
347-449-4997
t.peppers@elsevier.com

EMEALA
Katy Parker EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com

Monika Giergielewicz EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

APAC
Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

Affiliation
The American Society for Biochemistry and Molecular Biology (ASBMB)

Editor-in-Chief
Alex Toker, PhD

Audience
Biochemists and Molecular Biologists

Rate Card
Effective January 2024
FORMATS | jpeg, png, gif, HTML5†, 3rd party tags
TRACKING PIXELS | Yes
MAX FILE SIZE | 200 KB
MAX ANIMATION (TIME/LOOPS) | 15 seconds/ 3 loops
PRESTITIAL FREQUENCY | 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

**eTOC Email**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

FORMATS | jpeg, png, gif (static image only)
TRACKING PIXELS | No
MAX FILE SIZE | 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

**AIP Email**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

FORMATS | jpeg, png, gif (static image only)
TRACKING PIXELS | No
MAX FILE SIZE | 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply in respect of all proposals, communications and agreements made between the Client and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties ("the TC"). They supersede any previous oral or written agreements between the Client and Elsevier.

2. Offer and acceptance

Every offer by Elsevier to provide the Products and Services to the Client from Elsevier shall be deemed to be an offer to the Client to purchase the Products and Services under the terms and conditions specified in the Order and All Other Relevant Documents. The Client shall be deemed to accept an offer by Elsevier to provide the Products and Services subject to the Client providing an acceptance in writing to Elsevier within a reasonable time of its receipt of the Elsevier offer. Any acceptance by the Client of an offer by Elsevier that includes terms and conditions different from those of the Elsevier offer shall be deemed to be a counter-offer which shall be deemed to be made subject to the Client's prior written agreement on terms that are acceptable to Elsevier.

3. Compliance with laws

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and policy and administrative orders (jointly "Applicable Law" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, those relating to the supply, sale and disposal of any of the Products and/or Services. The Client shall ensure that its obligations under this Agreement are performed in all material respects in accordance with the applicable Applicable Laws. The Client shall ensure that its employees, contractors and agents comply with all Applicable Laws.

4. Prices, taxes and currencies

All prices specified in the Order and All Other Relevant Documents are exclusive of any value added tax and any other similar taxes which may be levied by any government, state, county, city, or local authority or any other taxing authority. Payment shall be made to Elsevier, in full and without any deduction or set-off, at the price specified in the Order and All Other Relevant Documents. The Client shall be responsible for paying all taxes or duties levied or imposed on any transaction relating to the Products and/or Services, and shall indemnify Elsevier against any tax or duty that may be levied or imposed in respect of the sale, purchase or transfer of any of the Products and/or Services.

5. Liability and claims

 Elsevier shall not be liable for any losses which the Client may suffer as a result of any breach of this TC by Elsevier (whether arising from Elsevier's negligence or not), but for the avoidance of doubt, Nothing in this TC shall limit or exclude Elsevier's liability for death or personal injury caused by negligence; or for fraud or fraudulent misrepresentation; or for breach of the statistical or guarantee terms implied by statute or for breach of this Agreement. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. The Client shall be entitled to rescind this TC or claim damages where Elsevier has been in breach of the above warranties. The Client shall be entitled to take proceedings against Elsevier for breach of contract or tort arising from the TC until such time as the breach has been remedied or proceedings have been properly brought; or to make a claim for damages.

6. Intellectual property

The Client shall, and shall ensure that each of its employees, contractors and agents, use only those means and methods of reproduction for which Elsevier has granted a license or other rights under this TC. The Client shall not, without Elsevier's prior written consent, assign, license or sub-license any such rights or grant to any third party for its own or any other person's use.

7. Intellectual property

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and policy and administrative orders (jointly "Applicable Law" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, those relating to the supply, sale and disposal of any of the Products and/or Services. The Client shall ensure that its obligations under this Agreement are performed in all material respects in accordance with the applicable Applicable Laws. The Client shall ensure that its employees, contractors and agents comply with all Applicable Laws.

8. ragazion and modification of the order

Any modifications to the terms and conditions of the order or service description, budget or schedule shall be in writing. The Client acknowledges that it may be impossible to make any changes to the order or service description, budget or schedule after the order or service description, budget or schedule has been submitted or after the Client has been notified of the order or service description, budget or schedule and the Client fails to respond within a reasonable time.

9. Prices, taxes and currencies

All prices specified in the Order and All Other Relevant Documents are exclusive of any value added tax and any other similar taxes which may be levied by any government, state, county, city, or local authority or any other taxing authority. Payment shall be made to Elsevier, in full and without any deduction or set-off, at the price specified in the Order and All Other Relevant Documents. The Client shall be responsible for paying all taxes or duties levied or imposed on any transaction relating to the Products and/or Services, and shall indemnify Elsevier against any tax or duty that may be levied or imposed in respect of the sale, purchase or transfer of any of the Products and/or Services.

10. Liability and claims

 Elsevier shall not be liable for any losses which the Client may suffer as a result of any breach of this TC by Elsevier (whether arising from Elsevier's negligence or not), but for the avoidance of doubt, Nothing in this TC shall limit or exclude Elsevier's liability for death or personal injury caused by negligence; or for fraud or fraudulent misrepresentation; or for breach of the statistical or guarantee terms implied by statute or for breach of this Agreement. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. The Client shall be entitled to rescind this TC or claim damages where Elsevier has been in breach of the above warranties. The Client shall be entitled to take proceedings against Elsevier for breach of contract or tort arising from the TC until such time as the breach has been remedied or proceedings have been properly brought; or to make a claim for damages.

11. Intellectual property

The Client shall, and shall ensure that each of its employees, contractors and agents, use only those means and methods of reproduction for which Elsevier has granted a license or other rights under this TC. The Client shall not, without Elsevier's prior written consent, assign, license or sub-license any such rights or grant to any third party for its own or any other person's use.

12. Compliance with laws

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and policy and administrative orders (jointly "Applicable Law" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, those relating to the supply, sale and disposal of any of the Products and/or Services. The Client shall ensure that its obligations under this Agreement are performed in all material respects in accordance with the applicable Applicable Laws. The Client shall ensure that its employees, contractors and agents comply with all Applicable Laws.

13. General provisions

These terms and conditions shall apply in respect of all proposals, communications and agreements made between the Client and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties ("the TC"). They supersede any previous oral or written agreements between the Client and Elsevier.

14. Offer and acceptance

Every offer by Elsevier to provide the Products and Services to the Client from Elsevier shall be deemed to be an offer to the Client to purchase the Products and Services under the terms and conditions specified in the Order and All Other Relevant Documents. The Client shall be deemed to accept an offer by Elsevier to provide the Products and Services subject to the Client providing an acceptance in writing to Elsevier within a reasonable time of its receipt of the Elsevier offer. Any acceptance by the Client of an offer by Elsevier that includes terms and conditions different from those of the Elsevier offer shall be deemed to be a counter-offer which shall be deemed to be made subject to the Client's prior written agreement on terms that are acceptable to Elsevier.

15. Compliance with laws

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and policy and administrative orders (jointly "Applicable Law" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, those relating to the supply, sale and disposal of any of the Products and/or Services. The Client shall ensure that its obligations under this Agreement are performed in all material respects in accordance with the applicable Applicable Laws. The Client shall ensure that its employees, contractors and agents comply with all Applicable Laws.

16. General provisions

These terms and conditions shall apply in respect of all proposals, communications and agreements made between the Client and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties ("the TC"). They supersede any previous oral or written agreements between the Client and Elsevier.

17. Offer and acceptance

Every offer by Elsevier to provide the Products and Services to the Client from Elsevier shall be deemed to be an offer to the Client to purchase the Products and Services under the terms and conditions specified in the Order and All Other Relevant Documents. The Client shall be deemed to accept an offer by Elsevier to provide the Products and Services subject to the Client providing an acceptance in writing to Elsevier within a reasonable time of its receipt of the Elsevier offer. Any acceptance by the Client of an offer by Elsevier that includes terms and conditions different from those of the Elsevier offer shall be deemed to be a counter-offer which shall be deemed to be made subject to the Client's prior written agreement on terms that are acceptable to Elsevier.

18. Compliance with laws

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and policy and administrative orders (jointly "Applicable Law" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, those relating to the supply, sale and disposal of any of the Products and/or Services. The Client shall ensure that its obligations under this Agreement are performed in all material respects in accordance with the applicable Applicable Laws. The Client shall ensure that its employees, contractors and agents comply with all Applicable Laws.

19. General provisions

These terms and conditions shall apply in respect of all proposals, communications and agreements made between the Client and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties ("the TC"). They supersede any previous oral or written agreements between the Client and Elsevier.

20. Offer and acceptance

Every offer by Elsevier to provide the Products and Services to the Client from Elsevier shall be deemed to be an offer to the Client to purchase the Products and Services under the terms and conditions specified in the Order and All Other Relevant Documents. The Client shall be deemed to accept an offer by Elsevier to provide the Products and Services subject to the Client providing an acceptance in writing to Elsevier within a reasonable time of its receipt of the Elsevier offer. Any acceptance by the Client of an offer by Elsevier that includes terms and conditions different from those of the Elsevier offer shall be deemed to be a counter-offer which shall be deemed to be made subject to the Client's prior written agreement on terms that are acceptable to Elsevier.