

Media kit 2023



CellPress
Science that inspires

Rate sheet snapshot

| Product | Price | Page |
|--------------------------|--------------------------------|------|
| Best of editions | \$4,500 page/\$7,500 premier | 12 |
| Online ads | \$55 CPM | 8 |
| eTOC sponsorship | Contact representative | 9 |
| PubGrade contextual | \$75 CPM | 10 |
| Webinars | \$25,000 | 19 |
| Leads on demand | \$20 per lead | 6 |
| Cell Press Selections | \$20,000 | 13 |
| Cell Picture Show | Contact representative | 16 |
| Cell Press Videos | Contact representative | 16 |
| Custom posters | Contact representative | 15 |
| Coloring and comic books | Contact representative | 16 |
| Cell Symposia | Exhibition starting at \$2,250 | 29 |
| Print ads | \$2,391 – \$7,171 | 31 |

GDPR

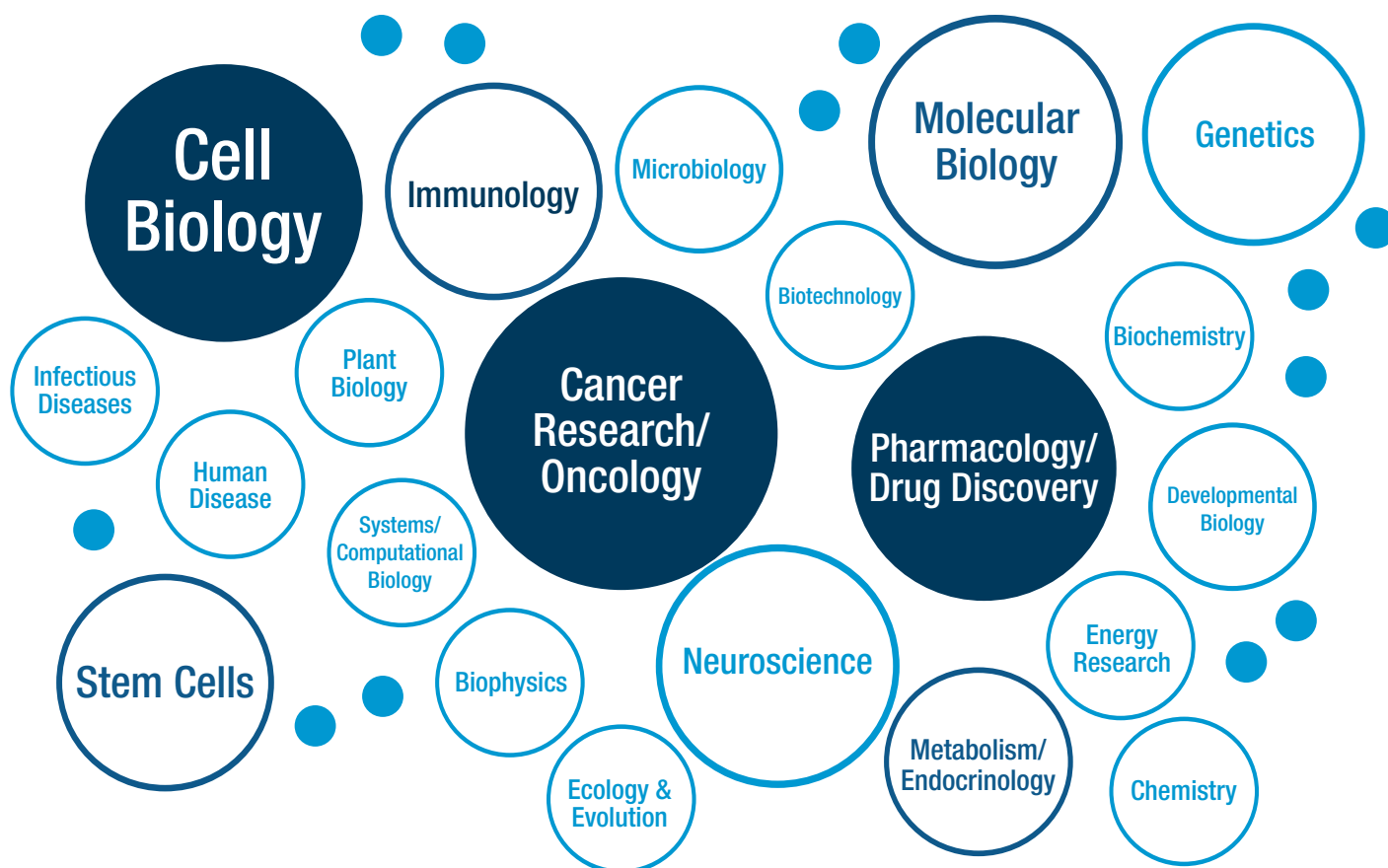
Cell Press is committed to data privacy, and we've updated all our commercial business practices to comply with EU privacy law, the General Data Protection Regulation (GDPR), which took effect on May 25, 2018. We see GDPR as building on Cell Press' commitment to responsible data privacy and security practices. As part of our GDPR program, we evaluated and, where necessary, made enhancements to, our products and services to ensure that we treat personal data in line with GDPR. During this transition, we kept our commercial partners front of mind, and you can be assured that leads generated through Cell Press products not only are high quality but also were collected with the proper care to adhere to today's data privacy standards.

If you have any questions about Cell Press' privacy program and how it affects our commercial products, please contact your sales representative.

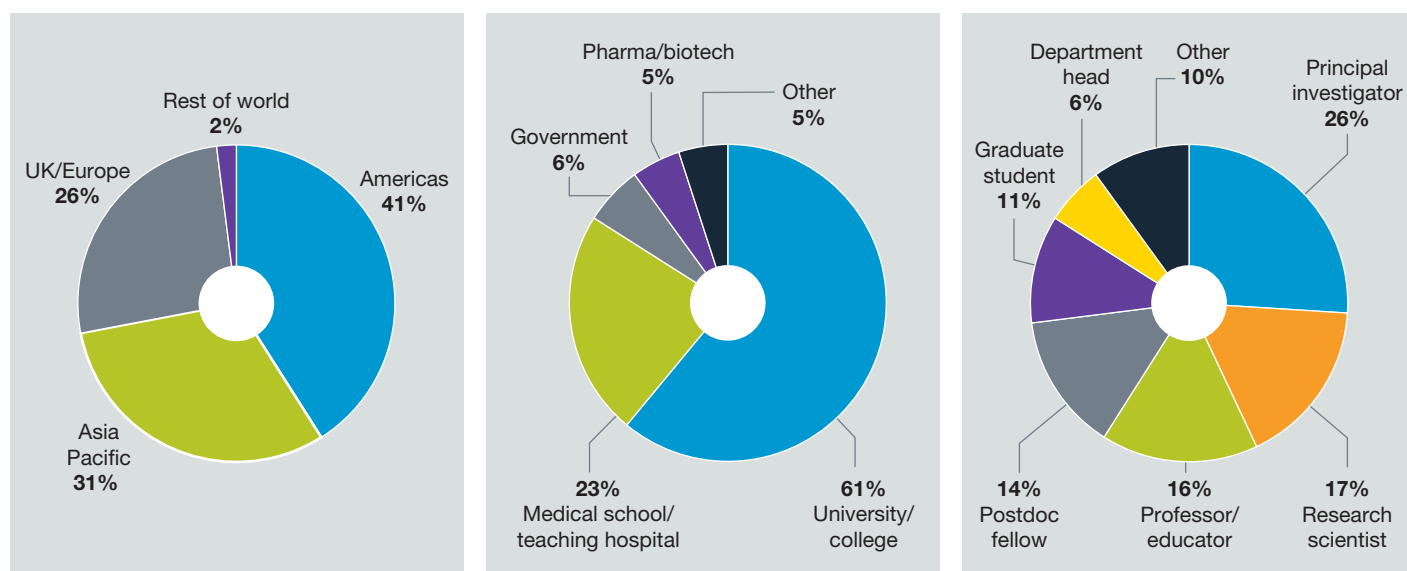
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Demographics



Our readers, your target audience



About Cell Press

Cell Press publishes over 50 scientific journals across the life, physical, earth, and health sciences, both independently and in partnership with scientific societies. Our story began over 45 years ago with the journal *Cell* and a commitment to publishing exciting biology. Today, we are bringing our editorial excellence, commitment to innovation, unparalleled reach and visibility, and passion for advocacy to all areas of scientific exploration as we work to publish and share science that inspires.

Our mission

We inspire future directions in research by nurturing and supporting scholars and practitioners in all scientific disciplines with passion demonstrable in everything that we do. We provide an editorial experience that is insightful, fast, and fair; and deliver innovations that drive science forward.

Our teams understand science and actively collaborate with authors to ensure their paper is robust and compelling, giving them the best possible outcome for their research. We innovate to enhance discoverability, put research in context, and make it more actionable. Global visibility ensures that important research is read, used, and talked about. Engagement in the community and advocacy supports the value of science.

Our focus



Open access

We are committed to meeting the growing demand for open access and new publishing model options. Explore your open access options with Cell Press.



Peer review

We believe strongly in the value of peer review for the scientific process, and we work hard to make it as effective, fair, and valuable as possible. Explore recent content and initiatives focused on peer review.



Inclusion & diversity

We value all kinds of diversity and are committed to increasing inclusion and diversity in research and publishing. Learn more.

Our values

Editorial excellence

Science that inspires confidence. We collaborate with authors every step of the way. You can expect constructive, reasonable feedback based on rigorous, thoughtful peer review and exceptional editorial and production support to ensure your paper engages and inspires the community.

Innovation

Science that inspires creativity. We know science is changing, and we're thinking creatively about how publishing can evolve with it. You can expect innovative new policies, features, and technologies from us that drive research forward.

Reach & visibility

Science that inspires conversation. We understand how important it is for science to reach its audience. You can expect unparalleled global reach, discoverability, and visibility for your research that ensures it is read, used, and talked about by the right people.

Advocacy


Science that inspires change. We believe in the impact of science on our world and our future, so we do everything we can to advocate for it. You can expect us to listen to the scientific community and to use our platform to tackle important issues.

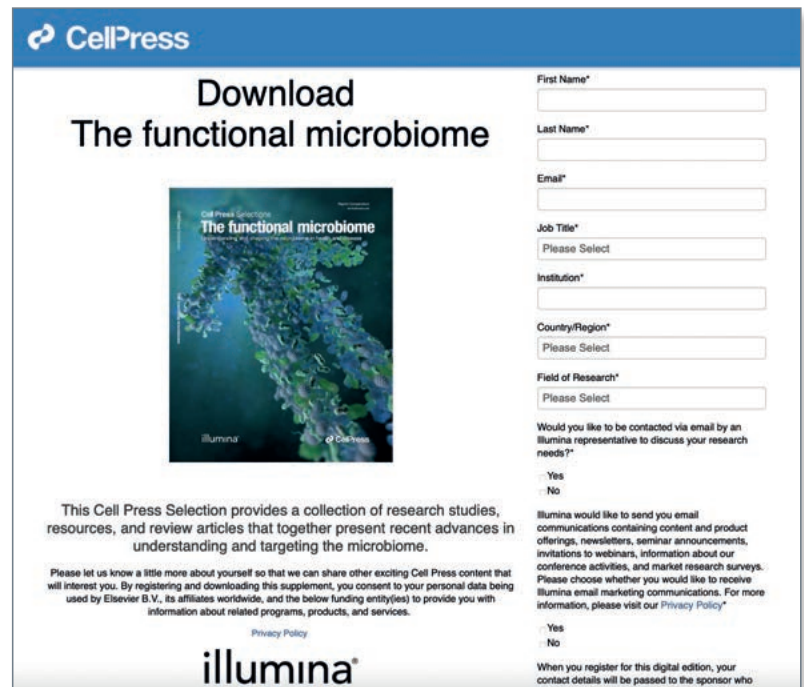
HubSpot capabilities

Optimized for your needs

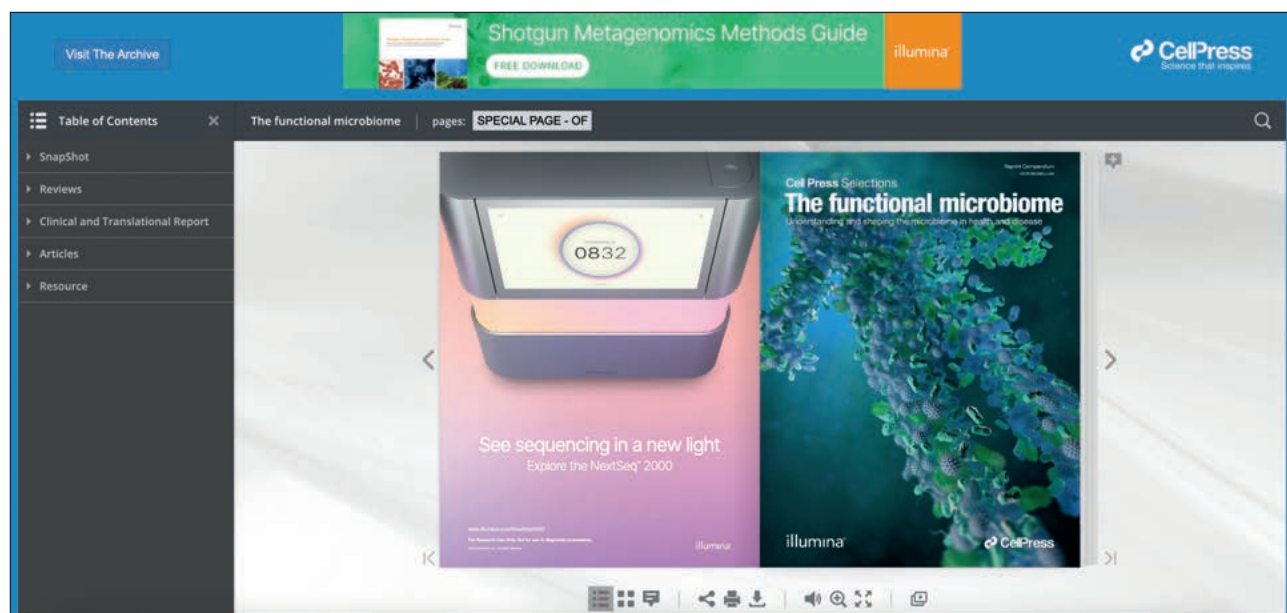
For more than 40 years, Cell Press has set the standard in peer-reviewed life-science publishing. But we recognize the need to keep adapting in order to maintain this record of excellence. We want to support you as scientific content and user behavior evolve, and we're proud to partner with HubSpot to give you unparalleled access to your customers.

HubSpot is the most advanced inbound marketing software on the market. HubSpot's CRM allows us to track user behavior across cell.com and qualify leads by the pages they visit, links they click, and forms they complete. By learning how our audience behaves, we can help steer your messaging to the most qualified leads and help you drive your business.

Look for the HubSpot sprocket  next to products throughout this kit that can be enhanced with HubSpot marketing capabilities.



The screenshot shows a registration form for downloading a Cell Press Selection titled "The functional microbiome". The form includes fields for First Name, Last Name, Email, Job Title, Institution, Country/Region, and Field of Research. Below these fields are two radio button options: "Would you like to be contacted via email by an Illumina representative to discuss your research needs?" and "Illumina would like to send you email communications containing content and product offerings, newsletters, seminar announcements, invitations to webinars, information about our conference activities, and market research surveys. Please choose whether you would like to receive Illumina email marketing communications. For more information, please visit our Privacy Policy". Both options have "Yes" and "No" radio buttons. At the bottom, there is a "Privacy Policy" link and the Illumina logo.



HubSpot case study

Step 1: Create compelling content

Work with your sales representative and the Cell Press editorial team to create a compelling piece of content to interact with our qualified audience. Products like Cell Press Selections (page 14) and webinars (page 22) can all be equipped with lead generation and nurturing capabilities.

Step 2: Qualify your leads

Our HubSpot-certified marketing team will help you create a registration campaign to ensure that we are gathering the most qualified leads. We will find new content to share with your customers in order to promote multiple layers of interaction and information gathering.

Step 3: Follow up with more great content

By delivering more impactful research and products to your new leads, we can further determine their lab needs and help understand their research.

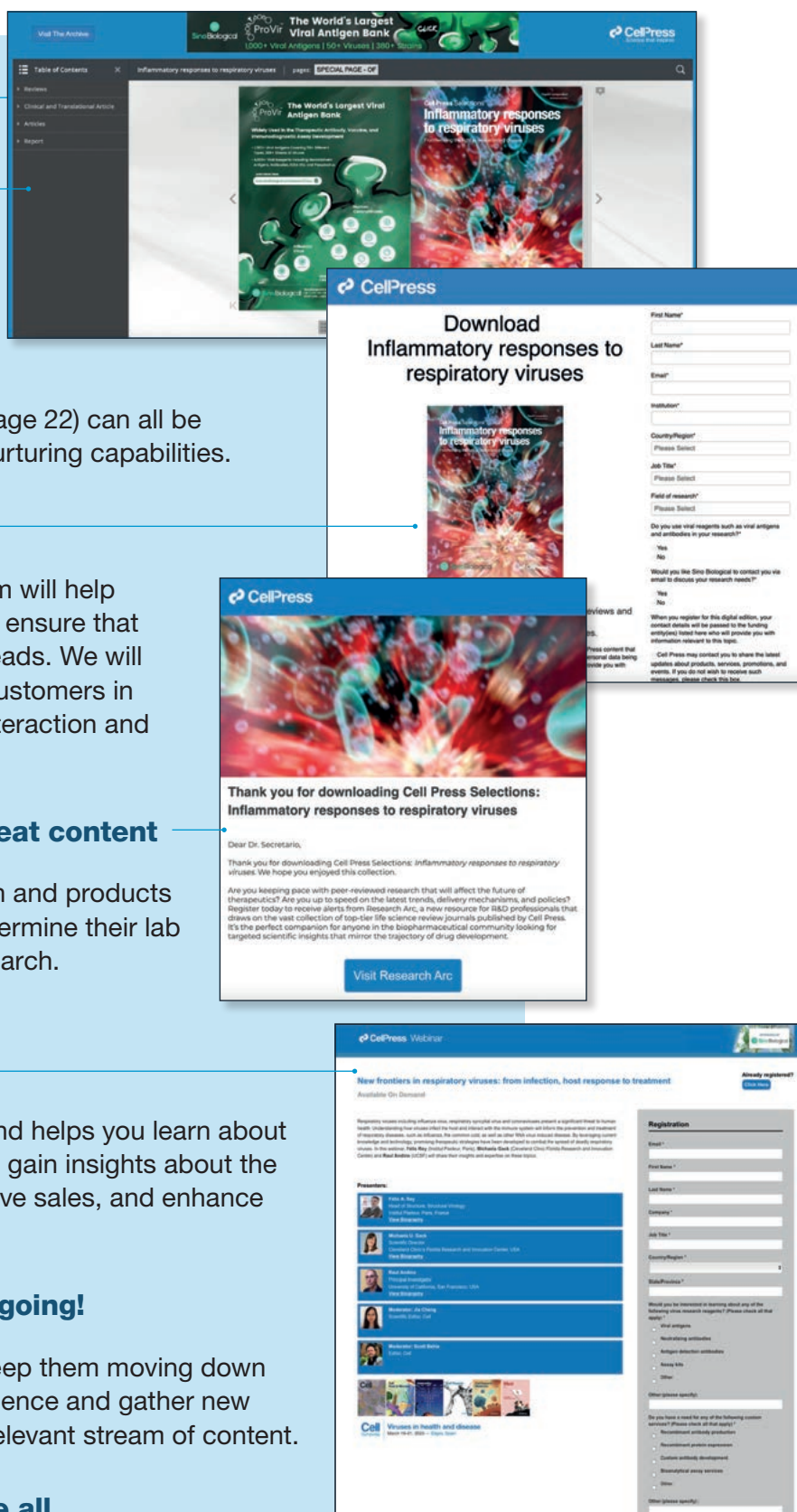
Step 4: Gather your leads, dig into the data

Each one of your leads tells a story and helps you learn about your audience. Work with our team to gain insights about the behavior and trends of your leads, drive sales, and enhance your pipeline.

Step 5: Keep the conversation going!

Now that you know your audience, keep them moving down the funnel. Further segment your audience and gather new early-stage leads with a consistent, relevant stream of content.

Lead generation campaigns are all custom built and priced.



Traditional media

Eliminate the competition

With Sponsorship Roadblock advertising, you can own all of the advertising space on any journal page. Utilize the different advertisement units to deliver an incredibly powerful advertising experience. Talk to your sales representative to explore the possibilities!

Banners

Our banners are now responsive! To improve ad visibility, the leaderboard banner will hover with content on desktop and mobile devices.

As screens gradually permeate each aspect of our lives, banner advertising generates awareness for your brand or product in the moment your targeted customer is in their “science zone.” Readers come to cell.com, individual journal homepages, and the Elsevier online platform ScienceDirect to read and research the latest great science. Choose from standard banners, flash banners, and rich media.

Geotarget your markets. Select regional targets to push specific examples and messaging. Cater to international customers with distinct messaging!



| Specifications | | |
|---|---|--|
| Standard banner | Flash banner | Acceptable ad sizes |
| <ul style="list-style-type: none">• Acceptable formats: .gif and/or .jpeg• Animations should run for less than three rotations or 30 seconds• All ads with a white background must include a colored border• 200 kb max ad file size | <ul style="list-style-type: none">• Animations should run for less than three rotations or 30 seconds• All ads with a white background must include a colored border• Flash ads should use Click-Tag. When submitting rich media, an alternate .gif is required | <ul style="list-style-type: none">• 728 x 90 pixels• 336 x 280 pixels• 300 x 250 pixels• 300 x 600 pixels• 120 x 600 pixels• 160 x 600 pixels• 300 x 50 pixels |

Electronic table of contents (eTOCs)

Cell Press produces eTOCs for all 50+ journals that we publish. Reach your target audience right in their inboxes. With an average open rate of 35% and an active subscriber base, Cell Press eTOCs are a proven vehicle for presenting your marketing message.



| Journal | Subscribers | Average open rate |
|--|-------------|-------------------|
| American Journal of Human Genetics | 30,832 | 28% |
| Biophysical Journal | 25,811 | 27% |
| Cancer Cell | 42,686 | 32% |
| Cell | 79,241 | 38% |
| Cell Chemical Biology | 20,289 | 24% |
| Cell Host & Microbe | 21,897 | 28% |
| Cell Metabolism | 30,805 | 31% |
| Cell Reports | 32,466 | 33% |
| Cell Reports Medicine | 9,490 | 43% |
| Cell Reports Physical Science | 3,032 | 30% |
| Cell Stem Cell | 33,453 | 29% |
| Cell Systems | 10,500 | 27% |
| Chem | 18,434 | 30% |
| Current Biology | 37,931 | 25% |
| Developmental Cell | 27,873 | 32% |
| Immunity | 33,445 | 32% |
| iScience | 10,344 | 25% |
| Joule | 14,221 | 30% |
| Matter | 7,893 | 27% |
| Molecular Cell | 43,361 | 33% |
| Molecular Plant | 8,017 | 22% |
| Molecular Therapy | 8,185 | 26% |
| Molecular Therapy – Methods & Clinical Development | 7,693 | 23% |
| Molecular Therapy – Nucleic Acids | 6,778 | 19% |
| Molecular Therapy – Oncolytics | 5,920 | 23% |
| Neuron | 33,899 | 34% |
| Patterns | 5,230 | 41% |
| Plant Communications | 3,323 | 39% |
| Stem Cell Reports | 27,169 | 30% |
| Structure | 14,250 | 21% |
| Trends in Plant Science | 15,811 | 21% |
| Trends in Biochemical Sciences | 21,440 | 26% |
| Trends in Biotechnology | 26,227 | 25% |
| Trends in Cancer | 15,603 | 31% |
| Trends in Cell Biology | 33,899 | 29% |
| Trends in Chemistry | 7,736 | 33% |
| Trends in Cognitive Sciences | 19,292 | 26% |
| Trends in Ecology and Evolution | 17,027 | 25% |
| Trends in Endocrinology & Metabolism | 15,618 | 23% |
| Trends in Genetics | 29,513 | 28% |
| Trends in Immunology | 28,740 | 29% |
| Trends in Microbiology | 20,761 | 25% |
| Trends in Molecular Medicine | 24,269 | 27% |
| Trends in Neurosciences | 31,615 | 32% |
| Trends in Parasitology | 11,408 | 17% |
| Trends in Pharmacological Sciences | 16,949 | 23% |

Marketplace Recommendations

It's contextual, with a PhD. Discover a comprehensive marketing solution and generate maximum awareness through Marketplace Recommendations. Our readers turn to Cell Press for landmark discoveries and a host of fascinating article formats, including our highly popular previews, minireviews, and reviews. Marketplace Recommendations uses carefully selected targeting to place your messaging adjacent to relevant content in our journals.

With granular targeting comes deeper relevance and greater impact. Marketplace Recommendations offers an unrivaled opportunity to drive Cell Press readers directly to your applications and products relevant to their work.

Rather than guessing where your messaging should land, our Marketplace Recommendations platform, now powered by PubGrade, reads every article in real time and matches it to keywords and desired target market information that you've supplied. This ensures that every reader is being shown your relevant product lines at every juncture of their research journey.



Advertising package includes

- Contextual ad campaign placing your ads alongside relevant premium content on cell.com
- Customized campaign with campaign optimization from PubGrade team
- Ability to alternate ad creative through duration of the campaign
- Comprehensive analytics

PubGrade

Incorporate your ads alongside relevant premium content on cell.com to connect with the reader in the most relevant moment. Each time a visitor views editorial content that is related to your organization/ad message, PubGrade delivers your ad, getting the right message to the right person at the right time.

Features

- Drive highly qualified traffic to your website from a robust content-rich environment
- Deliver a focused and targeted message alongside first-rate, peer-reviewed content
- PubGrade's systems analyze the content of Cell Press journals and match them against large databases of relevant scientific concepts and client-provided keywords to drive traffic to your specifically chosen URL

Click the research title



Kits for relevant assays

Rockland has a long-established history of providing critical antibodies and reagents as a qualified raw material supplier—specifically in the area of infectious disease.

We have successfully generated antibodies to viral proteins corresponding to SARS Coronavirus, H5N1 Influenza, H7N9, Neuraminidase (H7N9) Avian Influenza A, Swine H1N1 Neuraminidase, Seasonal Influenza, Hepatitis virus A/B, Hanta virus, Rift Valley Virus, West Nile Virus, and others, including viral receptors like ACE2.

Recent References

OCT 20 • Daly James S., et al. "Hemagglutinin Y Is a Host Factor for SARS-CoV-2 Infection." *Science*, American Association for the Advancement of Science, 20 Oct. 2020. (DOI:10.1126/science.aba0072)

AUG 6 • Tsuchida M., Minami M., Nagai S., et al.

Destination

Rockland antibodies & assays

READY TO SHIP!

SARS-CoV Antibodies

US-manufactured antibodies proven successful in COVID-19 research

Learn more

Best Of

Align your brand with the best



The Best Of series is a Cell Press institution. These highlight collections bring together the top research and reviews from across our portfolio of high-impact journals. Papers in each Best Of edition are chosen based on citations and reader download data, ensuring a top-flight collection of research that your audience will love. Best Of's are distributed at every major conference throughout the year and are made available as lead-generating digital editions as well.



Best Of editions are distributed to your audience at all of the following events:

| Edition | Target audience | Tentative ad deadline |
|--|---------------------|-----------------------|
| Best of Biophysical Journal | Biophysical Society | 23 January |
| Best of Molecular Cell TECH | SLAS | 26 January |
| Best of Chem | ACS Spring | 3 March |
| Best of Cancer Cell | AACR | 21 March |
| Best of Immunity | AAI | 19 April |
| Best of Molecular Therapy | ASGCT | 24 April |
| Best of Cell Metabolism | ENDO | 12 May |
| Best of Cell Stem Cell | ISSCR | 22 May |
| Best of Stem Cell Reports | ISSCR | 22 May |
| Best of Cell Host & Microbe | ASM Microbe | 22 May |
| Best of AJHG and HGG Advances | ASHG | 10 October |
| Best of Neuron | SFN | 10 October |
| Best of Cell | ASCB | 7 November |
| Best of Cell Reports | ASCB | 7 November |

www.cell.com/bestof

Cell Press Selections

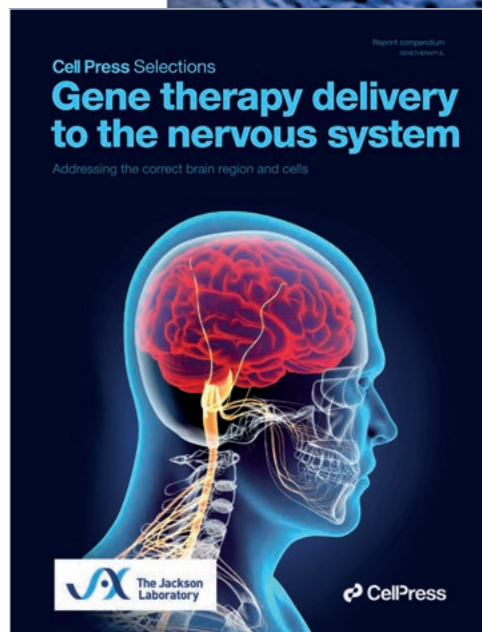
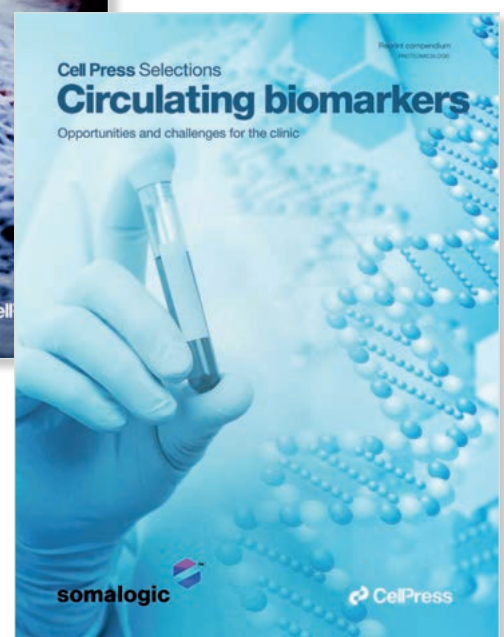
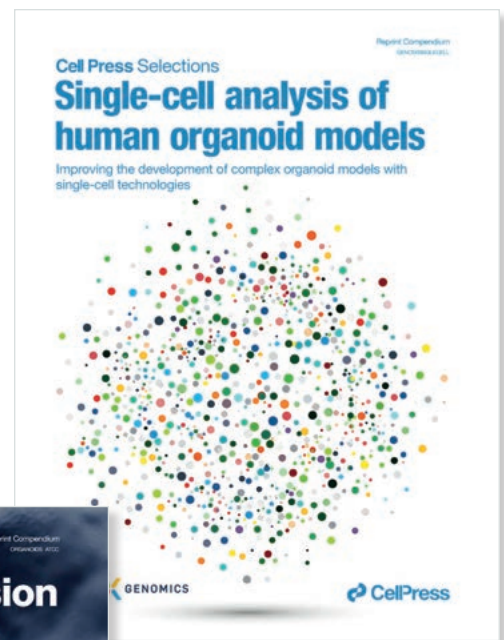
Choose your target, own the topic

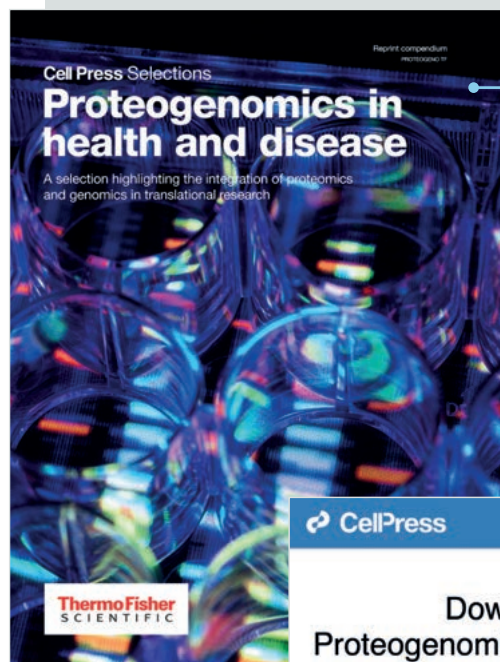
Align your product or brand with the highest-impact research and reviews on a topic of your choice. Selections are editorially curated reprint collections that highlight a particular area of science customized to highlight your brand's expertise through content. Selections come in both print and lead-generation digital formats and are designed to capture the most exciting science published across all our journals.

Each Selection is accompanied by an aggressive marketing campaign that drives the audience to your messaging, which includes:

- Digital ads on cell.com
- Digital ads on relevant journal issue eTOC email alerts
- Social media posts across Facebook, Twitter, and LinkedIn
- Booth distribution at relevant conferences, LabLinks, and Cell Symposia
- Featured promotion on relevant journal homepages
- Optional – polybag Selection with journal issue to personal subscribers

www.cell.com/selections



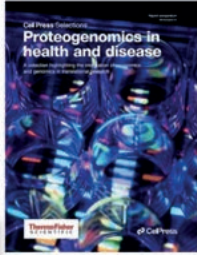


Print edition

Download form

CellPress

Download Proteogenomics in health and disease



First Name*

Last Name*

Email*

Institution*

Job Title*

Field of research*

I would like to receive email communications about Thermo Scientific products, events and special offers pertaining to my interests. By submitting my data, I give consent to the collection, processing and use of my personal data in accordance with the Thermo Fisher Scientific Privacy Policy.*

☐ Yes ☐ No

When you register for this digital edition, your contact details will be passed to the funding entity(ies) listed here who will provide you with information relevant to this topic.

Features

- Exclusively branded compendium incorporating high-impact articles and reviews
- Print edition for promotional distribution or at exhibitions
- Fully interactive digital edition with lead generation
- Print copies provided to sponsor
- Optional branded SnapShot poster inserted into Selection



Web banners

Digital edition



Custom capabilities

Anything is possible with Cell Press

Cell Press is your partner in custom publishing. Though we offer a multitude of off-the-shelf options for you to purchase, we're also keen to work with brands on developing new custom products that leverage our content and multimedia assets. Schedule a chat with your sales representative about how we can leverage our talents and audience to help serve your marketing needs.

Posters

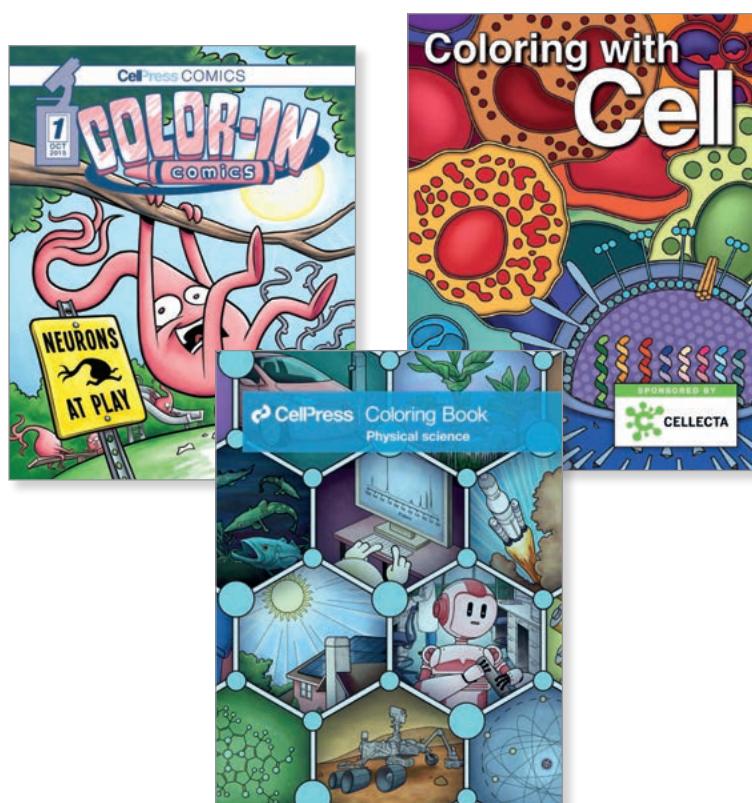
Our editors and art team will work together to create intuitively designed posters to showcase your brand alongside a relevant process or pathway that resonates with your target audience. Custom posters can be polybagged or blown in to any issue of a Cell Press journal or developed in conjunction with a Best Of, Cell Press Selection, or Special Issue. Time your poster with a key annual meeting to maximize the number of leads visiting your booth.



Calendars

Sponsored Cell Press Calendars are some of the most anticipated booth giveaways. Scientists love to pin these calendars up and mark down their key dates for the year. Do you want a spot on their wall? Talk to your sales representative about compiling a custom calendar that matches your business goals.





Coloring books

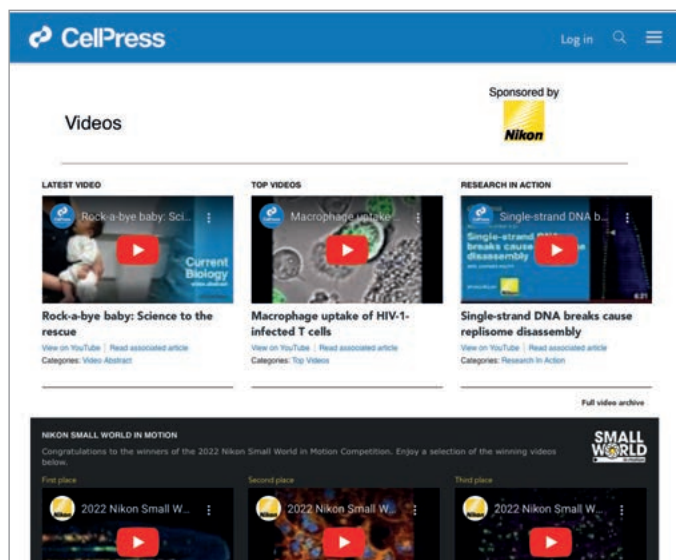
Several years ago, we created *Coloring with Cell*, a coloring book exploring Sammy the Cell's world of cellular biology. This became so incredibly popular with scientists, educators, and children that we're at it again! We are excited to bring a series of Color-In Comics to our readers. These comics will be graphical representations of a scientific process, left black and white for your coloring pleasure.

These books are our most popular giveaway at shows and events. Take an opportunity to have exclusive branding and show your support for science education in an alternate environment, connecting with the local community and educational establishments.

www.cell.com/comics

Websites

Own a corner of cell.com with a custom website. We created products like Cell Picture Show—a gallery series featuring striking images in cell, developmental, and molecular biology—and Cell Press Videos—a portal to all the greatest video content published in Cell Press journals—to drive eyes to our sponsors' products, and we can do the same for you. Talk to your sales representative about creating a custom visual, digital solution on cell.com.



www.cell.com/video



www.cell.com/pictureshow

Research Arc

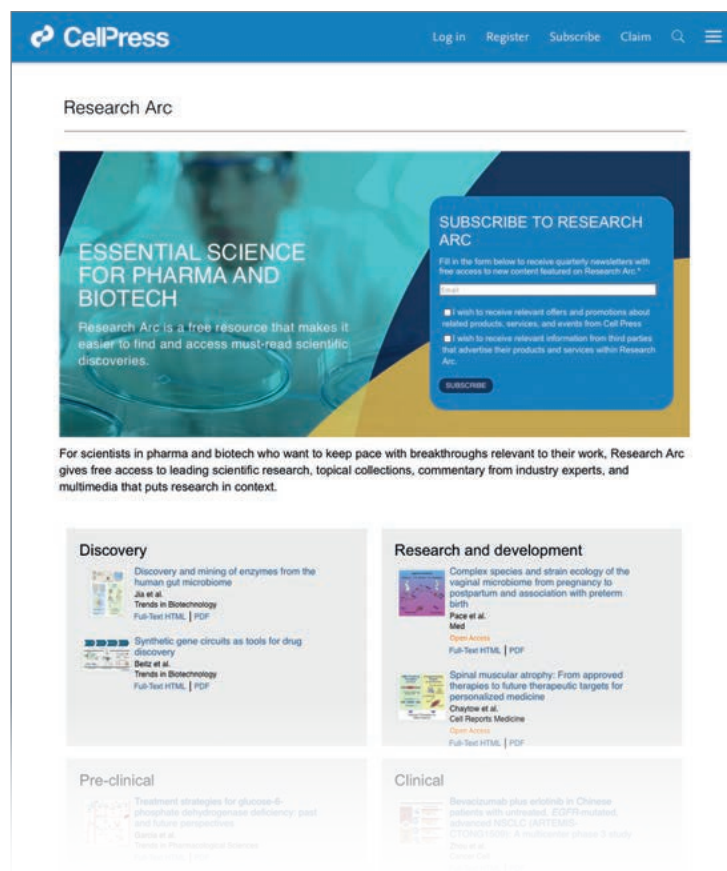
Your gateway to the biopharma market

Research Arc is Cell Press's newest product, offering our sponsors access to R&D professionals in the biopharmaceutical community. Research Arc is the destination for up-to-date peer-reviewed research on the latest trends, delivery mechanisms, and policies that will affect the future of therapeutics.

Targeted to support innovation from discovery to diagnostics, Research Arc gives you access to the well-funded non-academic market.

Homepage

Research Arc's homepage is updated monthly with new papers, infographics, videos, and collections tailor-made for the R&D community. Papers are categorized based on which step in the drug development process they apply to (Discovery, Research and Development, Preclinical, Clinical Trials, Diagnostics, and Policy), making them easy to browse and digest.

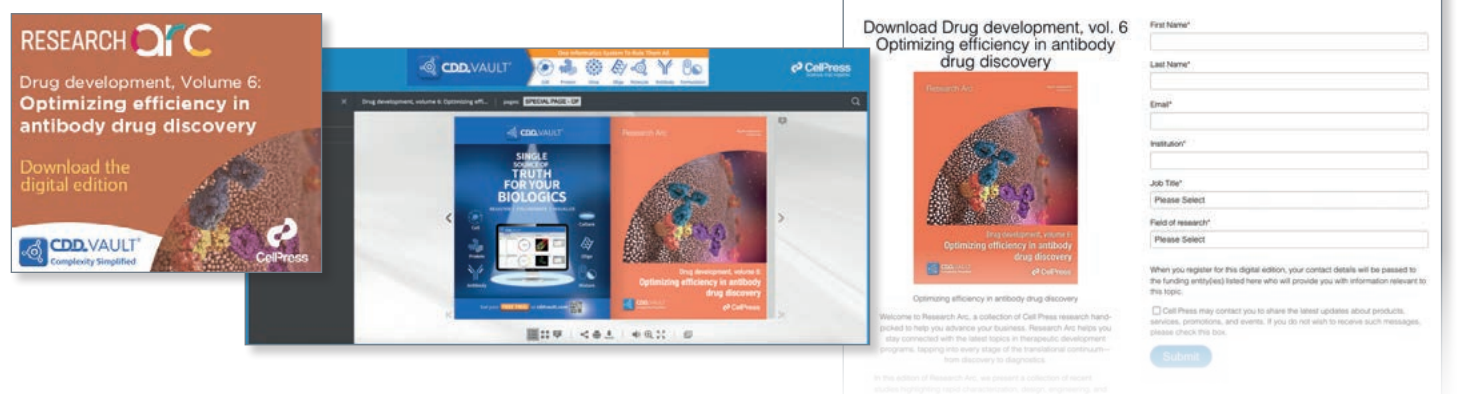


Email newsletters

R&D scientists are even more pressed for time than their counterparts in academia, so we made Research Arc subscribable. A reader simply inputs their email address, and they're delivered a monthly update of all the new content added to the homepage. Avg monthly subscribers: 13,653 – Avg open rate: 14%.

Digital collections

For researchers that prefer to browse by subject, Research Arc routinely publishes print collections focused on the most emergent topics and techniques translating from the bench to therapeutics. Print collections contain only need-to-know advances, and Cell Press is constantly releasing new volumes and distributing them for free at key meetings to keep R&D scientists updated on how academia is pushing industry forward.

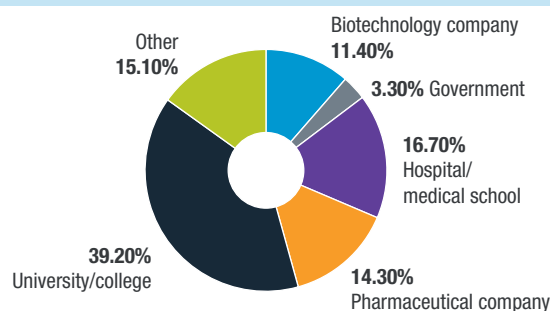


Research Arc audience report

Meet the users of Research Arc, the new resource for R&D professionals in biotech and pharma from Cell Press.

Work setting

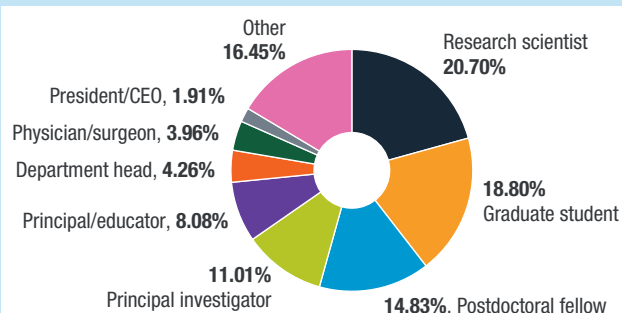
Research Arc's audience is 60.8% non-academic, giving you access to the well-funded biotech, pharma, and medical companies who use your products.



Job title

Research Arc reaches a translational audience of biomedical lab techs, pharma execs, policymakers, and physicians—not just PIs and postdocs.


Research Arc also attracts a multitude of science-adjacent business leaders such as capital investors, industrial scientists, and independent consultants.



Webinars

Our network. Your audience. Together live.


Connect with our highly qualified audience of senior scientists and researchers through educational Cell Press webinars. For the scientist, webinars are free access to the top researchers in their field. For your brand, webinars are a pipeline of qualified, active leads. We will work with you to align speakers, content, and audiences to generate maximum impact. The recorded webinar then becomes available on demand at cell.com, meaning your audience will continue to grow long after the event takes place.




Discoveries in immunology at the single-cell level

October 11, 2022, 12:00 pm ET


Speakers



Shane Liddelow
Assistant Professor,
Department of Neuroscience and Physiology, New York University – Langone



Menna Clatworthy
NIHR Research Professor and Professor of Translational Immunology, University of Cambridge




Pandurangan Vijayanand
William K. Bowes Distinguished Professor, La Jolla Institute for Immunology

[Register here](#)

About the webinar

Our latest webinar, **Discoveries in immunology at the single-cell level**, kicks off today at 12:00 pm ET.

The ability to analyze complex tissues and responses at the single-cell level has led to substantial advances in immunology. In this Cell Press Webinar, we'll hear from



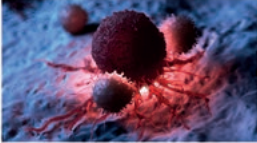
Submit Log in Register Subscribe Claim

Upcoming webinars Recent webinars On demand by subject

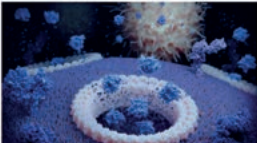
Cell Press webinars

Cell Press webinars are curated and moderated by our editors to bring you closer to the expert researchers and future innovators in science. We want our network to be your network. It's how we continue to work to create science that inspires.

Upcoming webinars




Unravelling cancer immunity and immunotherapy response using multi-omics
Live webinar: December 13, 2022 | 9 am EST
Robert Vonderheide (University of Pennsylvania), **Alberto Bardelli** (University of Torino), and **Irene Lobon** (Francis Crick Institute) will explore how multi-omics approaches can be applied to clinical research to unravel the bases of immunotherapy response and the development of cancer resistance.
Sponsor: Illumina
[Register now](#)




Targeting inflammasomes for therapies
Live webinar: December 15, 2022 | 10 am EST
Matthias Geyer (University of Bonn) and **Rebecca Cell** (Queens University Belfast) will discuss how the structure and function of inflammasomes comes into therapeutic targeting, while **Michael McDermott** will discuss the landscape of inflammasome-based treatments for disease.
Sponsor: InvivoGen
[Register now](#)

Recent webinars



Understanding the chemical mediators of ecological interactions
Live webinar: November 18, 2022 | 10 am EST
Chemical ecology integrates advances in chemistry and biology to better understand chemically-mediated biological interactions, how these interactions affect organismal behaviors and evolution, the relevance of these interactions to ecosystems, and the underlying mechanisms of chemical signaling within and between organisms. In this Cell Press webinar, **Shinichi Sunagawa** (ETH Zurich), **Christelle A. M. Robert** (Université de Bordeaux), and **Emily R. Burdfield-Steel** (University of Amsterdam) will discuss chemical interactions between ocean and gastrointestinal microbes and their hosts, plants and soil invertebrates, and mating insects.




Discoveries in immunology at the single-cell level


Available On Demand

Technologies that enable the analysis of gene expression at the single-cell level have revealed the heterogeneity of cell populations and the complexity of immune responses, and the T-SNE plot has quickly become a familiar sight in immunology research. In this webinar, we'll hear from three talks that highlight advances made in distinct fields using single-cell sequencing technology. **Shane Liddelow** (NYU Langone) will discuss reactive astrocyte subtypes in inflammation and disease. **Menna Clatworthy** (University of Cambridge) will talk about how immune responses are generated within organs during homeostasis and disease, and **Pandurangan Vijayanand** (La Jolla Institute for Immunology) will highlight insights from single-cell analysis of airway T cells in severe asthma.


Presenters:




Shane Liddelow
Assistant Professor
NYU Grossman School of Medicine
[View Biography](#)




Menna Clatworthy
NIHR Research Professor and Professor of Translational Immunology
University of Cambridge
Honorary Consultant Nephrologist
Director of Clinical Studies, Peninsula College
Associate Faculty Cellular Genetics, Wellcome Sanger Institute
[View Biography](#)



Pandurangan Vijayanand
William K. Bowes Distinguished Professor
Center for Autoimmunity and Inflammation
Center for Cancer Immunotherapy
La Jolla Institute for Immunology
[View Biography](#)



Moderator: Kavitha Sreenan
Senior Scientific Editor, Immunology



The conceptual power of single cell biology
August 28-30, 2023 — San Diego, CA, USA

Registration

[Click Here](#)

First Name *

Last Name *

Email *

Company *

Job Title *

Country/Region *

Which NGS techniques do you currently use in your lab or via a service provider? *

☐ I do not use NGS

☐ Genome Sequencing

☐ Targeted DNA sequencing

☐ RNAseq

☐ Protein detection by Antibody Derived Tags

☐ Other

What non NGS technologies do you most routinely use? *

☐ Flow cytometry

☐ Fluorescent microscopy

☐ qPCR

☐ Sanger Sequencing

☐ Mass Spectrometry

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Cell Press media kit 2023

19

Cell Press
August 5 · 🌐

Join us for our upcoming webinar, The evolving RNA-seq experiment: advances in data quality, analysis, and complexity, when speakers Xiao Wang (Broad Institute of MIT), Ken Lau (Vanderbilt University), and Stefan Canzar (Ludwig-Maximilians-Universität München, Germany) will discuss ongoing advances in the experimental complexity of RNA sequencing technologies and integrative approaches for data quality estimation, data reconstruction, and interpretation of high-dimensional da... [See more](#)

CellPress | Webinars

The evolving RNA-seq experiment: advances in data quality, analysis, and complexity
August 16, 2022, 12 pm ET

Speakers

- Xiao Wang**
Assistant Professor, Broad Institute
- Ken Lau**
Associate Professor of Cell and Developmental Biology, Associate Professor of Surgery, Vanderbilt University
- Stefan Canzar**
Group Leader, Algorithmic Computational Biology, Gene Center Munich

[Register here](#)

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The evolving RNA-seq experiment: advances in data quality, analysis, and complexity
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CellPress | Webinars

The evolving RNA-seq experiment: advances in data quality, analysis, and complexity
August 16, 2022 | 12 pm ET

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Average webinar performance

| Year | Total registrations | Attended live | On-demand registrations |
|------|---------------------|---------------|-------------------------|
| 2022 | 1,025 | 325 | 74 |
| 2021 | 1,154 | 367 | 101 |

2022 top-performing webinars

| Title | Total registrations | Attended live | On-demand registrations |
|---|---------------------|---------------|-------------------------|
| The evolving RNA-seq experiment: advances in data quality, analysis, and complexity | 1,764 | 606 | 37 |
| Spatial biology and cancer | 1,587 | 575 | 51 |
| Incorporating CRISPR into omics studies: what the future holds | 1,483 | 513 | 69 |

www.cell.com/webinars

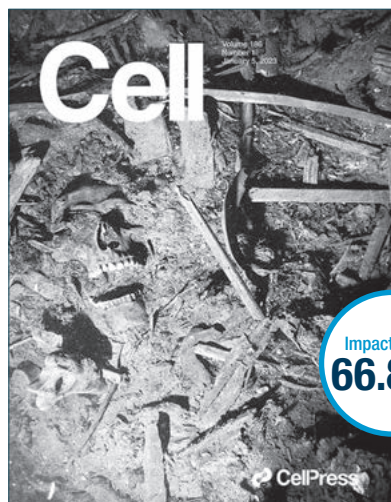
Research journals

Cell Press: Science that inspires

- 47% of our readers are the lead decision makers in their company or lab
- Consistently the highest impact factor in the biology category
- Discipline-leading journals in all life science verticals
- Increased translational content offerings
- Trends and review content provide invaluable insights

Relevance and impact factor

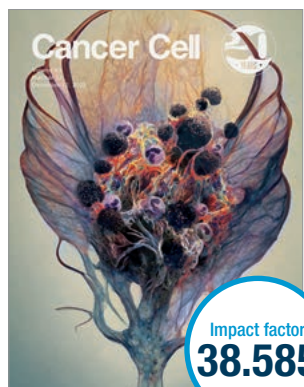
At Cell Press, we understand that impact factor is just one measure of journal performance, and you can find additional metrics at cell.com/impact



26 issues per year

- Molecular biology (transcription, RNAi splicing, RNA editing, DNA replication and repair, protein synthesis and editing, protein modification and degradation, and chromatin)
- Cell biology (cell cycle, subcellular organization, protein and membrane transport, protein folding and stability, and signal transduction)
- Systems biology
- Stem cells
- Human disease (infectious diseases including HIV and other viruses, cancer, and human disease genes)
- Developmental biology (differentiation and morphogenesis, organogenesis, sex determination, stem cell biology, apoptosis, and embryology in all model organisms including plants, mice, fish, flies, chicks, and worms)
- Genetics and genomics (bacterial regulation, fly and worm genetics, and eukaryotic genomics)

- Proteomics
- Cancer research
- Immunology (T cell selection, lymphocytes and immunoglobulins, and somatic hypermutation)
- Neuroscience (learning and memory, neuronal guidance and connections, and synaptic transmission)
- Structural biology
- Microbiology
- Virology
- Physiology (receptors, hormone action, obesity, and lifespan)
- Evolution
- Biophysics
- Computational biology



12 issues per year

- Genetics, epigenetics, and genomic instability
- Cell signaling and communication
- Cell cycle and DNA repair
- Diagnostics (molecular profiling and pharmacogenomics)
- Telomerase and transformation
- Apoptosis
- Angiogenesis and metastasis
- Animal models
- Cancer therapy (rational drug design and small-molecule and biological-molecule therapeutics)



12 issues per year

- Chemical insights into signaling, catalysis, and gene expression
- Novel chemical and biological methods for molecular design, synthesis, and analysis
- Glycomics
- Chemical genetics
- Chemistry and biology of natural and unnatural biopolymers
- The use of natural and designed molecules as probes of cellular pathways
- Drug design
- The nature of molecular recognition in biological systems
- Novel procedures for the large-scale analysis of genes and proteins
- Functional and structural genomics
- Molecular basis of evolution



12 issues per year

- Human genetics
- Cancer genomics
- Precision medicine
- Genome technology
- Single-cell genomics
- Genome editing
- Computational genomics
- Functional genomics
- Genomes and comparative genomics
- Agricultural genetics
- Population and evolutionary genetics
- Genetics and society



12 issues per year

- Molecular and cell biology of microbes
- Microbial pathogenesis
- Host cellular and immune response to microbes
- Immune evasion
- Therapeutics
- Evolution, epidemiology, and natural history of microbes
- Vaccine design, development, and trials
- Emerging pathogens



12 issues per year

- Diabetes
- Obesity
- Energy balance
- Cardiovascular disease
- Adipocyte and lipid biology
- Aging and stress response
- Mitochondria
- Hypertension
- Bone homeostasis
- Molecular endocrinology



52 issues per year

- Open access, online only
- High-quality papers across life science spectrum
- Focus on shorter, single-point articles, entitled Reports, in addition to longer articles
- The primary criterion for both types of formats is new biological insight



12 issues per year

- Open access, online only
- Translational and clinical biomedical sciences
- Genomics, biomarker discovery, and developments in technology that contribute to diagnostics, treatment, and healthcare
- Focus on impactful, single-point papers called reports, in addition to longer articles and reviews



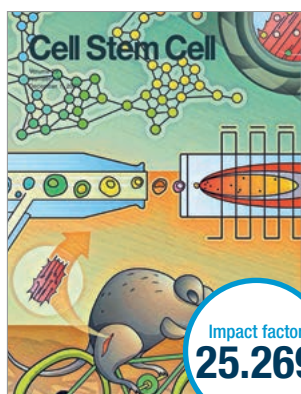
12 issues per year

- Innovations in sequencing
- Imaging technologies
- Genome editing
- Single-molecule approaches
- Computational methods
- Biotechnology
- Synthetic biology



12 issues per year

- Open access, online only
- Showcases high-quality research from across the physical sciences
- Including chemistry, physics, materials science, energy science, engineering, and related interdisciplinary work
- Focus on impactful, single-point papers called reports, in addition to longer articles and reviews



12 issues per year

- Embryonic stem cells
- Pluripotency
- Germline stem cells
- Tissue-specific stem cells
- Stem cell differentiation
- Epigenetics
- Stem cell genomics and systems biology
- Genome reprogramming
- Cancer stem cells
- Stem cell niches
- Stem cell-based disease models
- Nuclear transfer technology
- Bioengineering
- Drug discovery
- *In vivo* imaging of stem cells
- Therapeutic applications
- Regenerative medicine
- Clinical and translational insights
- Stem cell research policies, ethical issues, and technical or resource-based innovations



12 issues per year

- Systems at all scales
- Microbiology
- Cancer
- Immunology
- Plant biology
- Computational biology
- Genomics
- Proteomics
- Translational medicine
- Digital healthcare
- Biological engineering
- Systems and synthetic biology



12 issues per year

- Chem* publishes work from across the chemical sciences and at the interfaces between chemistry and other disciplines. *Chem* showcases how fundamental studies in chemistry and its sub-disciplines may help in finding potential solutions to the global challenges of tomorrow.
- Organic chemistry
 - Inorganic chemistry
 - Physical chemistry
 - Materials science
 - Nanoscience
 - Catalysis
 - Chemical biology
 - Analytical chemistry
 - Supramolecular chemistry
 - Theoretical chemistry
 - Computational chemistry
 - Green chemistry
 - Energy and environmental chemistry
 - Atmospheric chemistry
 - Food chemistry



NEW IN
2021

12 issues per year

Chem Catalysis is a monthly journal publishing innovative and insightful research on fundamental and applied catalysis, providing a platform for researchers across chemistry, chemical engineering, and related fields to disseminate and promote their work.

- heterogeneous catalysis
- homogeneous catalysis
- biocatalysis



Impact factor
10.900

24 issues per year

- Cell biology, including cell signaling, cell-cycle regulation, and apoptosis
- Developmental biology
- Cellular and systems neuroscience
- Neurobiology and behavior
- Cancer biology
- Gene expression, including genomics and proteomics
- DNA and RNA metabolism, including transcription and translation
- Immunology
- Ecology and evolution



Impact factor
13.417

24 issues per year

- Cell migration
- Cell polarity
- Cell proliferation
- Developmental roles of genes or pathways
- Differentiation
- Evolutionary relationships
- Genome-wide analysis
- Intracellular targeting
- Membrane traffic
- Morphogenesis
- Signaling pathways



GOLD
OA

Impact factor
3.776

12 issues per year

- Open access journal publishing research across life, physical, social, and medical sciences
- Sections include applied biosciences, clinical research, engineering, food science, microbiology, pharmacology, and social science



Impact factor
43.474

12 issues per year

- Immune cell development and senescence
- Signal transduction
- Gene regulation
- Innate and adaptive immunity
- Cytokines and inflammatory responses
- Autoimmunity and tolerance
- Infectious disease
- Tumor immunology
- Vaccine biology
- Transplantation biology
- Allergy and asthma



Impact factor
6.107

12 issues per year

- Life sciences**
- Cancer
 - Cell biology
 - Development
 - Immunology
 - Metabolism
 - Microbiology
- Physical sciences**
- Chemistry
 - Energy
 - Material science
 - Physics
 - Polymer science
- Environmental sciences**
- Climate science
 - Atmospheric science
 - Ecology and evolution
 - Hydrology
 - Solid earth science



Impact factor
46.048

12 issues per year

- Batteries and supercapacitors
- Biofuels and biotechnology
- Carbon capture and storage
- Energy access, security, and behavior
- Energy grids and networks
- Energy-harvesting devices
- Energy policy and economics
- Fuel cells and electrocatalysis
- Geothermal energy
- Hydrogen storage and energy
- Materials for energy systems
- Nuclear power
- Solar energy
- Techno-economic analysis and life-cycle assessment
- Transportation fuels
- Wave energy, wind energy, and hydroelectricity



Impact factor
19.967

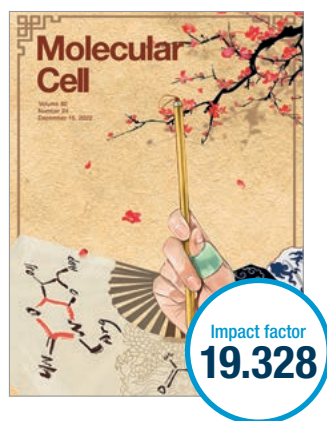
12 issues per year

- Covers the general field of materials science, from nano to macro, fundamentals to application
- Transformative research related to fundamental structure, synthesis and assembly, properties, and performance of emerging material systems
- Novel characterization methods
- Materials of focus can be any state, any scale, any composition



12 issues per year

- Clinical and translational research
- Aging and health-span interventions
- Biomedical engineering
- Cancer
- Cardiovascular and metabolic disease
- Genetics and cell-based therapies
- Health economics and public policy
- Human microbiome
- Immunology
- Infectious diseases
- Neurology



24 issues per year

- Gene expression and transcriptional and epigenetic regulation
- DNA replication, recombination, and repair
- RNA processing
- Translation
- Protein folding, modification, and degradation
- Signal transduction
- Cell cycle
- Cell death
- Systems biology



24 issues per year

- Developmental neurobiology
- Cellular and molecular neuroscience
- Synaptic transmission and plasticity
- Ion channel structure and function
- Behavioral and systems neuroscience
- Cognitive neuroscience
- Neurological and psychiatric disease
- Computational neurobiology



12 issues per year

- Climate change dynamics, mitigation, and adaptation
- Air, water, and soil pollution
- Global change ecology, biodiversity, and conservation
- Food and water security
- Renewable energy systems
- Land use, land use change, and forestry
- Governance, policy, and international relations
- Societal resilience, risk management, and sustainable communities
- Urban metabolism, the built environment, and societal well-being
- Sustainable production, consumption, and waste management
- Industrial and technological innovations for the Earth system



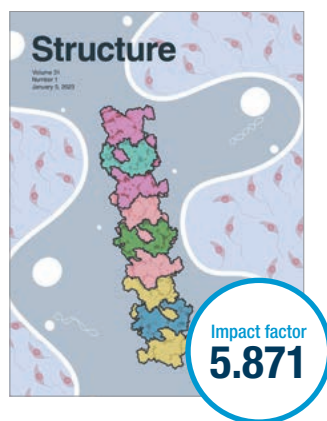
12 issues per year

- Open access journal across full breadth of data science
- How to best develop and run data science infrastructures, tools, and services
- Communicate solutions and best practices for data science algorithms and methodologies
- Discuss the human and environmental impact of decisions made using data science
- Develop new cross-disciplinary methods for efficient data analysis, processing, archiving, and use



12 issues per year

- Providing complete, authoritative, and consistent instructions on how to conduct experiments
- Reproducibility and transparency are the cornerstones for building on published research
- Primary criteria are usability and repeatability



12 issues per year

- Atomic resolution analysis
- X-ray crystallography
- Nuclear magnetic resonance spectroscopy
- Computational analyses, simulations, and predictions
- Electron microscopy
- Neutron scattering
- Hydrodynamics
- X-ray absorption spectroscopy
- Biochemical studies
- Biophysical analyses
- Fluorescence energy transfer
- Design, construction, and analysis of novel protein and RNA structures
- Catalytic activities
- Medium- to low-resolution structural analysis
- Single-molecule analysis
- Small-angle X-ray scattering
- Emerging methods in structure determination

Review journals



Impact factor
14.264

Trends in Biochemical Sciences

highlights recent advances in biochemistry and molecular biology through succinct articles. The goal of TIBS is to provide thought-provoking articles that stimulate new ideas.



Impact factor
21.942

Trends in Biotechnology

is the leading reviews journal in useful biology. The journal publishes reviews and perspectives on the applied biological sciences: technologies derived from or inspired by living systems.



Impact factor
19.161

Trends in Cancer

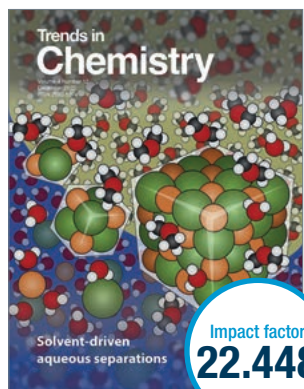
is a review journal publishing concise and engaging expert commentary articles that address key frontline research topics and cutting-edge advances in the rapidly changing field of cancer discovery and oncology.



Impact factor
21.167

Trends in Cell Biology

publishes review and opinion articles monitoring the breadth and depth of current research in cell biology. The journal reports on new developments, integrating methods, disciplines, and principles.



Impact factor
22.448

Trends in Chemistry

is the latest Trends journal and the first in the physical sciences. The journal offers thoughtfully designed review, opinion, and short articles covering the breadth of chemistry in an accessible, low barrier-to-entry manner.



Impact factor
24.482

Trends in Cognitive Sciences

brings together research in psychology, artificial intelligence, linguistics, philosophy, anthropology, and neuroscience, providing a platform for the interaction of these fields and the evolution of cognitive science as an independent discipline.



Impact factor
20.589

Trends in Ecology and Evolution

serves as an invaluable source of information in all areas of ecology and evolutionary science – from the pure to the applied and from molecular to global.



Impact factor
10.586

Trends in Endocrinology and Metabolism

publishes polished, concise, and cutting-edge topics covering basic, translational, and clinical aspects of metabolism and endocrinology. The journal covers areas from state-of-the-art treatments of diseases to new developments in molecular biology, methods, disciplines, and principles.



Impact factor
11.821

Trends in Genetics

publishes articles that provide an overview of the latest developments in the fields of genetics and genomics, encompassing various model organisms and themes that span molecular, cellular, clinical, and systems-level hierarchies.



Impact factor
19.709

Trends in Immunology

publishes broad-perspective, succinct reviews and hypothesis-driven viewpoints, monitoring cutting-edge advances in diverse areas of basic and clinical immunology, and offering a complete overview of the field.



Impact factor
18.230

Trends in Microbiology

is a leading reviews journal that aims to publish engaging and emerging trends across bacteriology, virology, and mycology, covering areas such as molecular biology, pathogenicity, biodiversity, and broad-range societal impact.



Impact factor
15.272

Trends in Molecular Medicine

offers a distinguished venue for concise reviews and commentaries that contextualize recent advances across the translational and clinical research continuum. Articles have clear implications for diagnostics, therapy, and disease prevention.



Impact factor
16.978

Trends in Neurosciences

is a monthly journal publishing inspiring reviews and commentaries across all areas of neuroscience. It serves as a voice for the neuroscience community, and highlights contributions of neuroscience to medicine and society.



Impact factor
10.528

Trends in Parasitology

is a highly regarded journal publishing reviews and short surveys in all disciplines of parasitology, covering medical and veterinary parasites of global importance, as well as their transmission vectors and susceptible hosts.



Impact factor
17.638

Trends in Pharmacological Sciences

covers the most exciting recent developments in pharmacology and therapeutics research. The journal broadly publishes content in pharmacology, pharmaceuticals, and toxicology with keen interest in biopharma regulatory landscape, science policy, and bioethics.



Impact factor
22.012

Trends in Plant Science

is the original and leading monthly review journal in plant science, featuring readable, thought-provoking, and cutting-edge reviews and opinions and providing overviews of current thinking and developments across all aspects of plant biology.

Society partner journals

Cell Press is proud to publish 12 journals on behalf of learned societies, including the American Society of Human Genetics, the American Society of Gene and Cell Therapy, the Biophysical Society, and the International Society of Stem Cell Research as well as partner institutions such as the Institute of Plant Physiology and Ecology, the Shanghai Institutes for Biological Sciences, the Chinese Academy of Sciences, and the Chinese Society of Plant Biology.



Impact factor
11.025

12 issues per year

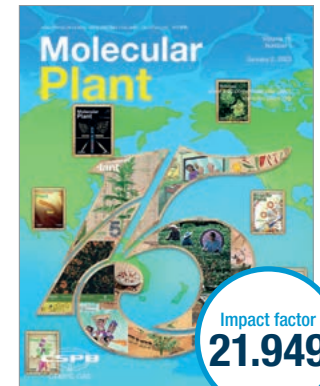
- Polygenic traits • Mendelian phenotypes • Genomic medicine • Functional genomics • Statistical genetics • Evolution and population genetics • Cancer genomics • Bioinformatic approaches



Impact factor
3.699

24 issues per year

- Channels, receptors, and electrical signaling • Proteins • Biophysical theory and modeling • Cell biophysics • Photobiophysics • Membranes • Spectroscopy, imaging, and other techniques • Muscle and contractility • Supramolecular assemblies • Bioenergetics • Nucleic acids • Electrophysiology



Impact factor
21.949

12 issues per year

- Cellular biology • Physiology • Biochemistry • Molecular biology • Genetics • Development • Plant-microbe interaction • Genomics • Bioinformatics • Molecular evolution



NEW IN
2020

4 issues per year

- Mendelian phenotypes • Polygenic traits • Evolution and population genetics • Statistical genetics • Bioinformatics • Cancer genomics • Reproductive genetics • Molecular diagnostics • ELSI • Genetic counseling



NEW IN
2021

12 issues per year

- Single molecule biophysics • High resolution molecular and cellular imaging • Signaling • Assembly of higher order complexes • Cryo-EM methods and analysis • Cell and tissue mechanics • Bioengineering • Computational modeling



Impact factor
8.625

6 issues per year

- Evolution • Ecology • Physiology • Biochemistry • Development • Reproduction • Metabolism • Molecular and cellular biology • Genetics and Genomics • Environmental interactions • Biotechnology and breeding of both higher and lower plants, as well as their interactions with other organisms throughout the biosphere

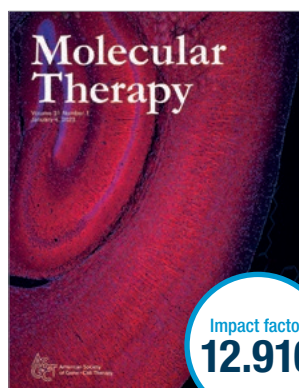
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INTERNATIONAL SOCIETY
FOR STEM CELL RESEARCH



12 issues per year

- Embryonic stem cells • Adult stem cells
- Reprogramming to pluripotency and lineage conversion • Directed differentiation • Germ cells
- Genetic and epigenetic mechanisms
- Stem cells in development • Stem cell niche
- Cancer stem cells • Disease modeling and drug screening • Stem cell therapy • Clinical studies in regenerative medicine • Tissue engineering and biomaterials • Imaging and diagnostics • Stem cell products, manufacturing, and quality control
- Ethical, legal, and social issues

ASCT
American Society
of Gene + Cell Therapy



12 issues per year

Molecular Therapy is the leading international journal for research on the development of molecular and cellular therapeutics to correct genetic and acquired diseases, including but not limited to research on gene transfer and editing, vector development and design, stem cell manipulation, vaccine development, preclinical target validation, safety/efficacy studies, and clinical trials.

ASCT
American Society
of Gene + Cell Therapy



4 issues per year

Molecular Therapy – Methods & Clinical Development is an open access journal publishing top-quality, novel methods, as well as significant improvements to established research techniques in basic, translational, and clinical cell and gene therapy. Topics of interest include gene vector engineering and production, methods for targeted genome editing and engineering, technology development for cell reprogramming, and directed differentiation of pluripotent cells.

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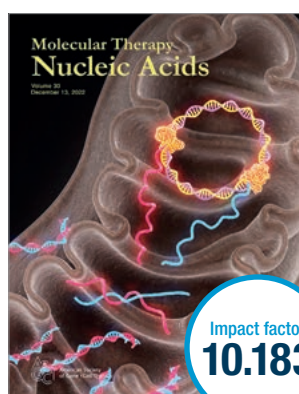


4 issues per year

Promotes scientific application by publishing cutting-edge research and high-quality reviews across all scientific disciplines, such as

- Physics • Chemistry • Materials
- Nanotechnology • Biology • Translational medicine • Geoscience • Engineering

ASCT
American Society
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4 issues per year

Molecular Therapy – Nucleic Acids publishes research targeted to the advances in nucleic acid-based therapeutics to treat and/or correct genetic and acquired disease. Subject areas include development of therapeutics based on nucleic acids and their derivatives, vector development and design for the delivery of RNA-based therapeutics, and applications of gene-modifying agents.

ASCT
American Society
of Gene + Cell Therapy



4 issues per year

Molecular Therapy – Oncolytics is an international, open access journal focusing on the development and clinical testing of viral, cellular, and other biological therapies targeting cancer. While providing a unique forum for work in the burgeoning fields of oncolytic virotherapy, as well as T cell- and stem cell-based therapies, the journal will consider all top-quality research that employs innovative molecular and cellular approaches that target cancer cells for destruction.

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Detailed demographics

| Journal | Average unique visitors/month | Average visits/month | Average pageviews/month |
|---|-------------------------------|----------------------|-------------------------|
| <i>American Journal of Human Genetics</i> | 18,593 | 26,584 | 47,182 |
| <i>Biophysical Journal</i> | 23,562 | 30,927 | 54,810 |
| <i>Biophysical Reports</i> | 2,794 | 3,299 | 7,974 |
| <i>Cancer Cell</i> | 49,056 | 76,163 | 153,827 |
| <i>Cell</i> | 306,990 | 463,943 | 788,486 |
| <i>Cell Chemical Biology</i> | 12,077 | 17,501 | 35,387 |
| <i>Cell Genomics</i> | 6,188 | 8,450 | 18,812 |
| <i>Cell Host & Microbe</i> | 25,685 | 38,114 | 76,443 |
| <i>Cell Metabolism</i> | 53,777 | 80,474 | 154,321 |
| <i>Cell Reports</i> | 107,649 | 157,668 | 275,758 |
| <i>Cell Reports Medicine</i> | 25,141 | 32,090 | 54,441 |
| <i>Cell Reports Methods</i> | 4,863 | 6,661 | 15,560 |
| <i>Cell Reports Physical Science</i> | 5,144 | 7,788 | 19,006 |
| <i>Cell Stem Cell</i> | 30,534 | 47,146 | 91,772 |
| <i>Cell Systems</i> | 11,695 | 15,778 | 27,984 |
| <i>Chem</i> | 12,809 | 19,485 | 45,532 |
| <i>Chem Catalysis</i> | 4,132 | 6,038 | 15,875 |
| <i>Current Biology</i> | 100,952 | 135,718 | 220,673 |
| <i>Developmental Cell</i> | 26,882 | 40,553 | 75,683 |
| <i>Heliyon</i> | 42,932 | 65,769 | 150,002 |
| <i>Immunity</i> | 53,236 | 85,797 | 163,244 |
| <i>iScience</i> | 42,296 | 59,664 | 123,737 |
| <i>Joule</i> | 17,459 | 25,251 | 53,216 |
| <i>Matter</i> | 12,138 | 17,031 | 38,345 |
| <i>Med</i> | 9,914 | 12,202 | 22,716 |
| <i>Molecular Cell</i> | 57,504 | 92,304 | 171,638 |
| <i>Molecular Plant</i> | 11,309 | 17,802 | 37,983 |
| <i>Molecular Therapy</i> | 34,751 | 46,270 | 66,283 |
| <i>Molecular Therapy Methods & Clinical Development</i> | 15,742 | 20,929 | 26,933 |
| <i>Molecular Therapy Nucleic Acids</i> | 14,286 | 18,462 | 25,985 |
| <i>Molecular Therapy Oncolytics</i> | 6,325 | 8,030 | 11,911 |
| <i>Neuron</i> | 69,937 | 111,510 | 204,195 |
| <i>One Earth</i> | 8,597 | 11,661 | 23,677 |
| <i>Patterns</i> | 6,122 | 8,255 | 16,965 |
| <i>Plant Communications</i> | 3,593 | 4,799 | 10,702 |
| <i>Stem Cell Reports</i> | 12,017 | 17,238 | 30,778 |
| <i>Structure</i> | 10,935 | 14,602 | 23,968 |
| <i>STAR Protocols</i> | 3,541 | 4,900 | 10,430 |
| <i>The Innovation</i> | 5,365 | 6,982 | 14,820 |
| <i>Trends in Biochemical Sciences</i> | 18,428 | 22,174 | 34,434 |
| <i>Trends in Biotechnology</i> | 20,574 | 25,383 | 43,568 |
| <i>Trends in Cancer</i> | 16,445 | 21,104 | 34,771 |
| <i>Trends in Cell Biology</i> | 20,750 | 25,807 | 40,710 |
| <i>Trends in Chemistry</i> | 5,615 | 6,935 | 13,186 |
| <i>Trends in Cognitive Sciences</i> | 24,870 | 31,238 | 53,931 |
| <i>Trends in Ecology & Evolution</i> | 21,178 | 26,651 | 46,604 |
| <i>Trends in Endocrinology & Metabolism</i> | 14,732 | 17,747 | 28,144 |
| <i>Trends in Genetics</i> | 18,226 | 22,505 | 35,219 |
| <i>Trends in Immunology</i> | 22,710 | 28,805 | 44,842 |
| <i>Trends in Microbiology</i> | 22,836 | 28,178 | 46,137 |
| <i>Trends in Molecular Medicine</i> | 20,361 | 24,403 | 36,313 |
| <i>Trends in Neurosciences</i> | 20,863 | 26,395 | 42,835 |
| <i>Trends in Parasitology</i> | 10,617 | 13,501 | 23,044 |
| <i>Trends in Pharmacological Sciences</i> | 15,104 | 18,246 | 30,115 |
| <i>Trends in Plant Science</i> | 21,144 | 27,885 | 48,309 |
| Total | 1,560,975 | 2,230,795 | 4,009,216 |

Print and online rates

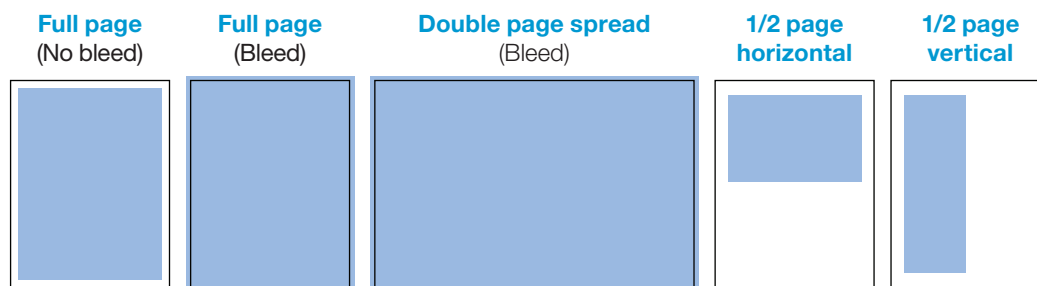
| Journal | Full page | Full page | Half page | Half page | IFC | OBC | IBC | TOC |
|-------------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|
| | B/W | 4 color | B/W | 4 color | 4 color | 4 color | 4 color | 4 color |
| <i>Cell</i> | \$4,585 | \$6,374 | \$2,391 | \$4,181 | \$6,772 | \$7,171 | \$6,175 | \$6,772 |

Frequency discounts apply: 2-5x: 4%; 6-11x: 8%; 12-17x: 12%; 18-26x: 16%

| Website | Ad slot sizes | Page (position) | Price | Pricing model |
|--------------------------------------|---------------|-----------------|-------|---------------|
| Cell Press (cell.com) | 728x90 | All pages | \$55 | CPM |
| | 336x280 | | | |
| | 300x250 | | | |
| | 300x600 | | | |
| | 120x600 | | | |
| | 160x600 | | | |
| PubGrade contextual targeting | 300x50 | | | |
| | 336x280 | Article | \$75 | CPM |
| | 300x250 | | | |
| | 300x600 | | | |

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