



SLAS Discovery

SLAS Technology



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About the Society for Laboratory Automation and Screening (SLAS)



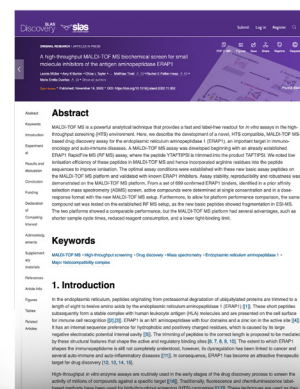
Since January 2023 Elsevier is now the publisher of the Society for Laboratory Automation and Screening (SLAS) journals, *SLAS Discovery* and *SLAS Technology*. These are now open access journals offering a range of digital marketing opportunities.

SLAS is an international professional society of academic, industry and government life sciences researchers coupled with the developers and providers of laboratory automation technology. SLAS advances scientific innovation by providing education, collaboration and professional development that unites scientists across disciplines and transforms research.

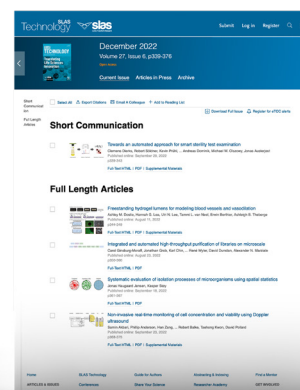
Elsevier is a leading global publisher of scientific, technical, and medical journals, including The Lancet family and the Cell Press imprint.

Combining the publishing strengths of Elsevier, and the market focus of SLAS, we are pleased to offer new advertising options for 2023, including banners in content alerts (eTOCs) and print media opportunities with bonus distribution planned for the SLAS February and May meetings, and the SB12 annual meeting September 2023

To discuss your goals for 2023, please contact your regional sales representative. We look forward to working with you.



<https://slas-discovery.org/>



<https://slas-technology.org/>



Editorial Direction

SLAS Discovery reports how scientists develop and use novel technologies and/or approaches to provide and characterize chemical and biological tools to understand and treat human disease. The journal focuses on drug discovery sciences with a strong record of scientific rigor and impact, reporting on research that:

- Enables and improves target validation
- Evaluates current drug discovery technologies
- Provides novel research tools
- Incorporates research approaches that enhance depth of knowledge and drug discovery success

SLAS Discovery's Editorial Scope includes: scientific and technical advances in target identification/validation (including chemical probes, RNA silencing, gene editing technologies); biomarker discovery; assay development; virtual, medium- or high-throughput screening (biochemical and biological, biophysical, phenotypic, toxicological, ADME); lead generation/ optimization; chemical biology; informatics (data analysis, image analysis, statistics, bio- and chemo-informatics); review articles on target biology, new paradigms in drug discovery and advances in drug discovery technologies.

SLAS Discovery is of particular interest to those involved in analytical chemistry, applied microbiology, automation, biochemistry, bioengineering, biomedical optics, biotechnology, bioinformatics, cell biology, DNA science and technology, genetics, information technology, medicinal chemistry, molecular biology, natural products chemistry, organic chemistry, pharmacology, spectroscopy, and toxicology.



Established	1996
Impact Factor*	3.341
Website	https://slas-discovery.org/

Editor-in-Chief

Robert M. Campbell, PhD
 Twentyeight-seven Therapeutics, Watertown, Massachusetts

Societies & Affiliations

Official Journal of the *Society for Laboratory Automation and Screening (SLAS)*

Market

Life sciences discovery and technology professionals in academia, industry and government.



*2021 Journal Citation Reports, Clarivate Analytics.

SLAS Technology



Editorial Direction

SLAS Technology reveals how scientists adapt technological advancements for life sciences exploration and experimentation in biomedical research and development. The journal emphasizes scientific and technical advances that enable and improve:

- Life sciences research and development
- Drug delivery
- Diagnostics
- Biomedical and molecular imaging
- Personalized and precision medicine

SLAS Technology's Editorial Scope includes: the latest news in high-throughput and other laboratory automation technologies; micro/nanotechnologies, analytical, separation and quantitative techniques; synthetic chemistry and biology; informatics (data analysis, statistics, bio genomic and chemoinformatics).

SLAS Technology is of particular interest to those involved in automation, bioengineering, micro- and nanotechnology, nanomedicine, microfluidics, 3D printing, biotechnology, bioinformatics, analytical chemistry, biomedical optics, information technology, artificial intelligence, spectroscopy, clinical diagnostics, pharmacogenomics, molecular biology and biomedical sciences.



Established	1996
Impact factor*	2.813
Website	https://slas-technology.org/

Editor-in-Chief

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Societies & Affiliations

Official Journal of the *Society for Laboratory Automation and Screening (SLAS)*

Market

Life sciences discovery and technology professionals in academia, industry and government.

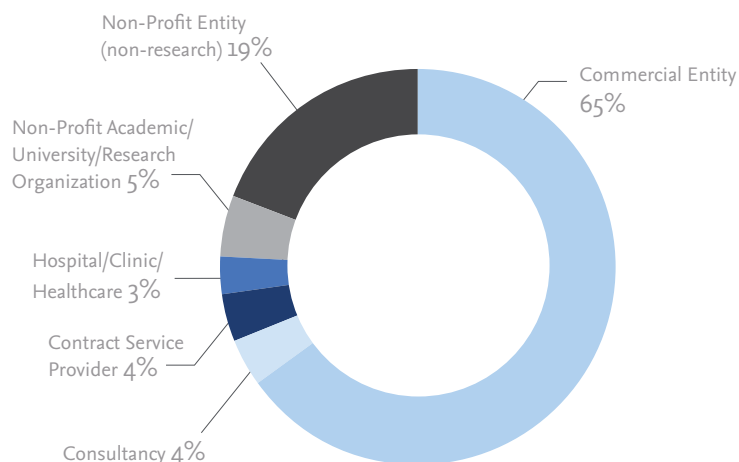


*2021 Journal Citation Reports, Clarivate Analytics.

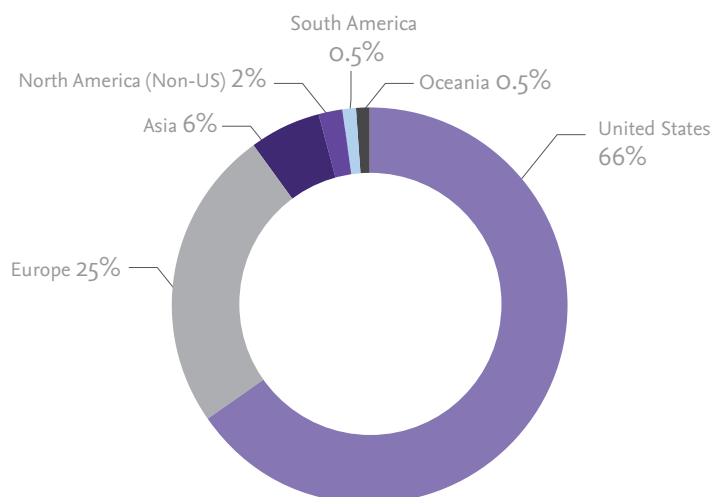
The SLAS Community (Member/Non-members)



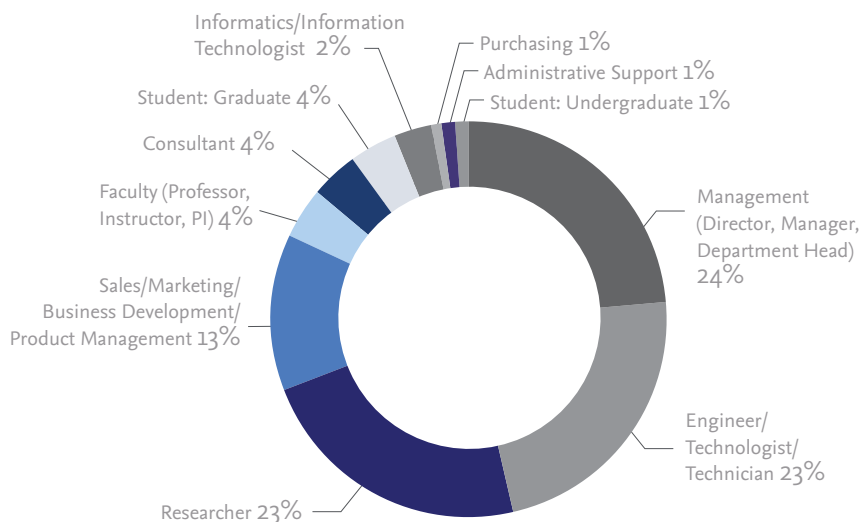
Organization



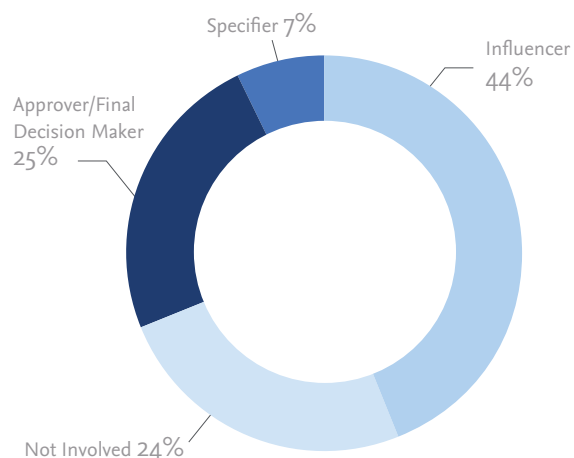
Region



Primary Job Function



Role in Purchasing



*Source: SLAS data October 2022



The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Top Leaderboard (desktop, tablet)	728 x 90
Top Leaderboard (mobile)	320 x 50
Right Medium Rectangle	300 x 250
Right Skyscraper	100 x 160

Leaderboard remains in place during scroll for 8 seconds.
and Skyscraper on ROS pages remains in place on right side
throughout scroll.

\$95 CPM

- Ad displays at page load
- Auto closes after 7 seconds
- Can be click off anytime
- Ad appears on any Home Page, Table of Contents or Article page
- Frequency of Ad: 1 view per user in a 6 Hour time period, for each campaign
- Only available on Desktop, Mobile not supported

Medium Rectangle	300 x 250
Large Rectangle	480 x 640

Leaderboard remains in place during scroll for 8 seconds.
and Skyscraper on ROS pages remains in place on right side
throughout scroll.

\$1,000 per month, minimum purchase of 3 months



Table of Contents Email (eTOC) Advertising



Monthly eTOCs

New for 2023. Both *SLAS Discovery* and *SLAS Technology* now offer banners in electronic table of contents alerts (eTOCs) featuring links to upcoming issue articles. eTOCs are only sent to opt-in subscribers.

SLAS Discovery eTOC

(8 issues): January, March, April, June, July, September, October, December

SLAS Technology eTOC

(6 issues): February, April, June, August, October, December

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

MPU banners, positions 1, 2, 3, are stacked vertically

Formats	jpeg, png, gif, (static image only)
Tracking pixels	No
Max file size	200 KB

Animation and expandable banners unavailable

Opt-in distribution*

<i>SLAS Discovery</i>	9,800
<i>SLAS Technology</i>	9,500

Rate

Leaderboard: \$2,000

Rectangles: \$2,000

For the latest eTOC data, schedules and deadlines, please contact your regional sales representative.



*Publisher's data, July 2022

Best-of Collections



Best-of Collections

Best-of collections bring together the top research and reviews from across SLAS journals. Papers in each Best-of edition are curated by journal editors and are based on citations and reader download data, a top-flight collection of papers that your audience will engage with. Best-ofs are distributed with advertisements in print at SLAS events and are also made available and promoted as digital editions.

Best of *SLAS Discovery*

- Scheduled for print distribution at SLAS International Conference and Exhibition, San Diego, USA, Feb 25 – March 1

Best of *SLAS Technology*

- Scheduled for print distribution at SLAS Europe 2023 Conference and Exhibition, Brussels, Belgium, May 22-26

Special Issues

SLAS Technology and *SLAS Discovery* will publish a number of special issues in 2023.

2023 Special Issues

SLAS Discovery

Protocols in Drug Discovery	March
Emerging Drug Discovery Ecosystems	April
High-Content Imaging & Informatics*	September
Advancement of diverse RNA-targeting modalities	October

SLAS Technology

Bioprinting the future	June
AI and Automation in multiplexing cellular and tissue imaging	August
Advances in Synthetic Biology	December

Each special issue will be promoted with an eTOC alert.

*The *SLAS Discovery* High-Content Imaging & Informatics special issue is scheduled for print distribution at the Society of Biomolecular Imaging and Informatics (SBI2) annual meeting September 2023.

For Best-of media rates, deadlines and Special Issue eTOC schedules, please contact your regional sales representative.





Journal Website Banner Ads

Creative Sizes

Leaderboard 728 x 90

Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

Monster (MOU) 300 x 600

Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

Skyscraper 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)

Large Rectangle 300 x 250

Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



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*Generic list of non-content pages available upon request though will vary by journal

Digital Media (continued)



Rich Media Expanding & HTML In-Page Ads†

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	300 x 250
Expands ▶ right (maximum size)	600 x 250

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Mobile (mWeb or In-App)	HTML5, 40KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)



†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Contacts



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