



# ATTENTION

## Ecological Society of America (ESA) 100th Annual Meeting and Exposition Advertisers and Exhibitors...

### 10% DISCOUNT ON REGULAR ADVERTISING RATES IN *FRONTIERS in ECOLOGY and the ENVIRONMENT*

offered exclusively to 2015 ESA 100th Annual Meeting and Exposition Advertisers and Exhibitors

#### WHAT IS *FRONTIERS*?

*Frontiers in Ecology and the Environment* is the most recent addition to ESA's publishing program. The journal features peer-reviewed, synthetic review articles and short research communications on all aspects of ecology and the environment and related disciplines, as well as editorials, international news, columnists, and much more.

#### WHO READS *FRONTIERS*?

*Frontiers* is a full-color journal offering broad, interdisciplinary appeal for all users of ecological science. The content is timely, relevant, and understandable, making it accessible to those reading outside of their area of expertise as well. With an impact factor of 8.820, *Frontiers* is ranked 2nd out of 192 journals in the Environment category of the highly prestigious Thompson Scientific Journal Citation report. The journal is also ranked 4th out of 129 journals in the Ecology category.

#### WHY ADVERTISE IN *FRONTIERS*?

The ESA membership consists of nearly 10,000 scientists, including professional ecologists, environmental scientists, researchers, educators, and policy makers from a broad range of specialties and backgrounds. Every member of ESA receives *Frontiers*, ensuring that your advertisement reaches the desired audience.

A June 2011 Readership Survey indicated that 55% of respondents share *Frontiers* with at least one other person and 14% share it with three or more people. These results suggest the journal offers exposure to a readership of more than 25,000. In addition, given that 82% of respondents to a previous survey indicated that they influence or have the authority over what products and services are purchased and used, these readers include the audience our advertisers most want to reach.

## Reach Your Target Audience in the Scientific Community and Reserve Your Advertising Space Today

### *FRONTIERS* 2015 SUMMER ISSUES (June, August, and/or September)

AD SIZE	<i>FRONTIERS</i> REGULAR RATES		ESA ADVERTISER/EXHIBITOR RATES	
	Four-Color Ad	Black and White Ad	Four-Color Ad	Black and White Ad
Full-page	\$1,486	\$1,310	\$1,337	\$1,179
Half-page	\$945	\$850	\$850	\$765
Quarter-page	\$651	\$586	\$586	\$527

**Note: The deadline for receipt of all orders and copy is the first Friday in the month preceding publication.**

Please contact Eric T. Gordon, Marketing and Advertising Manager  
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for information relating to mechanical requirements and other issues.