



ATTENTION

Ecological Society of America (ESA) 97th Annual Meeting Meeting Advertisers and Exhibitors...

**10% DISCOUNT ON REGULAR ADVERTISING RATES IN
FRONTIERS in ECOLOGY and the ENVIRONMENT
offered exclusively to 2012 ESA 97th Annual Meeting 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 December 2004 Readership Survey indicated that 54% of respondents share *Frontiers* with at least 1 other person; 17% share it with 3 or more people. These results suggest the journal offers exposure to a readership of more than 40,000. In addition, given that 82% of survey respondents indicated that they influence or have 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 2012 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 (by email at eric@esa.org or by phone at 202-833-8773, ext. 229) for information relating to mechanical requirements and other issues.