

2021 Rate Card

(Rates effective as of 01/01/21 - subject to change at any time)



Physiological Genomics

Online Rates

Estimated average monthly impressions: 121,644

	1x	3x	6x	12x
Banner	\$356	\$321	\$285	\$250

Email Rates

Number of Subscribers: 767

Estimated emails sent per month: 1,534

eToc Top \$155 per month

Journal of Applied Physiology

Print Rates

Estimated circulation: 883

	1x	3x	6x	12x
Full Page	\$856	\$771	\$685	\$600
1/2 Page	\$568	\$512	\$455	\$398
1/4 Page	\$368	\$332	\$295	\$258

Add \$595 for color

Premium Print Positions

	1x	3x	6x	12x
Cover 2	\$1665	\$1559	\$1452	\$1345
Cover 3	\$1580	\$1482	\$1383	\$1285
Cover 4	\$1794	\$1675	\$1554	\$1435
Preferred Position	\$1665	\$1559	\$1452	\$1345

Includes Color

Online Rates

Estimated average monthly impressions: 691,945

	1x	3x	6x	12x
Banner	\$900	\$810	\$720	\$630

Email Rates

Number of Subscribers: 4,153

Estimated emails sent per month: 8,306

eToc Top \$833 per month

Journal of Neurophysiology

Print Rates

Estimated circulation: 500

	1x	3x	6x	12x
Full Page	\$724	\$652	\$580	\$507
1/2 Page	\$420	\$378	\$336	\$294
1/4 Page	\$260	\$234	\$208	\$182

Add \$595 for color

Premium Print Positions

	1x	3x	6x	12x
Cover 2	\$1500	\$1410	\$1320	\$1229
Cover 3	\$1428	\$1345	\$1262	\$1179
Cover 4	\$1609	\$1508	\$1407	\$1305
Preferred Position	\$1500	\$1410	\$1320	\$1229

Includes Color

Online Rates

Estimated average monthly impressions: 583,003

	1x	3x	6x	12x
Banner	\$808	\$728	\$647	\$566

Email Rates

Number of Subscribers: 3,906

Estimated emails sent per month: 7,812

eToc Top \$780 per month



American Journal of Physiology (AJP Consolidated)

Print Rates

Estimated circulation: 600

	1x	3x	6x	12x
Full Page	\$856	\$771	\$685	\$600
1/2 Page	\$568	\$512	\$455	\$398
1/4 Page	\$368	\$332	\$295	\$258

Add \$595 for color

AJP-Cell

Online Rates

Estimated average monthly impressions: 276,891

	1x	3x	6x	12x
Banner	\$549	\$495	\$440	\$385

Email Rates

Number of Subscribers: 1,607

Estimated emails sent per month: 3,214

eToc Top \$324 per month

AJP-Endo

Online Rates

Estimated average monthly impressions: 354,098

	1x	3x	6x	12x
Banner	\$569	\$513	\$456	\$399

Email Rates

Number of Subscribers: 1,798

Estimated emails sent per month: 3,596

eToc Top \$387 per month

AJP-GI

Online Rates

Estimated average monthly impressions: 229,045

	1x	3x	6x	12x
Banner	\$500	\$450	\$400	\$350

Email Rates

Number of Subscribers: 1,151

Estimated emails sent per month: 2,302

eToc Top \$228 per month

AJP-Heart

Online Rates

Estimated average monthly impressions: 415,130

	1x	3x	6x	12x
Banner	\$625	\$563	\$500	\$438

Email Rates

Number of Subscribers: 2,157

Estimated emails sent per month: 4,314

eToc Top \$429 per month

AJP-Lung

Online Rates

Estimated average monthly impressions: 196,386

	1x	3x	6x	12x
Banner	\$449	\$405	\$360	\$315

Email Rates

Number of Subscribers: 967

Estimated emails sent per month: 1,934

eToc Top \$196 per month



AJP-Regu

Online Rates

Estimated average monthly impressions: 316,021

	1x	3x	6x	12x
Banner	\$549	\$495	\$440	\$385

Email Rates

Number of Subscribers: 1,505

Estimated emails sent per month: 3,010

eToc Top \$297 per month

AJP-Renal

Online Rates

Estimated average monthly impressions: 281,843

	1x	3x	6x	12x
Banner	\$529	\$477	\$424	\$371

Email Rates

Number of Subscribers: 1,025

Estimated emails sent per month: 2,050

eToc Top \$215 per month

Physiological Reports

Online Rates

Estimated average monthly impressions: 58,892

	1x	3x	6x	12x
Banner	\$356	\$321	\$285	\$250

Email Rates

Number of Subscribers: 194

Estimated emails sent per month: 194

eToc Top \$112 per month

Physiological Reviews

Print Rates

Estimated circulation: 900

	1x	3x
Full Page	\$856	\$771
1/2 Page	\$568	\$512
1/4 Page	\$368	\$332

Add \$595 for color

Premium Print Positions

	1x	3x
Cover 2	\$1,665	\$1,559
Cover 3	\$1,580	\$1,482
Cover 4	\$1,794	\$1,675
Preferred Position	\$1,665	\$1,559

Includes Color

Online Rates

Estimated average monthly impressions: 354,995

	1x	3x	6x	12x
Banner	\$625	\$563	\$500	\$438

Email Rates

Number of Subscribers: 2,528

Estimated emails sent per month: 2,528

eToc Top \$247 per month



Physiology

Print Rates

Estimated circulation: 8,900

	1x	3x	6x
Full Page	\$1,365	\$1,229	\$1,092
1/2 Page	\$885	\$797	\$708
1/4 Page	\$570	\$513	\$456

Add \$595 for color

Online Rates

Estimated average monthly impressions: 130,784

	1x	3x	6x	12x
Banner	\$399	\$360	\$320	\$280

Premium Print Positions

	1x	3x	6x
Cover 2	\$2,302	\$2,132	\$1,960
Cover 3	\$2,165	\$2,009	\$1,851
Cover 4	\$2,506	\$2,316	\$2,124
Preferred Position	\$2,302	\$2,132	\$1,960

Includes Color

Email Rates

Number of Subscribers: 1,057

Estimated emails sent per month: 1,057

eToc Top	\$103 per month
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Advances in Physiology Education

Print Rates

Estimated circulation: 2,000

	1x
Full Page	\$1,092
1/2 Page	\$708
1/4 Page	\$456

Add \$595 for color

Online Rates

Estimated average monthly impressions: 119,015

	1x	3x	6x	12x
Banner	\$399	\$360	\$320	\$280

Premium Print Positions

	1x
Cover 2	\$1,960
Cover 3	\$1,851
Cover 4	\$2,124
Preferred Position	\$1,960

Includes Color

Email Rates

Number of Subscribers: 1,614

Estimated emails sent per month: 1,614

eToc Top	\$154 per month
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The Physiologist Magazine

Print Rates

Estimated circulation: over 11,000

	1x	3x	6x
Full Page	\$1,092	\$983	\$874
1/2 Page	\$708	\$638	\$567
1/4 Page	\$456	\$411	\$365

Add \$595 for color

Premium Print Positions

	1x	3x	6x
Cover 2	\$1,960	\$1,824	\$1,688
Cover 3	\$1,851	\$1,726	\$1,601
Cover 4	\$2,124	\$1,972	\$1,819
Preferred Position	\$1,960	\$1,824	\$1,688

Includes Color



News Update

The Executive Director of APS started a monthly, electronic newsletter in October 2007 that is emailed to approximately 8,998 registered email users worldwide.

The News Update is sent out twice per month and your ad appears in both alerts.

Email Rates

Number of Subscribers: 8,998
Estimated emails sent per month: 17,996

Banner (2770x130 pixels) \$1,728

APS Conferences

Print Ads

	1x
Cover 2	\$1,499
Cover 3	\$1,199
Cover 4	\$1,799

Includes color

APS EB Program Print Ads

	1x
Full (B/W)	\$999
Cover 2	\$1,844
Cover 3	\$1,744
Cover 4	\$1,994

Covers include color

*Note: [Experimental Biology](#) advertising is sold separately and is not included in this rate card under APS Conferences.

APS Publisher Online Package

Purchase a banner ad on the 14 APS journal websites for \$48,033/year. Cannot be combined with another offer or promotion.

Issuance/Closing Dates

Physiological Genomics (PG) is published online twice monthly.

Journal of Applied Physiology (JAPPL) is published monthly and mailed in polybags. *JAPPL* is also published online twice monthly. Issues close 35 working days preceding the first day of the issue month.

Journal of Neurophysiology (JN) is published monthly and mailed in polybags. *JN* is also published online twice monthly. Issues close 35 working days preceding the first day of the issue month.

American Journal of Physiology (AJP consolidated) is printed monthly. The 7 specialty journals are published online, twice monthly. *AJP consolidated* is mailed in boxes. Issues close 35 working days preceding the first day of the issue month.

Physiological Reviews (PRV) is published quarterly (January, April, July, October) and mailed in polybags. Issues close 35 working days preceding the first day of the issue month.

Physiology is published bi-monthly and mailed in polybags. Issues close 35 working days preceding the first day of the issue month.



Advances in Physiology Education is published online first 4 times a year (March, June, September, December), with an annual compilation print issue in December, and mailed in polybags. December issue closes approximately October 15th.

The Physiologist Magazine is published bi-monthly (January, March, May, July, September, November) and mailed in polybags. Issues close 35 working days preceding the first day of the issue month.

News Update ads are due by the 20th of the month prior to the issue month.

Ads for each journal's website are due 7 days prior to insertion.

Book Your Advertising

Jacob White, *Development & Strategic Partnerships Manager*

Phone: 301.634.7991

Email: jwhite@physiology.org