

BioTechniques Advertising Specifications

File Preparation

Artwork should be submitted as a PDF file whenever possible. Printing complications are greatly reduced when the ISO standard PDF/X-1a is used. TIFF and EPS files are also acceptable. Please ensure that all files are in CMYK, at least 300dpi with all fonts and images embedded

- Corel Draw, low resolution JPEG and Microsoft Office files are not accepted.
- PDFs should not use any passwords or security options.
- Files should not contain transparency options as these may not print as expected.
- Adobe Illustrator files (AI and EPS) need to be supplied with fonts and images embedded, or embed all images and fonts or convert the text to outlines.

Color

All file and components must use a CMYK or grayscale color space

- Color Management must be turned off in Distiller.
- Spot color should not be used.
- RGB, ICC profiles or Lab color should not be used.

Images

To ensure proper image output:

- A standard resolution of 300 dpi.
- Color space must be in CMYK.

Fonts

To ensure proper font output:

- All fonts must be embedded
- Do not use multiple master fonts

Proofs

We are not responsible for color quality without a digital proof with output of 2400 dpi and contains print from a true halftone dot.

Ad Submission

Sending files by e-mail

PDF files that are less than 12mb can be emailed to adproduction@biotechniques.com. Please enclose the following in the subject line: name of advertiser, magazine and issue intended to run.

Sending files by ftp

FTP client such as 'Transmit' must be used in order to upload files. Compress all files in zip before uploading. Notify adproduction@biotechniques.com after upload with advertiser name, magazine and issue intended to run, file name and location.

Site address: [ftp.informahelpdesk.com](ftp://ftp.informahelpdesk.com)

User name: [biotechftp](#)

Password: [D@ta](#)

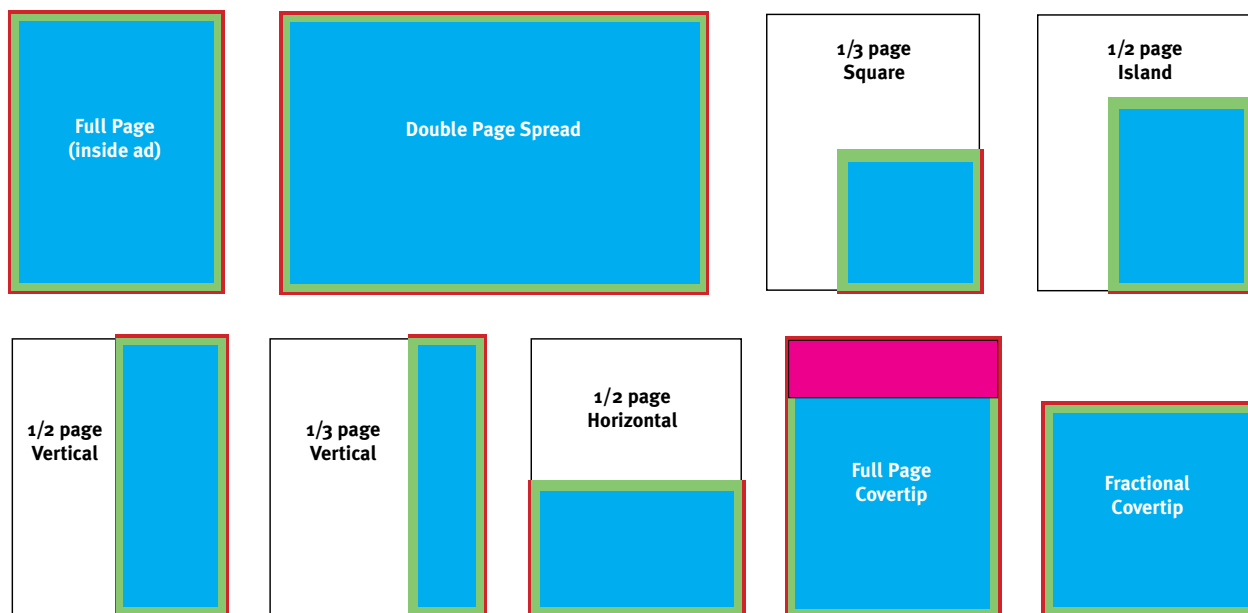
Sending files by CD or DVD

Please label with name of advertiser, magazine and issue intended to run, contact information, name of advertisement and file name.

Contact Information

All art material such as discs and color proofs must be sent to:

Production Department – BioTechniques
c/o Informa Healthcare
52 Vanderbilt Ave, 7th Floor, New York, NY 10017
Tel: 212.520.2762, Fax: 212.661.5052
Email: adproduction@biotechniques.com



Mechanical Specifications

	Width	Height
Full Page		
Trim Area:	8.25"	10.812"
	209.55	274.62 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

Double Page Spread		
Trim Area:	16.5"	10.812"
	419.1	274.62 mm
Live Area:	0.25" (6.35mm) inside the trim	
Gutter:	0.25" each side, 0.5" total (avoid text in gutter)	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

2/3 pg Vertical		
Trim Area:	5.1028"	10.812"
	129.61	274.62 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

1/2 pg Island		
Trim Area:	5.1028"	7.3672"
	129.61	187.13 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

1/2 pg Horizontal		
Trim Area:	8.25"	5.2794"
	209.55	134.1 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

1/2 pg Vertical		
Trim Area:	3.9212"	10.812"
	99.6	274.62 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

1/3 pg Square		
Trim Area:	5.1028"	5.1028"
	129.61	129.61 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

	Width	Height
1/3 pg Vertical		
Trim Area:	2.7306"	10.812"
	69.36	274.62 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

1/4 pg Vertical		
Trim Area:	3.9219"	5.2794"
	99.62	134.1 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

Filler		
Trim Area:	2.7306"	3.7037"
	69.3572 mm	94.0740 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

Full Page Covertip		
BTN header*	7.5"	2"
	190.5 mm	50.8
Trim Area:	8.125"	10.6875"
	203.2	269.875 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

Fractional Covertip		
Trim Area:	8"	8"
	203.2	203.2 mm
Live Area:	0.25" (6.35mm) inside the trim	
Bleed Area:	extend 0.125" (3.175mm) from trim area	

Full page Insert		
Trim Area:	8.5"	11.0625"
	215.9	280.9875 mm
Bleed Area:	extend 0.25" (6.35mm) from trim area	

NOTE:
Crop marks should be outside the bleed area
*Your sales manager can provide you with the BioTechniques header template

Application Forum

Word count and format variations

1st Page



WORD COUNT:
420 (body text only)

IMAGE/TABLE
count: one (1)
size: 3.5”w x 3” h



WORD COUNT:
280 (body text only)

IMAGE/TABLE
count: two (2)
size: 3.5”w x 3” h



WORD COUNT:
280 (body text only)

IMAGE/TABLE
count: two (1)
size: 7”w x 3” h



WORD COUNT:
280 (body text only)

IMAGE/TABLE
count: two (2)
size: 3.5”w x 3” h



WORD COUNT:
570 (body text only)

IMAGE/TABLE
count: none
size: none

Additional Pages



WORD COUNT:
640 (body text only)

IMAGE/TABLE
count: one (1)
size: 3.5”w x 3” h



WORD COUNT:
460 (body text only)

IMAGE/TABLE
count: two (2)
size: 3.5”w x 3” h



WORD COUNT:
460 (body text only)

IMAGE/TABLE
count: two (1)
size: 7”w x 3” h



WORD COUNT:
460 (body text only)

IMAGE/TABLE
count: two (2)
size: 3.5”w x 3” h



WORD COUNT:
830 (body text only)

IMAGE/TABLE
count: none
size: none

File preparation

- All text files must be MS Word documents.
- Images must be in CMYK with a resolution of at least 300 dpi.
- Acceptable file formats for images are EPS, TIFF, and PDF.