

BioTechniques Online Technical Specifications

Last Updated: Nov. 30, 2011

PRINT ADS, POSTER HALL, AND PROTOCOL GUIDE

Please download the *BioTechniques* Production Manual, Poster Hall Specifications, or Protocol Guide Specifications at www.BioTechniques.com/Advertise

BIOTECHNIQUES NEWSLETTERS AND ALERTS

Newsletter General Guidelines:

- Materials due 1 week prior to launch
- Animated ads can be accepted but advertisers should be aware of the limitations of showing animated ads in the Outlook email program
- Tower and banner ad positions can include an image ad or a 50 word text ad (no bullets or formatting) plus logo of either 75px × 75px or 120px × 60px.

Daily Newsletters and E-Mail Alerts (Advance Online Publication and Table Of Contents) (single sponsorship)

- 1 Leaderboard: 728 × 90px
- 1 Tower: 120 × 240px
- 1 Banner: 300 × 50px

BioTechniques Weekly Newsletters (single sponsorship, shared on last Thursday of each month) Method-Specific Technical Newsletters (single sponsorship)

- 1 Leaderboard: 728 × 90px
- 3 Towers : 120 × 240px
- 3 Banners: 300 × 50px

BIOTECHNIQUES.COM ONLINE BANNER ADS

General Guidelines

- All creatives must click through to another page and open in a new window
- All creatives must have a border
- No expandable banners
- All flash (.swf) creatives must have clickTAG in place of the the click though URL [see below]
- All flash (.swf) creatives must have backup image (.jpg or .gif) files
- No extensive blinking or flashing elements
- No ad can spawn or pop from another ad unit

- No geotargeting or frequency capping through creatives
- No automatic downloads or executable files
- *BioTechniques* cannot guarantee we can provide click reports for Javascript ads hosted on third-party servers. Clients must refer to external reports for click-through information.

BioTechniques.com Online Banner Ad Sizes

Position	Width	Height
Top Leaderboard (TLB)	728	90
Bottom Leaderboard (BLB)	728	90
Button (B)	120	90
MPU (MPU)	300	250
Right Top Skyscraper (RTS)	120	600
Left Top Skyscraper (LTS)	120	600
Right Bottom Skyscraper (RBS)	120	600
Left Bottom Skyscraper (LBS)	120	240

Acceptable Formats/Sizes

- .gif or .jpg: max file size: 40 KB
- Initial Flash File Size: 40 KB
- Looping Limit/Maximum Total Animation Length: 3 loops/15 Seconds Total

INSTRUCTIONS FOR FLASH CREATIVES

General Guidelines

- Backup gifs must be submitted
- Animation cannot continue past 15 seconds
- Frame rate must be no more than 18fps
- File size must not exceed 30k

- clickTAG is case-sensitive

Flash Versions: Up through Flash 9 (actionscript 2.0)

Click Tracking:

The author of the Flash source file (.fla) has to assign a clickTAG variable using a getURL button action. They also have to make sure that they have selected _blank for a target so it opens in a new window.

The button action code should look like one of these 3 examples:

1.

```
on (release) {  
    getURL(clickTAG,"_blank")  
}
```

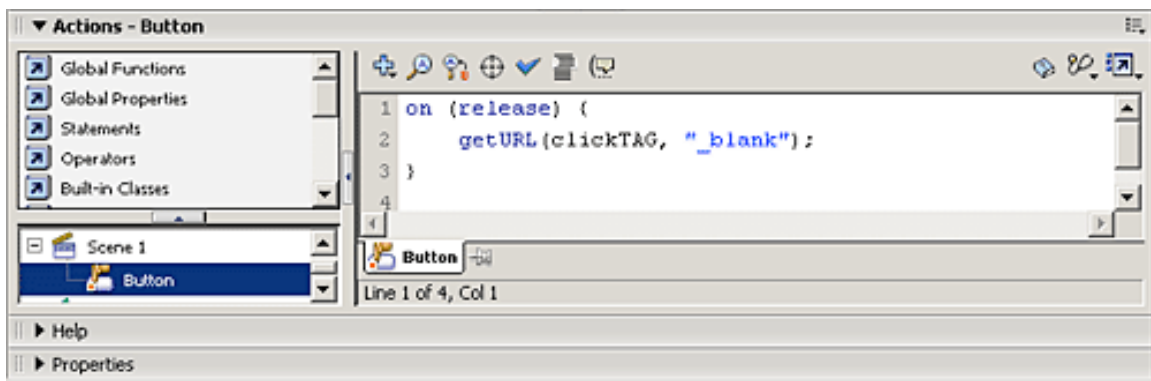
2.

```
on (release) {  
    getURL(_level0.clickTAG,"_blank")  
}
```

3. on (release) {

```
    if (clickTAG.substr(0,5) == "http:") {  
        getURL(clickTAG,"_blank")  
    }  
}
```

Example Actionscript 2.0



Flash Versions: Flash 9 and 10 (Actionscript 3.0)

Click Tracking:

The author of the Flash source file (.fla) has to assign a clickTAG variable using a getURL button action. They also have to make sure that they have selected _blank for a target so it opens in a new window.

The button action code should look like the following:

```
// ActionScript 3.0

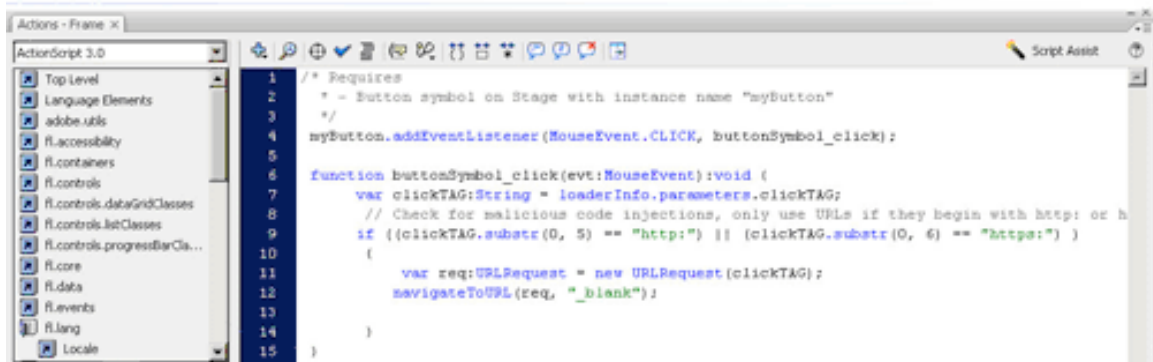
/* Requires
* - Button symbol on Stage with instance name "myButton"
*/

myButton.addEventListener(MouseEvent.CLICK, buttonSymbol_click);

function buttonSymbol_click (evt:MouseEvent):void {
var clickTAG:String = loaderInfo.parameters.clickTAG;

// Check for malicious code injections, only use URLs if they begin with http: or https:
if ((clickTAG.substr(0, 5) == "http:") || (clickTAG.substr(0, 6) == "https:"))
{
var req:URLRequest = new URLRequest(clickTAG);
navigateToURL(req, "_blank");
}
}
```

Example



A helpful Flash link:

Building Macromedia Flash Banners with Tracking Capabilities

http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

SPONSORED AUDIO AND VIDEO (Highest Possible Quality Required)

Sponsored Video of the Week Text Requirements:

Please provide a 6 word title and a 25 word description in addition to your video file

<u>Audio Formats</u>	<u>Extension</u>	<u>Details</u>
MP3	.mp3	MPEG-1 or MPEG-2 format required

<u>Video Formats</u>	<u>Extension</u>	<u>Details</u>
MPG	.mpg	MPEG-1 or MPEG-2 format required
MP4	.mp4	Acceptable video format
Apple QuickTime	.mov	Acceptable video format
Microsoft Audio/Video Interlaced	.avi	Acceptable video format

Sponsored Audio

Please submit:

- Video file
- Video title
- 1-2 sentence description of the video

Video Files

If submitting video, the following specifications are a guideline for authors/contributors

- Frame rate: 15 frames per second minimum
- NTSC (4:3) size and frame rate, de-interlaced
- Video Codec: MPEG2 or MPEG4 (MPEG4 preferred)
- Video Bit rate: at least 260 kbps (750 kbps preferred)
- Resolution: 492x276 recommended
- Time: no more than 5 minutes

If the software used for the creation of your video cannot deliver one of the above formats, then please save them in one of the accepted formats. Any alternative format supplied may be subject to conversion (if technically possible) prior to online publication.

WEBINARS

High Resolution Client Logo (300 dpi) - .eps file preferred

THIRD-PARTY EMAILS

Please contact your sales rep for details.

THIRD-PARTY SURVEYS

List Selects

Please contact your sales rep for details.

General Guidelines for Submitting Survey Questions

- Materials due 1-week prior to launch date.
- Up to 10 Questions
- Indicate if more than 1 answer choice is allowed
- Distribution date
- Seed addresses
- Name, email address and phone number of contact authorized to approve distribution

SALES REPRESENTATIVES

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TO SUBMIT AD MATERIALS

Submit all materials unless otherwise indicated to:

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Manager of Advertising and Production Services
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