The BioTechniques Brand

*BioTechniques*’ combination of publishing platforms, editorial excellence, and global reach creates a unique opportunity for advertisers to target life scientists where their products and services are most needed and where purchase decisions are most often made: at the lab bench.

Overview

- Focus: Peer-reviewed Life Science Methods
- Target: Bench Scientists
- Launched: 1983
- Frequency: Monthly
- Total Qualified Print Circulation: 80,025*
- Pass-along Total: 264,750
- Americas: 54,924*
- Europe: 20,719*
- Avg. Monthly Unique Web Visitors: 99,238*
- Avg. Monthly Page Impressions: 220,773*
- Two-year Impact Factor: 2.298**
- Five-year Impact Factor: 2.962**

Editorial Excellence

- 100% focus on life science methods immediately utilisable in the majority of labs
- Covering all phases of discovery and development
- The original peer-reviewed journal of life science methods
- High quality content – 85% rejection rate for manuscripts
- Published monthly in print and digital formats

Note: All statistics are publisher’s own data unless indicated otherwise. * June 2016 BPA Statement ** Thomson Reuters

Global Audience

- One of the largest BPA audited circulations of any life science journal
- 100% requested, qualified subscription model
- 100% of subscribers qualified within the previous 2 years
- High subscriber retention rate year-over-year means highly engaged audience
- Distributed to over 100 countries
Editorial Focus
Bringing methods and techniques to the lab bench

PEER-REVIEWED ARTICLES
Peer-reviewed scientific articles are the heart of *BioTechniques* and the reason life scientists turn to us when seeking methods papers with practical applications to advance their research.

- **Reviews**: Surveys of methodologies related to broad fields of life science research that provide a balanced and comprehensive evaluation of the strengths and weaknesses of the relevant technical approaches.
- **Reports**: Research articles describing novel methodological advances of substantive value to life science researchers, including techniques, materials, and protocols.
- **Benchmarks**: Short communications offering concise new methods or brief substantive modifications to existing methods that demonstrate significant improvements in results, or substantial time, labor, or cost savings.

FEATURE ARTICLES

**From the Editor**: Our editors’ points of view on the latest developments in the life science community.

**BioSpotlights**: Highlights of important, high-caliber, peer-reviewed papers published in the current issue of *BioTechniques*.

**Citations**: Highlights of exceptional peer-reviewed articles published in other journals that are of particular interest to *BioTechniques* readers.

**Tech News**: Covers new developments in life science methods. Authors speak with thought-leaders in a range of fields to report on emerging technologies driving research forward.

**Application Notes**: An advertorial feature allowing companies to detail a new product or the innovative use or application of an existing product. Bonus publication on BioTechniques.com.

**New and Featured Products**: Highlights new and existing products in the pages of *BioTechniques*.

SPECIAL CONTENT AND COLLECTIONS

**Practical Guides**: A recurring series that provides insights from key thought-leaders on specific methodologies. Authors provide personal observations on techniques, along with case studies and accounts of method developments from their own labs. Readers develop a more well-rounded picture of the best way to implement new experimental approaches.

**Protocol Guide**: An annual collection of essential protocols to help guide life scientists and enhance their work in the lab. Bonus publication on BioTechniques.com

**Special News Reports**: Rise of Robots, Learning How Cells Travel, Reconstructing the Genome, Epigenetics, Neuroscience Update on the BRAIN initiative

Select Topics Covered by Percentage of Issues

- **PCR/Cloning**: 66% of issues
- **Molecular Biology**: 75% of issues
- **Cell Biology**: 66% of issues
- **Genomics**: 58% of issues
- **Protein Analysis/Expression**: 50% of issues
- **DNA Sequencing**: 58% of issues
- **Cell Culture**: 50% of issues
- **Other Topics**: 83% of issues
### Audience Demographics

Reach the users you need most through detailed demographic selects and flexible targeting.

#### Job Titles *

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<tr>
<th>Job Titles *</th>
<th>Count</th>
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<td>Department Head</td>
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<td>Staff Scientist</td>
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<tr>
<td>Technician/Research Assistant</td>
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<tr>
<td>President/CEO/VP/Owner</td>
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#### Technologies Used in Lab *

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<td>PCR/RT-PCR</td>
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<td>Nucleic Acid Electrophoresis</td>
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<td>Cell/Tissue Culture</td>
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<td>Microarrays (Nucleic Acid)</td>
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<table>
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<td>Cell Signaling Assays</td>
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<td>RNAi</td>
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<td>Nucleic Acid Labeling and Detection</td>
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<td>2-D Gel Electrophoresis</td>
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<td>High-throughput Screening</td>
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<td>Next-generation Sequencing</td>
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<td>Robotics/Automation</td>
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<td>Signal Transduction</td>
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<td>Protein-Nucleic Acid Interaction Analysis</td>
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<td>Capillary Electrophoresis</td>
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<td>Microarrays (Protein/Small Molecule)</td>
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<td>Laser Capture Microdissection</td>
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<td>Crystallography/NMR</td>
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<td>Fluorescent Probes/Dyes</td>
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<td>DNA/RNA Sequencing</td>
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<td>CRISPR</td>
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* June 2016 BPA Statement.
7.5% increase in Facebook followers over 6 months

5.2% increase in LinkedIn followers over 6 months

3.3% increase in Twitter followers over 6 months
<table>
<thead>
<tr>
<th>2017 Editorial Calendar</th>
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<tbody>
<tr>
<td><strong>January</strong></td>
</tr>
<tr>
<td><strong>Tech News Theme</strong></td>
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</table>
| Modern “tiny” labs: Making small spaces big  
Space is at a premium in laboratories where everything (people, equipment, reagents, etc.) needs to fit together in increasingly smaller spaces. This feature will examine how scientists deal with space issues – from creative solutions for storage to smaller instrument footprints – to maximize your lab space.  
*Keywords: lab equipment; instrumentation*  

Special Feature: Rise of robots  
This feature will explore the many uses of robotic platforms in today’s life science research.  

**Newsletters**  
**Weekly:** 1/7, 1/14, 1/21, 1/28  
**ETOC/AOP:** 1/12  
**BioSolutions:** 1/19  

**Tech Specific:**  
**PCR/Cloning:** 1/4  
**Genomics:** 1/11  
**DNA Sequencing:** 1/18  
**Protein Analysis:** 1/25  

**BenchTalk Protocols:**  
**Every Monday**  

**READEX Ad Studies**  
**READEX Ad Survey**  

**Application Forum Deadline**  
December 9  

**Ad Closing Deadline**  
December 12  

**Ad Materials Deadline**  
December 16  

**Bonus Distribution**  
(May vary from show month)  

**SLAS**  

|  | **Weekly:** 2/4, 2/11, 2/18, 2/25  
|  | **ETOC/AOP:** 2/9  
|  | **BioSolutions:** 2/16  
| **Tech Specific:**  
| **Cell Culture/Analysis:** 2/1  
| **Epigenetics:** 2/8  
| **Microscopy/Imaging:** 2/15  
| **Microbiology:** 2/22  

**Weekly:** 2/13, 2/20, 2/27  
**ETOC/AOP:** 2/17  
**BioSolutions:** 2/24  

**Tech Specific:**  
**PCR/Cloning:** 3/1  
**Genomics:** 3/8  
**DNA Sequencing:** 3/15  
**Protein Analysis:** 3/22  
**Cell Culture/Analysis:** 3/29  

**Special Feature:** Learning how cells travel  
This feature will explore the methods and techniques used to understand how and why cells move.  

**Weekly:** 3/4, 3/11, 3/18, 3/25  
**ETOC/AOP:** 3/9  
**BioSolutions:** 3/16  

**Tech Specific:**  
**PCR/Cloning:** 4/1, 4/8, 4/15, 4/22, 4/29  
**ETOC/AOP:** 4/13  
**BioSolutions:** 4/20  

**Tech Specific:**  
**Epigenetics:** 4/5  
**Microscopy/Imaging:** 4/12  
**Microbiology:** 4/19  
**PCR/Cloning:** 4/26  

**Weekly:** 4/12, 4/19, 4/26, 4/29  
**ETOC/AOP:** 4/13  
**BioSolutions:** 4/20  

**Tech Specific:**  
**Epigenetics:** 5/3  
**Microscopy/Imaging:** 5/10  
**PCR/Cloning:** 5/17  
**Protein Analysis:** 5/24  
**Cell Culture/Analysis:** 5/31  
**BioSolutions:** 5/18  

**Weekly:** 5/6, 5/13, 5/20, 5/27  
**ETOC/AOP:** 5/11  
**BioSolutions:** 5/18  

**Tech Specific:**  
**PCR/Cloning:** 6/3, 6/10, 6/17, 6/24  
**ETOC/AOP:** 6/8  
**BioSolutions:** 6/15  

**Tech Specific:**  
**Microscopy/Imaging:** 6/7  
**Microbiology:** 6/14  
**PCR/Cloning:** 6/21  
**Genomics:** 6/28  

**Weekly:** 6/3, 6/10, 6/17, 6/24  
**ETOC/AOP:** 6/8  
**BioSolutions:** 6/15  

**READEX Ad Survey**  

**SLAS**  

**AACR**  

**FASEB**
**Immunotherapy technologies: Attacking cancer from inside**

Immunotherapy – using the human body’s own immune system to target cancerous cells – has gained widespread interest within the cancer biology community in recent months. This feature will examine the latest in immunotherapy techniques and the methods aimed at attacking cancer.

**Keywords:** cancer biology; cancer cells; immunology; immunotherapy

---

**Antibodies: Finding the best fit**

This feature will examine the current landscape of antibody technology – how antibodies are made and validated, and what changes could be on the way to enhance antibody experiments for everyone.

**Keywords:** antibodies; protein analysis; western blots; immunohistochemistry; monoclonal antibodies; polyclonal antibodies; mass spectrometry; gene knockout

---

**CRISPR/Cas9: The application explosion**

A look at the ever-changing world of genome engineering: From ZFNs and TALENs to the latest CRISPR applications, there is now a suite of tools available for modifying genomes.

**Keywords:** genome engineering; CRISPR/Cas9; mutagenesis

---

**Biological’s “hacking” culture exposed**

This feature will look at a few researchers who are actively expanding the limits of their experiments by modifying or “hacking” available technologies for their specific needs.

**Keywords:** DNA sequencing; molecular biology; imaging; microscopy; protein analysis

---

**Fluorescent probes/dyes: Workshop of color**

The development of new probes for microscopy is a rich area of research, with a number of groups uniquely focused on their design and construction. This feature will look at the workbenches of key probe designers, examining the recent evolution of probes and dyes and what is to come in the future.

**Keywords:** microscopy; image analysis; fluorescent proteins/dyes; in vivo imaging; deep imaging; confocal microscopy

---

**Special Feature: Epigenetics**

A feature dedicated to the latest techniques and information about exploring epigenetic changes in the genome.

**Keywords:** DNA sequencing; molecular biology; imaging; dyes; in vivo imaging; image analysis; microscopy; protein analysis

---

**Special Feature: Neuroscience update on the BRAIN initiative**

This feature will take a look at recent developments and future goals of the project to map the human brain.

**Keywords:** neuroscience; microscopy; cell culture

---

**Molecular evolution: Speeding up discovery**

Today, more researchers are using molecular evolution as a tool to speed discovery of new molecular biology reagents, especially proteins. This feature will focus on researchers using directed evolution principles to expand the molecular biology toolkit.

**Keywords:** protein structure and function; mutagenesis; genome engineering

---

**Weekly**

- July: 7/1, 7/8, 7/15, 7/22, 7/29
- ETOC/AOP: 7/13
- BioSolutions: 7/20

**Tech Specific**

- DNA Sequencing: 7/5
- Protein Analysis: 7/12
- Cell Culture/Analysis: 7/19
- Epigenetics: 7/26

**Weekly**

- August: 8/5, 8/12, 8/19, 8/26
- ETOC/AOP: 8/10
- BioSolutions: 8/17

**Tech Specific**

- DNA Sequencing: 8/2
- Microbiology: 8/9
- PCR/Cloning: 8/16
- Genomics: 8/23
- DNA Sequencing: 8/30

**Weekly**

- September: 9/2, 9/9, 9/16, 9/23, 9/30
- ETOC/AOP: 9/14
- BioSolutions: 9/21

**Tech Specific**

- Microscopy/Imaging: 9/6
- Cell Culture/Analysis: 9/13
- Epigenetics: 9/20
- Microscopy/Imaging: 9/27

**Weekly**

- October: 10/7, 10/14, 10/21, 10/28
- ETOC/AOP: 10/12
- BioSolutions: 10/19

**Tech Specific**

- Microbiology: 10/11
- Cell Culture/Analysis: 10/18
- Epigenetics: 10/25
- Microscopy/Imaging: 11/22
- Microbiology: 11/29

---

**Weekly**

- ETOC/AOP: 11/9
- BioSolutions: 11/16

**Tech Specific**

- PCR/Cloning: 12/6
- Genomics: 12/13
- DNA Sequencing: 12/20
- Protein Analysis: 12/27

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**Weekly**

- December: 12/22, 12/29, 12/16, 12/23, 12/30
- ETOC/AOP: 12/14
- BioSolutions: 12/21

**Tech Specific**

- ASHC
- SFN ASHC
- ASCB
Newsletters and Alerts
Newsletters and alerts feature more than 8,500 views each and open rates greater than 11%

**e-Table of Contents (ETOC) Alerts**
Includes advanced online access to all of the articles and features scheduled to appear in the upcoming print edition of *BioTechniques*. (74,500 subscribers)

**Weekly Newsletters**
A compilation of the week’s biggest news stories and online-only digital content to keep researchers informed about the latest developments, events, products, and services of interest to life scientists. (71,000 subscribers)

**Daily Newsletters**
A daily news digest containing the latest feature stories and journal articles published in *BioTechniques* and on BioTechniques.com. (52,500 subscribers)

**Technology-specific Newsletters**
Technology-specific newsletters include the latest methodological and technical information targeted to specific topics, and also feature recent news, peer-reviewed articles, products, services, troubleshooting tips, and more. (78,000 subscribers)

**BenchTalk Protocol Update**
A weekly newsletter that includes the latest protocols featured on our exclusive community website. Protocol topics include Cell Culture & Analysis, DNA Sequencing, PCR/Cloning, and more. (78,000 subscribers)

**Custom Topic Technology Newsletters**
Custom topic newsletters feature the same article types and advertising options included in our scheduled newsletters, but focused on a topic of your choice. (78,000 subscribers)

**BioSolutions Monthly Newsletter**
This monthly collection of posters, protocols, app notes, webinars, white papers, and videos includes promotional listings published on sponsor websites and/or BioTechniques.com. (78,000 subscribers)
Banner Ads:
Available as run of site in 728x90, 300x250, and 120x600 sizes.

Posters, Protocols, and App Notes:
Three unique ways to introduce new products and services or detail the expanded application of existing products and services.

Webinars:
Partner with BioTechniques to produce a new webinar or help promote an existing webinar.

New and Featured Product Listings:
Add your products to our featured product listings.

Video of the Month:
Includes a featured placement on the BioTechniques.com homepage.

Also Available: List Rentals
100% received rate based on purchase amount and 23%-29% average open rate range.

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BioTechniques Digital Resources Reach:
99,000 unique monthly web users
80,000 print journal subscribers
78,000 newsletter subscribers
2017 Print Journal Rates and Specifications

Full specifications available at BioTechniques.com/Advertise

### Print

#### Gross Display Rates

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<td>$5,500</td>
<td>$5,370</td>
<td>$5,270</td>
<td>$5,160</td>
<td>$5,060</td>
<td>$4,955</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$4,530</td>
<td>$4,410</td>
<td>$4,110</td>
<td>$3,995</td>
<td>$3,910</td>
<td>$3,811</td>
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<tr>
<td>1/6 Page</td>
<td>$1,470</td>
<td>$1,440</td>
<td>$1,410</td>
<td>$1,385</td>
<td>$1,355</td>
<td>$1,328</td>
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</table>

#### Premium Positions

<table>
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<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 (Inside Front Cover)</td>
<td>$12,605</td>
<td>$12,375</td>
<td>$12,100</td>
<td>$11,890</td>
<td>$11,475</td>
<td>$11,180</td>
</tr>
<tr>
<td>Table of Contents 1 &amp; 2</td>
<td>$12,605</td>
<td>$12,375</td>
<td>$12,100</td>
<td>$11,890</td>
<td>$11,475</td>
<td>$11,180</td>
</tr>
<tr>
<td>Page 1</td>
<td>$12,605</td>
<td>$12,375</td>
<td>$12,100</td>
<td>$11,890</td>
<td>$11,475</td>
<td>$11,180</td>
</tr>
<tr>
<td>Cover 3 (Inside Back Cover)</td>
<td>$12,465</td>
<td>$12,230</td>
<td>$11,750</td>
<td>$11,035</td>
<td>$10,870</td>
<td>$10,305</td>
</tr>
</tbody>
</table>

#### Special Positions

- Ad production rates: $100 per hour for revisions and file conversions. Application notes: includes 2 revisions, then $100 per hour.

- Ask your sales rep for details on these additional opportunities: Application Notes, Cover Tips, Inserts, List Rentals, Outserts, Special Reports, and Practical Guides.

Additional specifications and technical details are available at: BioTechniques.com/Advertise

### Width Height

<table>
<thead>
<tr>
<th>Size</th>
<th>Full Page</th>
<th>1/2 pg Island</th>
<th>1/2 pg Horizontal</th>
<th>1/3 pg Square</th>
<th>1/3 pg Vertical</th>
<th>1/3 pg Horizontal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Area</td>
<td>8.25&quot;</td>
<td>5.1028&quot;</td>
<td>2.7306&quot;</td>
<td>5.1028&quot;</td>
<td>2.7306&quot;</td>
<td>8.25&quot;</td>
</tr>
<tr>
<td>Live Area</td>
<td>10.812&quot;</td>
<td>7.3672&quot;</td>
<td>10.812&quot;</td>
<td>5.1028&quot;</td>
<td>10.812&quot;</td>
<td>10.812&quot;</td>
</tr>
<tr>
<td>Bleed Area</td>
<td>209.55 mm</td>
<td>29.61 mm</td>
<td>99.6 mm</td>
<td>129.61 mm</td>
<td>69.36 mm</td>
<td>203.2 mm</td>
</tr>
</tbody>
</table>

### File Preparation Guidelines

#### File Format

- **PDF**
- Standard high resolution of at least 300 dpi
- Fonts embedded
- Images embedded – resolution at least 300 dpi and in CMYK
- No RGB, Color Management, ICC profiles, or LAB
- Do not use security/password options

#### Fonts

- Must be embedded, no multiple master fonts

#### Color

- CMYK only
- No Spot/PMS (Pantone) colors
- No RGB, Color Management, ICC profiles, or LAB

#### Images

- Resolution of at least 300 dpi
- Color format in CMYK
- No RGB, Color Management, ICC profiles, or LAB

#### Submissions and Proofs

- http://advertising.biotechniques.com/ad-specs/
2017 Newsletters and Banner Ad Rates and Specifications
Full specifications available at BioTechniques.com/Advertise

Newsletters

**Daily Newsletters:** Published weekdays, Monday – Friday (Exclusive sponsorship: $5,825)
**Weekly Newsletters:** Published every Saturday (Exclusive sponsorship: $5,825)
**Tech-specific Newsletters:** Published every Wednesday (Exclusive sponsorship: $9,240)
**Custom Topic Tech Newsletters:** Published every Monday with your choice of topics (Exclusive sponsorship: $9,240)
**E-Table of Contents Alerts:** Published the second Tuesday of every month (Exclusive sponsorship: $5,825)
**BioSolutions Newsletters:** Published the third Thursday of every month (Contact your sales rep)

**Newsletter Ad Options** (Excludes BioSolutions)

- Included in the Top Leaderboard Section of All Newsletters: 728 x 90 Image-only Ad
- Then, Choose Any Combination from Options #1 through #4
  - **Daily:** 2 additional spots
  - **ETOC:** 3 additional spots
  - **Weekly:** 4 additional spots
  - **Tech:** 4 additional spots
  - **Option #1:** 650 x 80 image-only
  - **Option #2:** 120 x 90 or 90 x 90 image/logo, plus 40 words of text
  - **Option #3:** 300 x 50 image/logo, plus 25 words of text
  - **Option #4:** 468 x 60 image/logo, plus 15 words of text

**Estimated Reach**

- Daily: 40,000
- All others: 70,000

**Creative Deadlines**

- gif, jpg, flash — 5 working days before the scheduled launch date

**BioTechniques Newsletters Sample**

- **Daily:** 3 Ad spots
- **ETOC:** 4 Ad spots
- **Weekly:** 5 Ad spots
- **Tech:** 5 Ad spots

**Banner Ads**

**Ad Sizes**

<table>
<thead>
<tr>
<th>Style</th>
<th>Size</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (TLB)</td>
<td>728 x 90px</td>
<td>$150</td>
</tr>
<tr>
<td>Skyscraper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Right Top (RTS)</td>
<td>120 x 600px</td>
<td>$105</td>
</tr>
<tr>
<td>Right Bottom (RBS)</td>
<td>120 x 600px</td>
<td>$105</td>
</tr>
<tr>
<td>Left Top (LTS)</td>
<td>120 x 600px</td>
<td>$105</td>
</tr>
<tr>
<td>Left Bottom (LBS)</td>
<td>120 x 240px</td>
<td>$105</td>
</tr>
<tr>
<td>Bottom Leaderboard (BLB)</td>
<td>728 x 90px</td>
<td>$125</td>
</tr>
<tr>
<td>MPU (MPU)</td>
<td>300 x 250px</td>
<td>$175</td>
</tr>
<tr>
<td>IMU Button (B)</td>
<td>120 x 90px</td>
<td>$80</td>
</tr>
</tbody>
</table>

Specifications for all print and digital products can be found online at:
http://advertising.biotechniques.com/ad-specs/
Advertising Options

Print Options
- Monthly Journal (70% N. America / 26% ROW)
- Display Ads
- Cover Tips
- Inserts
- Outserts
- Application Notes
- New Products
- Practical Guides
- Protocols
- Special Reports

Website Options
- Avg. PVs: 220,773/month
- Avg. User Sessions: 141,737/month
- Banner Ads
- Videos
- Protocols
- Events
- Application Notes
- New Products

Additional Options
- Newsletters
- Webinars
- List Rentals
- Custom Surveys
- Digital Spotlight Issues
- BenchTalk Site Promotion

Contact
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BioTechniques 2017 Media Kit and Editorial Calendar
Online Media Kit: BioTechniques.com/Advertise