

# BioTechniques<sup>®</sup>

The International Journal of Life Science Methods



2019

Editorial Calendar &  
Marketing Planner



## 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

**80,067\*** Total Qualified Circulation  
 - 69,965 Print  
 - 10,102 Digital

**113,100\*** Avg. Monthly Unique Web Visitors

**209,591\*** Avg. Monthly Page Impressions

**2.098\*\*** Impact Factor

### Note:

\* June 2018 BPA Statement

\*\* Thomson Reuters (2017)

## Editorial Excellence

- 100% focus on life science methods immediately utilizable in the majority of labs
- The original peer-reviewed journal of life science methods
- High quality content
- Published monthly in print and digital formats

## Global Audience

- The largest BPA-audited circulation within life sciences
- 100% requested
- Distributed to over 100 countries

## EDITORIAL FOCUS

# Bringing methods and techniques to the lab bench

### Feature Articles

**From the Editor:** Our editors' points-of-view on the latest controversies and news in the scientific community.

**Tech News:** Covers methods, techniques, and technology developments in a feature article format. Authors speak with leaders in fields ranging from genomics and proteomics to microbiology and microfluidics to report on emerging technology trends that are driving research forward.

**Expert Opinion:** Short articles written by experts in their field that provide an insight into, or snapshot of, issues of topical importance to the journal's target audience.

### 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.

### Sponsored Content

#### Application Notes:

Advertorial features allowing companies to detail a new product or the innovative use or application of an existing product. Bonus publication on BioTechniques.com

#### News and Featured Products:

Highlight new products and feature existing products in the pages of *BioTechniques*.

### Select Topics Covered by Percentage of Issues

<b>90%</b>	Molecular Biology	<b>65%</b>	Genomics
<b>80%</b>	PCR/Cloning	<b>65%</b>	Proteomics
<b>70%</b>	Cell Culture	<b>45%</b>	DNA Sequencing
<b>65%</b>	Cell Biology		

# AUDIENCE INSIGHT

Annual qualification and analysis ensures high levels of audience engagement



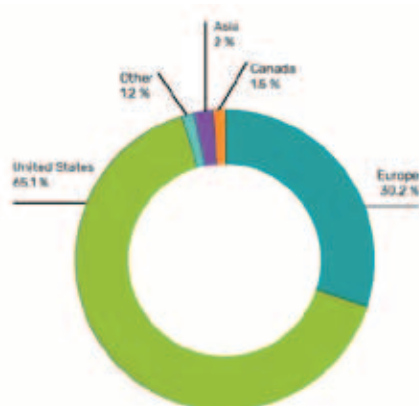
## Executive Summary

Below are the average contacts per occurrence, including frequency per period reported

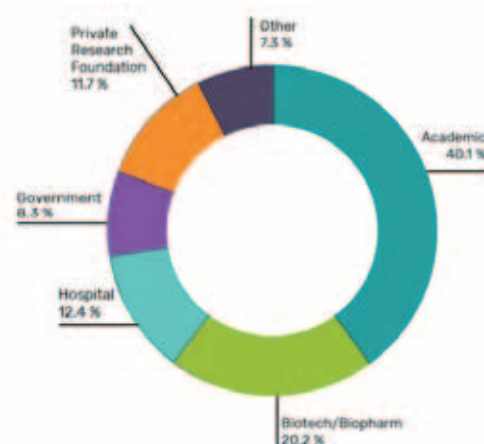
	Non-Paid	Paid	Average
<b>BIOTECHNIQUES MAGAZINE</b> (6 issues in the period)	80,067	-	80,067
a. Print	69,965	-	69,965
b. Digital	10,102	-	10,102
1. Requested	10,102	-	10,102
2. Non Requested	-	-	-
<b>BIOTECHNIQUES WEBSITE</b> (Monthly users with 209,591 average page views)	113,100	-	113,100
<b>BIOTECHNIQUES SOCIAL MEDIA</b>			
a. Twitter followers	*9951	-	*9951
b. Facebook likes	*41,570	-	*41,570

\*Social Media claims are cumulative figures, not averages.

## Geographic Distribution



## Professional Affiliation





# AUDIENCE DEMOGRAPHICS

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

Job Titles	Count	Percent
Department Head	10,140	12.68%
Professor/Instructor	9885	12.36%
Lab Director/Chief Scientist	9739	12.17%
Staff Scientist	8038	10.05%
President/CEO/VP/Owner	6238	7.80%
Technician/Research Assistant	6117	7.65%
Principal Investigator	5051	6.31%
Lecturer/Assistant/Associate Professor	4387	5.48%
Business Development Director/Manager	4358	5.45%
Medical Profession/Physician	2440	3.05%
Research Director/VP Research/CSO	2343	2.93%
Product Manager	2014	2.52%
Postdoctoral Fellow	1951	2.44%
Graduate Student	1943	2.43%
Consultant	1602	2.00%
Process Engineer	1565	1.96%
PhD	109	0.14%
Other	2080	2.60%
<b>Total</b>	<b>80,000</b>	<b>100%</b>

Job Functions	Count	Percent
Biochemistry	11,560	14.45%
Clinical Research	7199	9.00%
Bioengineering/Biophysics	6607	8.26%
Analytical Chemistry	6431	8.04%
Molecular Biology	6360	7.95%
Microbiology	5928	7.41%
Cell Biology	4452	5.57%
Drug Discovery/Development	4209	5.26%
Genomics/Genetics	3012	3.77%
Cancer Research	2965	3.71%
Marketing/Sales/Purchasing/Admin	2738	3.42%
Neuroscience	2694	3.37%
Bioinformatics/Computational Biology	2153	2.69%
Molecular Diagnostic/Pathology	2147	2.68%
Immunology	2111	2.64%
Development Biology	1401	1.75%
Chemical Biology	1327	1.66%
Plant Biology	1256	1.57%
Corporate/Legal/Business	1082	1.35%
Preclinical	979	1.22%
Virology	813	1.02%
Proteomics	406	0.51%
Other	2170	2.71%
<b>Total</b>	<b>80,000</b>	<b>100%</b>

Technologies Used in Lab*	Count
PCR/RT-PCR	22,931
DNA Isolation & Purification	22,381
Microscopy	18,995
RNA Isolation & Purification	18,971
Real-time/Quantitative PCR	15,638
Cell/Tissue Culture	13,753
Nucleic Acid Electrophoresis	13,643
Chromatography	13,281
Cloning	13,103
Antibody-Based Protein Detection (Western Blot)	12,317
Gene Expression Analysis	11,755
Bioinformatics Software	9961
Mass Spectrometry	9783
Immunoassays	9156
Mutagenesis	9006
Animal Models	8966
Image Capture & Analysis	8790
Nucleic Acid Sequence Analysis	8497
Recombinant Protein Expression & Purification	8456
Flow Cytometry	8247
Protein-Protein Interaction Analysis	8185
Gene Targeting	8078
Genotyping/SNP Analysis	7664
Spectroscopy (FTIR/CD/FCS/UV-Vis)	7200
Transfection/Gene Transduction/Viral Vectors	6759
Next Gen Sequencing	6677
Cell Signaling Assays	6603
Nucleic Acid Hybridization	6534

Technologies Used in Lab*	Count
Microarrays-Nucleic Acid	6525
2-D Gel Electrophoresis	6524
Nucleic Acid Labeling and Detection	6311
RNAi	6239
Blood Analysis	6226
GFP Reporter Assays	6091
High-Throughput Screening	6045
BioMarker Research/Analysis	5951
Robotics/Automation	5919
Phosphorylation Analysis/Kinase Assays	4926
Signal Transduction	4821
Protein-Nucleic Acid Interaction Analysis	4694
Microarrays-Protein/Small Molecule	4562
Capillary Electrophoresis	4456
Epigenetics	4178
CRISPR	4120
Stem Cell Research/Analysis	4,102
Nucleic Acid Synthesis	3916
Single Cell Analysis	3841
miRNA	3305
Laser Capture Microdissection	3261
High-content Screening	3205
Microfluidics/Lab-on-a-chip	3114
Crystallography/NMR	2972
DNA/RNA Sequencing	2780
shRNA	2650
Fluorescent Probes/Dyes	2544
Combiphen	2540

\* June 2018 BPA Statement

For pricing, please contact Cheryl Wall: [cwall@biotechniques.com](mailto:cwall@biotechniques.com)

## 2019 EDITORIAL CALENDAR

January	February	March	April	May	June
<b>Tech News Theme</b>					
<b>The Green Lab</b>	<b>Sequencing</b>	<b>Cell Culture</b>	<b>Structural Biology</b>	<b>Antibodies</b>	<b>CRISPR</b>
<p>Research laboratories have a huge impact on the environment in terms of resource requirements, energy use and waste production. With the public eye increasingly turning toward sustainability, this feature looks at ongoing efforts to make laboratories more "green".</p> <p><b>Keywords:</b> lab equipment; instrumentation; environment; sustainability; waste; recycling</p>	<p>NGS has enabled the faster, easier and more efficient sequencing of whole genomes. The advent of genome databases is driving research into the study of many different diseases. This feature will look into how NGS is advancing research across different disease fields.</p> <p><b>Keywords:</b> sequencing; NGS; next-generation sequencing; genome databases; whole-genome sequencing</p>	<p>Organoids have provided huge insight into developmental biology and disease modeling. This feature delves into the latest advances in the field, and examines what is to come.</p> <p><b>Keywords:</b> cell culture; cell culture media; cell culture conditions; 3D cell culture; stem cells; organoids</p>	<p>Membrane proteins are coded for by approximately 30% of the human genome. They are also critical in many cellular functions, especially cell communication. However, study of them is difficult because of their hydrophobic nature. This feature will look at the latest approaches for the structural study of membrane proteins.</p> <p><b>Keywords:</b> structural biology; membrane proteins; hydrophobicity; X-ray crystallography; cryo-electron microscopy</p>	<p>Antibodies are valuable tools in the life science laboratory; however, the various forms have different advantages and disadvantages, and some have proven controversial. This feature examines recent research harnessing antibodies in the biology lab, and the techniques available to ensure data quality.</p> <p><b>Keywords:</b> antibodies; protein analysis; western blotting; ELISA</p>	<p>Genome editing has been a hot topic for a while. Has it lived up to the hype? This feature looks at the latest developments in CRISPR-based technologies and discusses what's on the horizon.</p> <p><b>Keywords:</b> genome editing; genome engineering; CRISPR</p>
<b>Special Features</b>					
<b>How to transition from 'early career' to 'established'</b>					
<p>Funding is a huge barrier for many early career researchers looking to make the next step in their career, but it's not the only challenge. This feature sees researchers who have recently made this step discuss their top tips.</p>					
<b>READEX Ad Studies</b>					
		READEX Ad Survey			READEX Ad Survey
<b>Application Forum Deadline</b>					
Dec 19	Jan 23	Feb 21	Apr 1	Apr 30	May 30
<b>Ad Closing Deadline</b>					
Dec 19	Jan 23	Feb 21	Apr 1	Apr 30	May 30
<b>Ad materials Deadline</b>					
Jan 2	Jan 30	Feb 28	Apr 8	May 7	June 6
<b>Bonus Distribution</b>					
SLAS	AACR	AACR, FASEB	ASMS	ASMS, ASM	

July	August	September	October	November	December
PCR	Augmented and Virtual Reality	Cancer Research	Neuroscience	Mass Spectrometry	Stem Cells
<p>New research advances are increasingly demanding more of PCR. How is it adapting to these new demands, and what do laboratory researchers need to consider when using PCR for new applications?</p> <p><b>Keywords:</b> PCR; precision; accuracy</p>	<p>Augmented and virtual reality are proving to be the next big thing in the digital age. This feature examines the latest technology applying these concepts to the biology lab.</p> <p><b>Keywords:</b> augmented reality; virtual reality; animal models; drug discovery; simulation; drug development</p>	<p>This feature will explore the latest technologies and methods being used to study cancerous cells and tumors.</p> <p><b>Keywords:</b> cancer; oncology; pathology; diagnostics; biomarkers</p>	<p>Alzheimer's disease continues to be a high research priority owing to the lack of cure and the aging population. This feature explores the techniques currently in use for research, detection and management.</p> <p><b>Keywords:</b> Alzheimer's disease; biomarkers; CT; MRI; PET</p>	<p>Mass spectrometry has been used for decades, and continues to be an integral part of analytical research. This feature explores the latest applications that mass spectrometry has been harnessed for.</p> <p><b>Keywords:</b> mass spectrometry; bioanalysis; chromatography</p>	<p>The potential applications of stem cells seem to be never-ending. Not only are they being utilized to produce cellular models for drug discovery but also now as vehicles for drug delivery. This feature will explore the role stem cells are playing in drug discovery and development and where this will be headed in the future.</p> <p><b>Keywords:</b> stem cells; drug development; drug discovery; cell models; cell culture</p>
		Reproducibility			
		The reproducibility crisis is resulting in a lot of discussion in various scientific fields. This feature explores the latest technologies, methods and projects looking to solve this problem, that are of relevance to the biological laboratory.			
		READEX Ad Survey			READEX Ad Survey
June 13	July 18	Aug 14	Sep 12	Oct 14	Nov 11
June 13	July 18	Aug 14	Sep 12	Oct 14	Nov 11
June 20	July 25	Aug 21	Sep 19	Oct 21	Nov 18
ACS	ACS, NIH	NIH, ASHG, SfN	ASHG, SfN, ASCB	ASCB	

# PRINT OPTIONS

## Print Adverts

A display ad in *BioTechniques* reaches the largest BPA-audited circulation of life scientists in the industry. Preferred placements are available wherever your products and services are mentioned. Contact your sales rep to receive monthly notifications.



## Cover Tips

Let your ad make an impact by prominently displaying it on the front cover of *BioTechniques*.

- **Choose Your Style:** 8"x 5" or 8"x 8" (cover tips) or 17 1/2" x 6" (belly bands)
- **Choose Your Reach:** Full Circulation, North America Only, Rest of World Only



## Inserts and Outserts

*BioTechniques* can accommodate various sizes and formats. Limited to two per issue so your message stands out. Target your reach to any of the selects on our circulation page, including:

- **Full circulation**
- **Geographic regions**
- **Job functions**
- **Job titles**
- **Technologies used in the lab**
- **Professional affiliation**

## Application Forum

An advertorial feature, unlimited in length, for reporting the details of a new product or the innovative use or application of an existing product. Available in print with bonus online publishing.

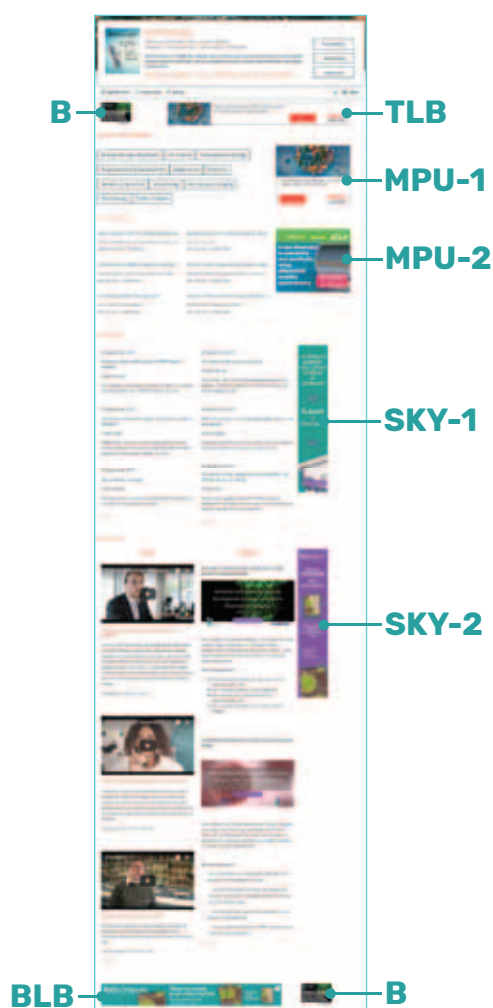


# ONLINE OPTIONS

## Banner ads

Style	Size
Button (B)	120 x 90px
Top Leaderboard (TLB)	728 x 90px
Medium Rectangle 1 (MPU-1)	300 x 250px
Medium Rectangle 2 (MPU-2)	300 x 250px
Large Rectangle (D-MPU)*	300 x 600px
SkyScraper 1 (SKY-1)	120 x 600px
SkyScraper 2 (SKY-2)	120 x 600px
Bottom Leaderboard (BLB)	728 x 90px

\* Large Rectangle (D-MPU) not pictured here. For more information please contact Cheryl Wall - cwall@biotechniques.com



## Webinars

*BioTechniques* will work with you to develop a program that highlights your products or services in an educational environment allowing you to generate leads, improve brand awareness, expand sales to current customers, and qualify new prospects through demographic questions as part of the registration process.

**Tutorial:** 30-minute presentation by one speaker that is available to view on-demand.

**Traditional:** 1-hour simulative event with multiple speakers. Pre-recorded presentations play out as a live event followed by a live Q&A. They are available to view on-demand after the live event has concluded.

## List Rental

Target potential buyers through **97,000** postal and **91,000** email subscribers worldwide. List selects include job title, function, type of organization, geographic region, and more than 40 different lab techniques.

## Custom surveys

*BioTechniques* will survey our subscriber database with your own market research questions. Contact your sales rep for pricing.

## Videos

Prominently display a company or product video on the *BioTechniques* homepage. Videos are also featured on Multimedia and Video landing pages.

## Custom eBooks

Custom eBooks are a collaborative editorial effort between *BioTechniques* and the exclusive sponsor incorporating technology news, peer-review papers, and various forms of sponsor-derived assets (application notes, case studies, infographics, videos, etc). They are distributed to a target audience and can be gated for lead generation.

# NEWSLETTERS AND ALERTS

Newsletters and alerts average 12,000 views each, with average open rates of 12%

## Newsletters and Alerts

**e-Table of Contents Alerts:** Includes online access to all of the articles and features scheduled to appear in the upcoming print edition of *BioTechniques*. *(42,000 subscribers – Second Thursday of each month)*

**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. *(90,000 subscribers – Every Saturday)*

**Daily Newsletters:** A daily news digest containing the latest news stories and journal articles published in *BioTechniques* and on BioTechniques.com. *(82,000 subscribers – Daily Monday to Friday)*

**Technology-specific Newsletters:** Technology-specific newsletters that include the latest methodological and technical information targeted to specific topics. These also feature recent news, peer-reviewed articles, products, services, troubleshooting tips and more. *(55,000 Subscribers – Every Wednesday and every Friday except the last Friday of the month)*

**Custom Topic Technology Newsletters:** Custom topic newsletters feature the same article types and advertising options included in our scheduled newsletters, but focused on the topic of your choice. Ask your sales rep for details. *(55,000 subscribers – Every Monday)*

**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 on BioTechniques.com *(49,000 subscribers – Every third Thursday of each month)*

## BioSolutions Ad Spots

### Featured Listing

- 175 word abstract
- Maximum image size of 200 x 300 px
- Linkable title text, image and call to action



### Standard Listing

- 175 word abstract
- Maximum image size of 200 x 300 px
- Linkable title text, image and call to action



## Tech-specific Newsletter Ad Spots

### Standard Listing

- Exclusive sponsorship
- Maximize messaging impact in up to 5 ad spots
- Mix and match between 4 ad space orientations
- Linkable images, text and call to action
- Choose from over 20 standard issue topics or choose your own custom topic
- Region specific ad targeting options available



# 2019 NEWSLETTER EDITORIAL CALENDAR

eTOC	Custom Tech	Protein Analysis	Immunology
Weekly	Cell Development Biology	Clinical Research	Drug Development
BioSolutions	PCR/Cloning	Cell Analysis/Culture	Virtual Reality/Augmented Reality
Webinar	Bioengineering	Molecular Biology	Cancer Research
	Genomics	Epigenetics	Analytical Chemistry
	DNA Sequencing	Bioinformatics	Gene Editing
	Drug Discovery	Microscopy/Imaging	Neurology
	Preclinical	Microbiology	

JANUARY 2019						
Su	M	Tu	W	Th	F	Sa
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27	28	29	30	31		

FEBRUARY 2019						
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MARCH 2019						
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31						

APRIL 2019						
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28	29	30				

MAY 2019						
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JUNE 2019						
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30						

JULY 2019						
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28	29	30	31			

AUGUST 2019						
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25	26	27	28	29	30	31

SEPTEMBER 2019						
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29	30					

OCTOBER 2019						
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27	28	29	30	31		

NOVEMBER 2019						
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3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER 2019						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

\* Creative Deadline (gif/jpeg/flash – for all online ads) is 5 working days before the scheduled launch date  
Creative Deadline (video/audio ads) is 10 working days before the scheduled launch date

# SPECIFICATIONS – DAILY, WEEKLY, ETOC, TECH NEWSLETTER

## General Guidelines:

- All newsletters are single-sponsorship
- Materials due 1 week prior to launch
- Animated Gifs are not supported by Outlook 2007, 2010 or Windows Mobile 7
- Animated ads can be accepted but advertisers should be aware of the limitations of showing animated ads in the Outlook email program
- Text portion of ads can include basic formatting and unlimited links

## Newsletter Ad Design and Specifications:

- Newsletters appear in a single-column design that alternates advertising content with editorial content
- Most ad spots now offer a combination of images and text, ensuring your ads will be seen by those not downloading images or viewing text-only newsletter versions
- Newsletters feature a 640×80 px top leaderboard image-only ad and also contain a specific number of additional ad spots based on the type of newsletter
- Advertisers can choose any combination of the ad options below to equal the number of ad placements for the sponsored newsletter
- Label ad materials in the order you would like them to appear in the newsletter starting with the top leaderboard image ad of 640×80 px as #1
- Remember to include the links you would like your images or text to link to

## Newsletter Schedule

**Daily Newsletters:** Published Weekdays (*Monday through Friday*)

**Tech Newsletters:** Published Wednesdays and Fridays (*Except the last Friday of each month*)

**Weekly Newsletters:** Published every Saturday

**E-Table of Contents Alerts:** Published the second Thursday of every month

**Custom Topic Tech Newsletters:** Published on Mondays as sponsored

# SPECIFICATIONS – PRINT

	Width	Height
Full Page		
Trim Area:	8.05" 204.55 mm	9.98" 269.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
1/2 pg Island		
Trim Area:	4.90" 24.61 mm	7.17" 182.13 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
1/2 pg Horizontal		
Trim Area:	8.05" 204.55 mm	5.08" 129.1 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
1/2 pg Vertical		
Trim Area:	3.72" 94.6 mm	10.61" 269.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
1/3 pg Square		
Trim Area:	4.90" 124.61 mm	4.90" 124.61 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
1/3 pg Vertical		
Trim Area:	2.53" 64.36 mm	10.61" 269.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
1/3 pg Horizontal		
Trim Area:	8.05" 204.55 mm	3.40" 86.56 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.17 mm) from trim area	

<b>1/4 pg</b>		
Trim Area:	3.30"	4.80"
	83.9 mm	122 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.17 mm) from trim area	

<b>Filler/Baby</b>		
Trim Area:	4.39"	1.61"
	111.594 mm	41.037 mm
Live Area:	0.125" (3.175 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.17 mm) from trim area	

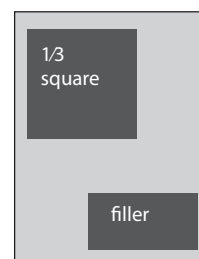
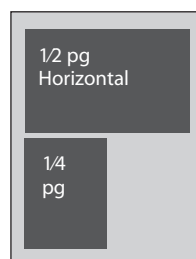
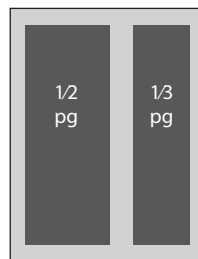
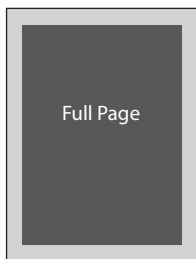
<b>Full Page Internal Insert Tip (Perfect Bound)</b>		
Trim Area:	7.67"	10.61"
	195.025 mm	269.63 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

<b>Full Page Internal Insert Tip (Saddle Stitch)</b>		
Trim Area:	7.99"	10.61"
	202.96 mm	269.63 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

<b>Covertip #1</b>		
Trim Area:	7.80"	4.80"
	198.2 mm	122 mm
Live Area:	0.5" (12.7 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.17 mm) from trim area	

<b>Covertip #2</b>		
Trim Area:	7.80"	5.80"
	198.2 mm	148.4 mm
Live Area:	0.5" (12.7 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.17 mm) from trim area	

**NOTE:** Text/logos should fit within the live area. Crop marks should be outside the bleed area. Live bleed area for fractional ad along "outer edge" only.



## 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

- [adsubmissions@biotechniques.com](mailto:adsubmissions@biotechniques.com)



# SPECIFICATIONS – DAILY, WEEKLY, ETOC, TECH NEWSLETTER

## Newsletter Ad Options

### Included in the Top Leaderboard Section of All Newsletters:

- 640 x 80 Image-only Ad

### Then, choose any combination from options #1 through #4 below

**Daily:** 2 additional spots

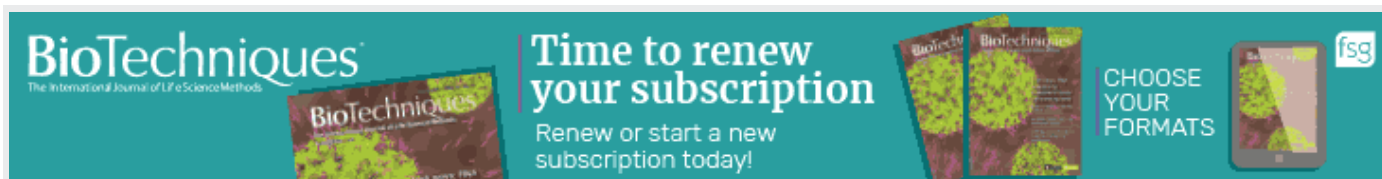
**eToc:** 3 additional spots

**Weekly:** 3 additional spots

**Tech:** 4 additional spots

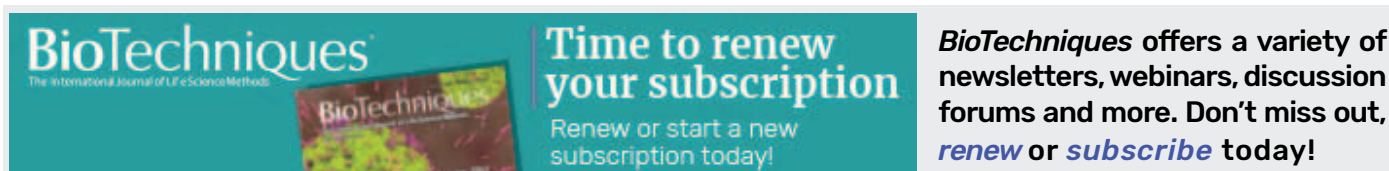
#### Option #1

640 x 80 image-only



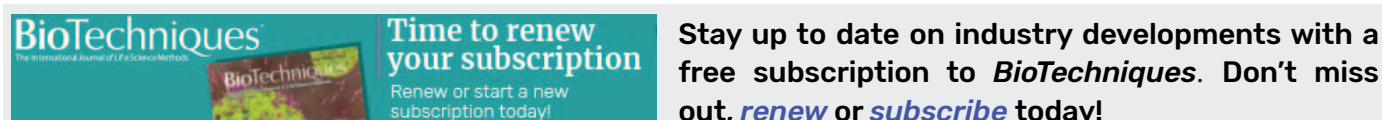
#### Option #2

420 x 80 image/logo, plus 15 words of text



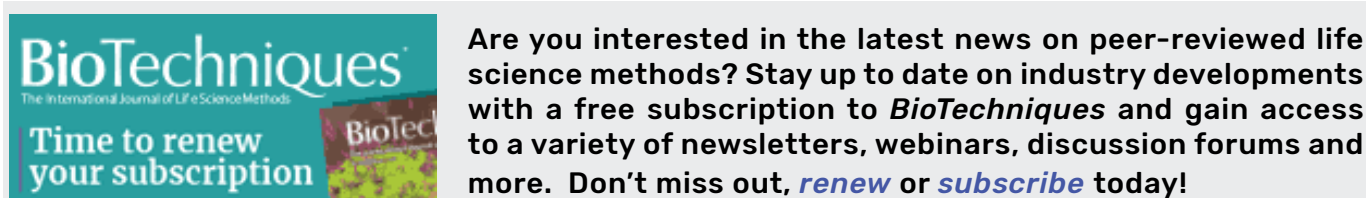
#### Option #3

300 x 50 image / logo, plus 25 words of text



#### Option #4

200 x 90 image/logo, plus 40 words of text





# SPECIFICATIONS – BANNER ADVERTS

## 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
- **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 for third-party servers. Clients must refer to external reports for click-through information

## Online Banner Ad Sizes

Style	Size
Button (B)	120 x 90px
Top Leaderboard (TLB)	728 x 90px
Medium Rectangle 1 (MPU-1)	300 x 250px
Medium Rectangle 2 (MPU-2)	300 x 250px
Large Rectangle (D-MPU)	300 x 600px
SkyScraper 1 (SKY-1)	120 x 600px
SkyScraper 2 (SKY-2)	120 x 600px
Bottom Leaderboard (BLB)	728 x 90px

## Acceptable Formats/Sizes

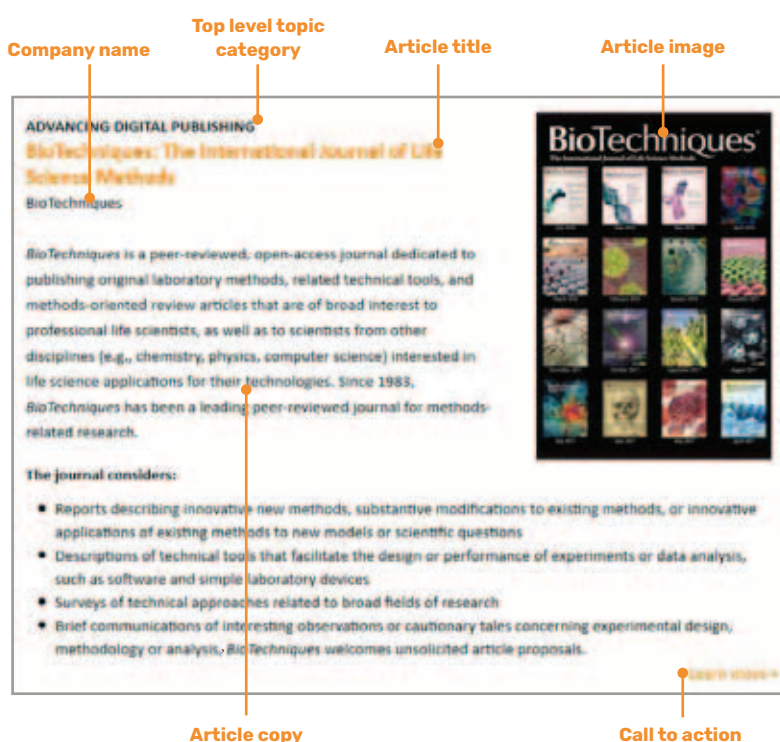
- .gif or .jpg: max file size: 40 KB
- Initial Flash File Size: 40 KB
- Looping Limit/Maximum Total Animation Length: 3 loops/15 Seconds Total

# SPECIFICATIONS – BIOSOLUTIONS NEWSLETTER

BioSolutions Newsletter sponsorships also include publication of the featured item on BioTechniques.com (or your own website).

## Please include the following in your content submission:

1. **Top-level topic category** (ex. Cell Analysis, Microscopy, Genetics/Genetics Tools, etc.)
2. **Article Title**
3. **Company name** (as you would like it to appear)
4. **Article image**
  - Featured listing: 200x300px (Maximum)
  - Standard listing: 200x200px (Maximum)
5. **Article copy**
  - Featured listing: 175 words
  - Standard listing: 75 words
6. **Call to Action Text**
7. **Desired links**
  - Title
  - Article image
  - Call to action



## Deadlines

**Distribution:** Third Wednesday of the month

**Reservations:** Last Wednesday of previous month

**Materials Due:** First Wednesday of the month

**Note:** If materials are on your own website or are already published on BioTechniques.com, you may submit your abstract by the second Wednesday of the month, 1-week prior to distribution.

# SPECIFICATIONS – THIRD PARTY EMAILS

## Required Materials:

- HTML file
- Plain text version (suggested but not required)
- Subject line
- List Selects

## HTML Guidelines:

- Compress images to as small a size as possible
- Main file must be .HTML or .HTM, **not** a pdf, Word Doc, or Word created HTML
- All image files should be in .gif or .jpg format
- All image files should be stored on a publicly accessible Web server. We can host images; if necessary, send the .gif or .jpg files to us along with the HTML
- **Do not use** JavaScript for essential elements, some browsers do not support it and others view it as SPAM
- Comply with Web safe colors (216) for text, backgrounds and solid color areas of images (i.e. logos)
- When specifying a background page color (BGCOLOR), specify within a table rather than the body element
- Use relative (font size="-2") rather than absolute (font size="2") font sizes
- **Do not use** custom backgrounds (BACKGROUND tag within body element)
- **Do not use** page anchors (A NAME="xyz")
- Use absolute (http://www.yourcompany.com/page) rather than relative (/page) links
- **Avoid using** the <BASE> tag (e.g. <BASE HREF="xyz">)
- **Do not use** Style Sheets or Cascading Style sheets if possible; we can try to use it but most often CSS emails do not render correctly in Outlook 07
- You may send your own plain text file if you wish. If you do not, one will be automatically generated and sent to all recipients that may prefer plain text emails
- We will host the HTML and offer a link at the top of the email for recipients to view the HTML online

**Please note these are only guidelines. If you need help, please contact us and we can test your file and provide assistance.**



# SPECIFICATIONS – OTHER DIGITAL PRODUCTS

## Application Forum and White Papers

- Color mode: RGB
- Resolution: 300 DPI or higher
- Format: PDF, TIFF or EPS
- Fonts must be embedded or converted to outlines
- Size: 8.5" x 11"

### Also required:

- Company name (under which item should be published under)
- 175-word abstract for website entry submitted in MS Word or other text program
- 75-word condensed abstract for newsletter entry submitted in MS Word or other text program

## Webinars

- High-resolution client logo (300 dpi) – .eps file preferred
- Your sales rep and a *BioTechniques* editor will work with you to determine other requirements as we develop the content and promotional portions of the webinar

## Third Party Surveys

- List selects
- Your sales rep will provide you with demographic and list targeting options
- General guidelines for submitting survey questions
- Materials due 10-days prior to launch date
- Up to 10 questions
- Indicate if more than one answer choice is allowed
- Distribution date
- Seed addresses
- Name, email address and phone number of contact authorized to approve distribution

# SPECIFICATIONS – OTHER DIGITAL PRODUCTS

## Video of the Month

- In addition to the audio/video file, please provide up to an 8-word title, a 20-word homepage description, a 75-word newsletter description, and the company name under which the video should be published.

Audio Formats	Extensions	Details
MP3	.mp3	MPEG-1 or MPEG-2 format required

Video Formats	Extension	Details
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

## For Video Files

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

- Frame rate: 24 frames per second minimum
- NTSC (4:3) size and frame rate, de-interlaced
- Video Codec: MPEG-2 or MPEG-4 (MPEG-4 preferred)
- Video Bit rate: at least 5mbps
- Resolution: 1280×720 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.

## CONTACT US

*BioTechniques*  
Unitec House  
2 Albert Place  
London, N3 1QB  
United Kingdom

 [www.BioTechniques.com](http://www.BioTechniques.com)


 +44(0)20 8371 6090

 [info@BioTechniques.com](mailto:info@BioTechniques.com)

## SALES & ADVERTISING

Cheryl Wall  
Publisher/Global Sales Director

 [cwall@biotechniques.com](mailto:cwall@biotechniques.com)

 +1 978-356-0032

## SOCIAL MEDIA

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