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**Contact Sales:** [jt@biotechniques.com](mailto:jt@biotechniques.com)

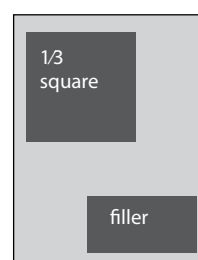
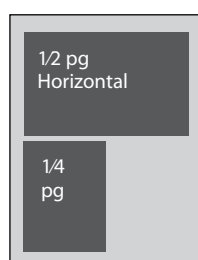
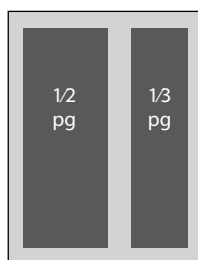
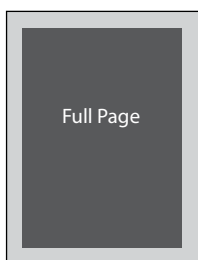
**Submit content:** [adsubmissions@biotechniques.com](mailto:adsubmissions@biotechniques.com)

# SPECIFICATIONS - PRINT

	Width	Height
<b>Full Page</b>		
Trim Area:	8.25"	10.81"
	209.55 mm	274.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>1/2 pg Island</b>		
Trim Area:	4.90"	7.17"
	124.46mm	182.13 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>1/2 pg Horizontal</b>		
Trim Area:	8.25"	5.40"
	209.55 mm	137.3 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>1/2 pg Vertical</b>		
Trim Area:	4.12"	10.81"
	104.75 mm	274.625 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>1/3 pg Square</b>		
Trim Area:	4.90"	4.90"
	124.61 mm	124.61 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>1/3 pg Vertical</b>		
Trim Area:	2.75"	10.81"
	69.85 mm	274.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>1/3 pg Horizontal</b>		
Trim Area:	8.25"	3.60"
	209.55 mm	91.54 mm
Live Area:	0.25" (6.35 mm) inside the trim	

Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
	<b>Width</b>	<b>Height</b>
<b>1/4 pg</b>		
Trim Area:	4.12"	5.40"
	104.76 mm	137.31 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>Filler/Baby</b>		
Trim Area:	4.39"	1.61"
	111.594 mm	41.037 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 (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	

**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

## 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 – 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

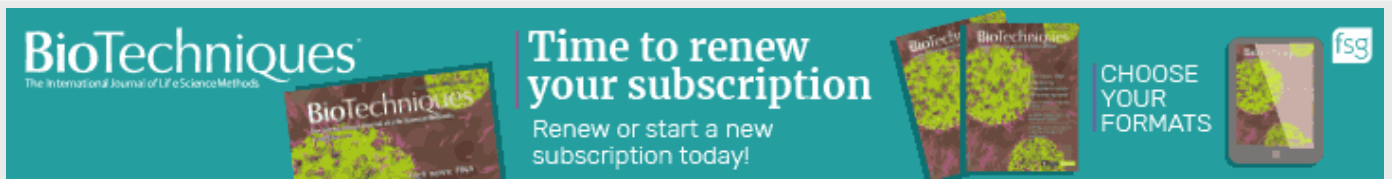
**eToc:** 3 additional spots

**Weekly:** 3 additional spots

**Tech:** 4 additional spots

#### Option #1

640 x 80 image-only



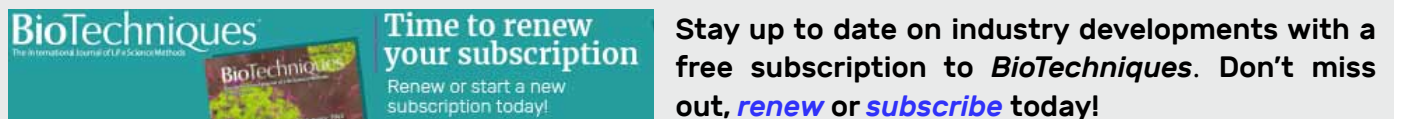
#### Option #2

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

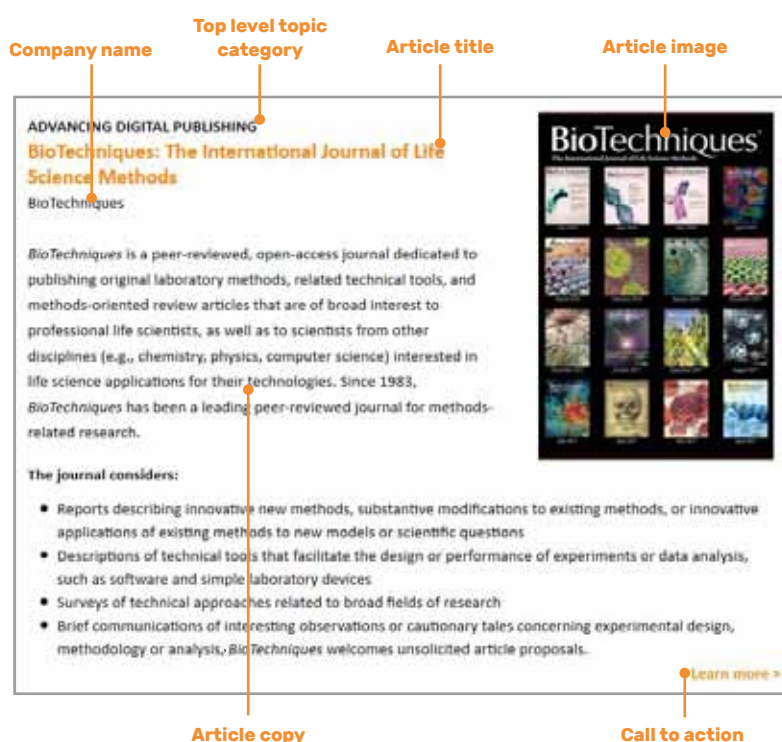


# SPECIFICATIONS – BIOSOLUTIONS NEWSLETTER

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 – 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
Large Rectangle (D-MPU)	300 x 600px
SkyScraper 1 (SKY-1)	120 x 600px
Bottom Leaderboard (BLB)	728 x 90px
Mobile Leaderboard (MLB)	300 x 50px

## 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 – 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.