Contents

Contact Sales: advertising@biotechniques.com

Submit content: adsubmissions@biotechniques.com

SPECIFICATIONS – PRINT

|	Width	Height
Full Page		
Trim Area:	8.05"	9.98"
	204.55 mm	269.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
½ pg Horizontal		
Trim Area:	8.05"	5.08"
	204.55 mm	129.1 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
½ pg Vertical		
Trim Area:	3.72"	10.61"
	94.6 mm	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"	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	
1/3 pg Vertical		
Trim Area:	2.53"	10.61"
	64.36 mm	269.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

	Width	Height
1/3 pg Horizontal		
Trim Area:	8.05"	3.40"
	204.55 mm	86.56 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.17 mm) from trim area	
Full Page Internal Insert Tip (Perfect Bound)		
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	
Full Page Internal Insert Tip (Saddle Stitch)		
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	
Covertip #1		
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.

Full Page

½ pg · 1/3 pg

½ pg Horizontal · ¼ pg

1/3 square · filler
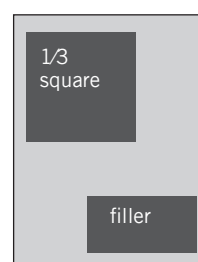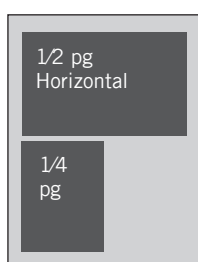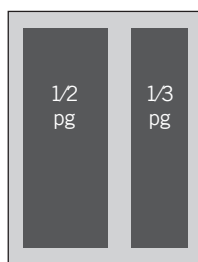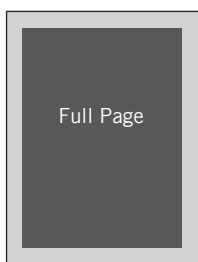
File Preparation Guidelines

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

SPECIFICATIONS – APPLICATION FORUM

2-page app note example

Content Guidelines

Word count	In copy images	Additional content
First page of App Note: • Total word count: 630 **All pages after first page:** • Total word count: 840	In general, in-copy images will replace about 90 words. The total word count will be reduced accordingly, depending on the number of images you include.	**Web Link** • Please provide web page to link your app note and logo to **Logo** • Please provide company logo for branding of app note

* If no web link is provided, your content and logo will automatically be linked to your homepage

File preparation

- All text files must be MS Word documents (.doc).
- Images must be provided separately, with a resolution of at least 300 dpi.
- Acceptable formats for images are EPS, TIFF and PDF.

SPECIFICATIONS – eNEWSLETTER

General Guidelines:

- 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 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 Mondays and Wednesdays

Weekly Newsletters: Published every Saturday

E-Table of Contents Alerts: Published once a month

Custom Topic Tech Newsletters: Published on Mondays as sponsored

SPECIFICATIONS - eNEWSLETTER

Newsletter Ad Options

Included in the Top Leaderboard Section of All Newsletters:

- 640 x 80 Image-only Ad

Included in the Top Mobile Section of All Newsletters:

- 300 x 50 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**
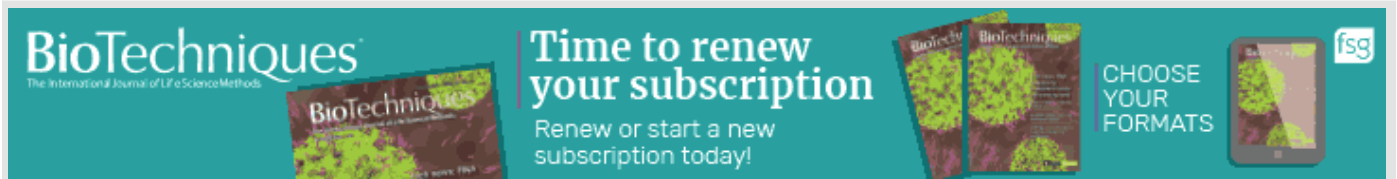
Option #2   **420 x 80 image/logo, plus 15 words of text**

BioTechniques offers a variety of newsletters, webinars, discussion forums and more. Don't miss out, *renew* or *subscribe* today!

Option #3   **300 x 50 image / logo, plus 25 words of text**

Stay up to date on industry developments with a free subscription to *BioTechniques*. Don't miss out, *renew* or *subscribe* today!

Option #4   **200 x 90 image/logo, plus 40 words of text**

Are you interested in the latest news on peer-reviewed life science methods? Stay up to date on industry developments with a free subscription to *BioTechniques* and gain access to a variety of newsletters, webinars, discussion forums and more. Don't miss out, *renew* or *subscribe* today!

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
- Leaderboards need to be supplied in both desktop (728 x 90px) and mobile (300 x 50px) sizes
- *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
Mobile Leaderboard (MLB)	300 x 50px
Medium Rectangle Unit (MPU)	300 x 250px
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 – 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

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.

For Product Listings
If submitting product listings, the following specifications are a guideline for authors/contributors:

BioTechniques.com
- Image: 1920x1020px recommended
- Press release
- Call to action

eNewsletter
- Article image: 200x300px (Maximum)
- Article title
- Article copy: 50 words
- Desired links: call to action, image, title

Journal
- Article image
- Article title
- Article copy: 150 words (Maximum)
- Call to action