

BioTechniques®

The International Journal of Life Science Methods



BioTechniques.com

2018

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
- ❑ Total Qualified Print Circulation: 80,000*
- ❑ Pass Along Total: 260,832
- ❑ Americas: 52,458*
- ❑ Europe: 23,939*
- ❑ Avg. Monthly Digital Edition Subscribers: 9,926*
- ❑ Avg. Monthly Unique Web Visitors: 99,269*
- ❑ Avg. Monthly Page Impressions: 209,974*
- ❑ Two-year Impact Factor: 2.03*



Editorial Excellence

- ❑ 100% focus on life science methods immediately utilizable 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

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

Note: All statistics are publisher's own data unless indicated otherwise. * June 2017 BPA Statement ** Thomson Reuters

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' point of view on the latest controversy and news in the scientific community.

BioSpotlights: Summarizes high-caliber, peer-reviewed papers published in *BioTechniques* to highlight the most important articles in the current issue.

Citations: Similar to the BioSpotlights, Citations highlight exceptional peer-reviewed articles published in other journals that are of particular interest to *BioTechniques* readers.

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 those emerging technology trends 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: Highlight new products and feature existing products in the pages of *BioTechniques*.

SPECIAL CONTENT AND COLLECTIONS

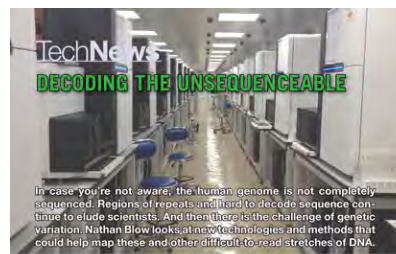
Practical Guides: A recurring series that provides insights from key thought-leaders on specific methodologies, with authors providing personal observations and thoughts on techniques, along with specific case studies and accounts of method developments from their own labs. Readers develop a more well-rounded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

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

Special Reports: Neuroscience Finds Size, DNA Sequencing Evolution, The Riddle of Cell Culture Media, and The Greening of the Modern Lab.

Select Topics Covered by Percentage of Issues

- PCR/Cloning: 58% of issues
- Molecular Biology: 75% of issues
- Cell Biology: 75% of issues
- Genomics: 50% of issues
- Proteomics: 58% of issues
- DNA Sequencing: 58% of issues
- Cell Culture: 50% of issues
- Other Topics: 83% of issues



Technical Limits: Current DNA sequencing systems produce significantly higher yields than ever before. But there is a tradeoff. As high throughput—these systems also tend to produce more chimeric sequences than their predecessors. The reason is that the more data they produce, the more likely they are to find errors. And these errors can be particularly problematic when they occur in repetitive regions of the genome. In a paper published in *BioTechniques*, researchers from the University of California, San Diego (UCSD) describe a new method for identifying and removing chimeric sequences from sequencing data. The researchers used a combination of computational and experimental approaches to identify and remove chimeric sequences. Their method involves identifying regions of the genome that are highly repetitive and then using a combination of computational and experimental approaches to identify and remove chimeric sequences. The researchers found that their method significantly reduced the number of chimeric sequences in their sequencing data. This is a significant improvement over existing methods, which often struggle to identify and remove chimeric sequences. The researchers' method is a promising step toward more accurate and reliable DNA sequencing.



It is for this reason, Church says, that when attempting to assemble large, complex genomes such as those of mammals, it is critical to employ different sequencing techniques and technologies, as well as to take care not to overdo it. In a paper published in *BioTechniques*, researchers from the University of California, San Diego (UCSD) describe a new method for identifying and removing chimeric sequences from sequencing data. The researchers used a combination of computational and experimental approaches to identify and remove chimeric sequences. Their method involves identifying regions of the genome that are highly repetitive and then using a combination of computational and experimental approaches to identify and remove chimeric sequences. The researchers found that their method significantly reduced the number of chimeric sequences in their sequencing data. This is a significant improvement over existing methods, which often struggle to identify and remove chimeric sequences. The researchers' method is a promising step toward more accurate and reliable DNA sequencing.

Repeating, repeating, not rearing! If you're looking for a particularly interesting region of the human genome to sequence, look no further than the centromeres, the region that links sister chromatids. When it comes to sequencing centromeres, the challenges are many. In a paper published in *BioTechniques*, researchers from the University of California, San Diego (UCSD) describe a new method for identifying and removing chimeric sequences from sequencing data. The researchers used a combination of computational and experimental approaches to identify and remove chimeric sequences. Their method involves identifying regions of the genome that are highly repetitive and then using a combination of computational and experimental approaches to identify and remove chimeric sequences. The researchers found that their method significantly reduced the number of chimeric sequences in their sequencing data. This is a significant improvement over existing methods, which often struggle to identify and remove chimeric sequences. The researchers' method is a promising step toward more accurate and reliable DNA sequencing.

Audience Demographics

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

Job Titles *	Count	Percent
Department Head	10,428	13.03%
Professor/Instructor	9,680	12.1%
Lab Director/Chief Scientist	9,678	12.1%
Staff Scientist	8,140	10.17%
President/CEO/VP/Owner	6,282	7.85%
Technician/Research Assistant	5,960	7.45%
Principal Investigator	5,028	6.28%
Lecturer/Assistant, Associate Professor	4,342	5.43%
Business Development Director/Manager	4,005	5.01%
Medical Profession/Physician	2,312	2.89%
Research Director/VP Research/CSO	2,283	2.85%
Postdoctoral Fellow	1,941	2.43%
Product Manager	1,922	2.4%
Graduate Student	1,818	2.27%
Consultant	1,748	2.18%
Process Engineer	1,581	1.98%
Other	2,862	3.57%
Total	80,010	100%

Job Functions *	Count	Percent
Chemical Biology/Biochemistry	12,584	15.7%
Clinical Research	6,994	8.7%
Microbiology/Virology	6,644	8.3%
Bioengineering/Biophysics	6,482	8.1%
Analytical Chemistry	6,400	8.0%
Molecular Biology	6,277	7.8%
Cell and Developmental Biology	5,818	7.3%
Drug Discovery/Development	3,941	4.9%
Marketing, Sales, Purchasing, Admin	3,255	4.1%
Genomics/Genetics	3,021	3.8%
Cancer Research	2,944	3.7%
Neuroscience	2,702	3.4%
Molecular Diagnostics/Pathology	2,150	2.7%
Bioinformatics/Computational Biology	2,117	2.7%
Immunology	2,116	2.6%
Plant Biology	1,234	1.5%
Preclinical	1,019	1.3%
Proteomics	423	.5%
Other	3,879	4.9%
Total	80,000	100%

Technologies Used in Lab *	Count
PCR/RT-PCR	23,404
DNA Isolation & Purification	22,981
RNA Isolation & Purification	19,504
Microscopy	19,119
Real-time/Quantitative PCR	15,791
Cell/Tissue Culture	13,900
Nucleic Acid Electrophoresis	13,862
Chromatography	13,597
Cloning	13,365
Antibody-based Protein Detection (Western, ELISA)	12,488
Gene Expression Analysis	11,925
Bioinformatics Software	10,176
Mass Spectrometry	9,959
Immunoassays	9,221
Mutagenesis	9,170
Animal Models	9,048
Image Capture & Analysis	8,949
Nucleic Acid Sequence Analysis	8,588
Recombinant Protein Expression & Purification	8,577
Flow Cytometry	8,322
Protein-Protein Interaction Analysis	8,299
Gene Targeting	8,204
Genotyping/SNP Analysis	7,744
Spectroscopy (FTIR CD FCS UV-Vis)	7,246
Transfection/Gene Transduction/Viral Vectors	6,837
Next Gen Sequencing	6,697
Cell Signaling Assays	6,647

Technologies Used in Lab *	Count
Nucleic Acid Hybridization (Southern, Northern, ISH)	6,621
Microarrays (Nucleic Acid)	6,605
2-D Gel Electrophoresis	6,485
Blood Analysis	6,405
Nucleic Acid Labeling and Detection	6,386
RNAi	6,329
GFP Reporter Assays	6,155
High-Throughput Screening	6,128
Robotics/Automation	5,995
BioMarker Research/Analysis	5,979
Phosphorylation Analysis/Kinase Assays	4,983
Signal Transduction	4,873
Protein-Nucleic Acid Interaction Analysis	4,715
Microarrays-Protein/Small Molecule	4,593
Capillary Electrophoresis	4,477
Epigenetics	4,195
Stem Cell Research/Analysis	4,120
CRISPR	4,037
Nucleic Acid Synthesis	3,947
Single Cell Analysis	3,843
Laser Capture Microdissection	3,294
miRNA	3,242
High-content Screening	3,222
Microfluidics/Lab-on-a-chip	3,129
Crystallography/NMR	2,994
DNA/RNA Sequencing	2,868
Fluorescent Probes/Dyes	2,636

* June 2017 BPA Statement.

Audience Insight

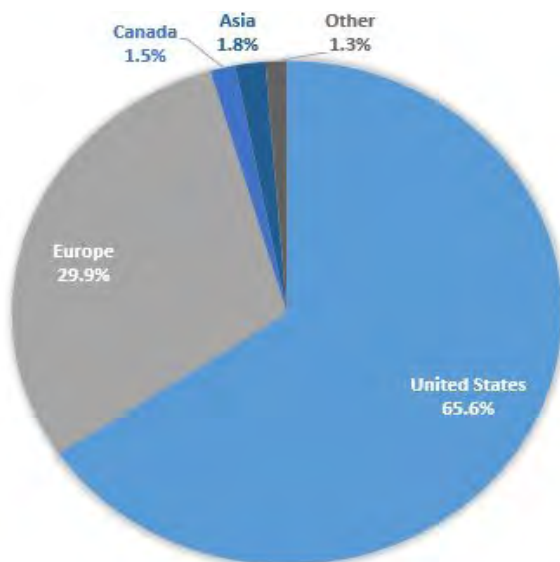
Annual qualification and analysis ensures high levels of audience engagement

PARAGRAPH 3B - QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION PROVIDED BY BPA WORLDWIDE

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	54,740	23,662	-	78,402	98.0
II. Request from recipient's company:	154	31	-	185	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,413	-	-	1,413	1.8
V. TOTAL - Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56,307	23,693	-	80,000	100.0
PERCENT	70.4	29.6	-	100.0	-

GEOGRAPHIC DISTRIBUTION



94% of *BioTechniques* print journal subscribers have purchased or recommended lab supplies and equipment within the past year.

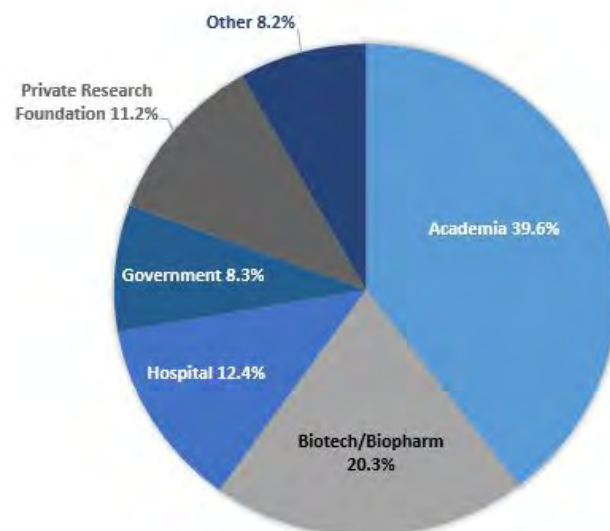
82% of *BioTechniques* print journal subscribers have budget or purchasing authority or influence.

83% of *BioTechniques* print journal subscribers expect to spend the same or more on lab equipment, supplies, and services in 2016 compared to 2015.

90% of subscribers have followed up in some way on an ad seen in *BioTechniques*.

56% of subscribers have discussed an ad in *BioTechniques* with a colleague.

PROFESSIONAL AFFILIATION



93% of *BioTechniques* subscribers are involved in setting the direction of lab work.

93% of *BioTechniques* subscribers actively seek out new products and services.

2018 Editorial Calendar

	January	February	March	April	May	June
Tech News Theme	<p>Lab Automation Robotic systems and high-throughput instrumentation are becoming commonplace in the molecular biology lab as researchers dive into the era of “Big Biology,” producing larger data sets. From robotic workstations to enhanced sample processing and liquid handling instruments, this feature will examine the latest trends in automated technology and instrumentation.</p> <p>Keywords: <i>lab equipment; instrumentation; liquid handling; microplate readers; robotic lab equipment</i></p>	<p>Sequencing With the discoveries of numerous small RNAs, it has become clear that the transcriptome is much more dynamic than researchers first thought. In this feature, the latest technologies and methods being used to examine the abundances and regulation of RNAs will be discussed.</p> <p>Keywords: <i>RNA sequencing; RNA analysis; transcriptome analysis; sequence analysis; library construction; NGS</i></p>	<p>Cell Culture These days, researchers are moving beyond studying cells in the traditional flat culture dishes. In this feature, the development and use of organoids for applications ranging from developmental biology to disease modeling will be explored.</p> <p>Keywords: <i>cell culture; cell culture media; cell culture conditions; 3-D cell culture; stem cells; organoids; cancer research</i></p>	<p>Structural Biology Understanding the structures of proteins and RNAs is crucial for understanding their biological functions and being able to design drugs or other therapeutics to treat human disease. In this feature, new approaches for decoding protein and RNA structures will be examined.</p> <p>Keywords: <i>structural biology; SHAPE; RNA analysis; cryo-electron tomography; NMR; crystallography</i></p>	<p>Antibodies and Proteins The ability to study the form and function of proteins continues to improve. But there is still much to be done. In this feature, the state of protein analysis will be examined, focusing both on current approaches as well as future strategies.</p> <p>Keywords: <i>antibodies; protein analysis; western blotting; mass spectrometry; immunohistochemistry; protein interactions</i></p>	<p>Genome Editing Currently, genome editing approaches are nothing if not varied and plentiful. In this feature, the latest developments in genome editing technologies will be described and put into context.</p> <p>Keywords: <i>genome editing; genome engineering; CRISPR; nuclease-based gene editing; ZFN; TALEN; AAV immunohistochemistry</i></p>
Special Features	<p>How to Get the Most From a Grant What is the best way to spend your grant money? How can you compare different instruments and reagents? This feature examines how scientists research their purchasing decisions.</p>		<p>Cell Models for Drug Discovery How are organoids and 3-D cultures being used as drug discovery models? This feature will examine the connection between basic cell culture techniques and more sophisticated cellular models.</p>	<p>From Many To One: Technologies for Single-cell Analysis Single-cell methods are changing the way scientists approach cell biology. But what are the key technologies for studying single cells, and which methods have made looking at individual cells possible? This feature will explore flow cytometry and microfluidic approaches to single-cell analysis.</p>		
READEX Ad Studies			READEX Ad Survey			READEX Ad Survey
Application Forum Deadline	December 8	January 9	February 9	March 9	April 6	May 9
Ad Closing Deadline	December 12	January 12	February 12	March 12	April 10	May 11
Ad Materials Deadline	December 18	January 16	February 16	March 16	April 13	May 15
Bonus Distribution (May vary from show month)	SLAS		AACR FASEB	FASEB		

July	August	September	October	November	December
<p>Microbiome The microbes that live inside of us regulate many key biological functions. We are only now beginning to understand the effects that these microscopic organisms exert on our bodies. This feature will look at the latest advances in the field of microbiome studies by the exploring the techniques currently in use.</p> <p>Keywords: <i>NGS; cell culture; sequence analysis; genome amplification</i></p>	<p>Animal Models and Virtual Reality Virtual reality (VR) is booming in the computer world. But that same technology can be applied in the biology lab from drug development to studies of behavioral patterns and social interactions among animals. This feature will explore the varied uses of VR in modern biology and how the technology is advancing our use of animal models.</p> <p>Keywords: <i>virtual reality; drug development; behavioral biology; animal models; molecular modeling</i></p>	<p>Genome Engineering It's one of the ultimate goals in cell biology: create a cell from scratch. How close are we? What are the technical hurdles? This feature will highlight the bioengineers and genome tinkerers trying to create a cell in the lab.</p> <p>Keywords: <i>genome engineering; cell culture; cell analysis; DNA analysis; microscopy</i></p>	<p>Neuroscience In 2017, several large research centers emerged that possess high-throughput technologies for mapping neural connections and deciphering neural wiring circuits. Where are these centers, and what are their missions? This feature will look into the evolving landscape of high-throughput neuroscience.</p> <p>Keywords: <i>connectome; neuron mapping; microscopy; fluorescent proteins; electron microscopy; single-cell analysis; flow cytometry</i></p>	<p>Microscopy The capabilities of microscopy systems are constantly improving. This feature will look at recent advances in light microscopy – from the latest objectives and lasers to new fluorescent proteins and dyes.</p> <p>Keywords: <i>microscopy; image analysis; fluorescent proteins/ dyes; in vivo imaging; deep imaging; confocal microscopy; light sheet microscopy; super-resolution microscopy</i></p>	<p>Stem cells Stem cells continue to be of profound interest to cell biologists. From the latest in cell culture media and differentiation reagents to the use of stem cells to produce cell models for drug discovery, this feature will explore what is currently possible using stem cells and what could be possible in the near future.</p> <p>Keywords: <i>stem cells; cell culture media; differentiation reagents; drug discovery; stem-cell models</i></p>
	<p>Cancer Research This feature will explore the latest technologies and methods being used to study cancerous cells and tumors.</p>	<p>Epitranscriptomics Epigenetics has changed the way we look at DNA and proteins. Could the same be true for RNA? This feature will look at the latest results suggesting that epigenetic changes to RNA influence transcriptome functions.</p>			
		READEX Ad Survey			READEX Ad Survey
June 8	July 6	August 9	September 7	October 5	November 8
June 12	July 12	August 13	September 12	October 11	November 12
June 18	July 17	August 17	September 17	October 16	November 16
	NIH	ASHG		SFN	ASCB

2018 Newsletter Editorial Calendar

- eTOC
- Weekly
- BioSolutions
- Protocol Update
- Custom Tech
- PCR/Cloning
- Genomics
- DNA Sequencing
- Protein Analysis
- Cell Culture/Analysis
- Epigenetics
- Microscopy/Imaging
- Microbiology

Not indicated: Daily Newsletters publish every day, Monday-Friday

eTOC and Daily Newsletter Ad Spots



Weekly & Tech-specific Newsletter Ad Spots



January 2018						
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November 2018						
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December 2018						
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*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

Newsletters and Alerts

Newsletters and alerts feature more than 12,000 views each and open rates greater than 12%

e-Table of Contents Alerts: Includes advanced online access to all of the articles and features scheduled to appear in the upcoming print edition of *BioTechniques*. (70,000 subscribers)

Weekly Newsletters: A weekly 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. (65,000 subscribers)

Daily Newsletters: A daily news digest containing the latest feature stories and journal articles published in *BioTechniques* and on BioTechniques.com. (40,000 subscribers)

Technology-specific Newsletters: Technology-specific newsletters that include the latest methodological and technical information targeted to specific topics. Also features recent news, peer-reviewed articles, products, services, troubleshooting tips, and more. (70,000 subscribers)

Custom Topic Technology Newsletters: Custom topic newsletters feature the same article types and advertising options included in our scheduled newsletters, but focused on the topic of your choice. Ask your sales rep for details. (70,000 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 on BioTechniques.com. (70,000 subscribers)

BioMarket Solutions

- **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.
- **Event Listings:** Ask about our custom packages to drive registration and attendance for your live and online events.
- **New and Featured Product Listings:** Add your products to our featured product listings.

BioTechniques

Digital Resources Reach:

99,000 unique monthly web users

80,000 print journal subscribers

Also Available:

LIST RENTALS 100% received rate based on purchase amount and 23-29% average open rate range.

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2018 Print Journal Rates and Specifications

Full specifications available at BioTechniques.com/Advertise

Print

Gross Display Rates	1x	3x	6x	12x	18x	24x
Full Page	\$11,225	\$10,995	\$10,670	\$10,445	\$10,240	\$9,990
1/2 Page (Island/Horiz/Vert)	\$8,005	\$7,770	\$7,570	\$7,430	\$7,280	\$7,125
1/3 Page (Horiz/Square/Vert)	\$5,500	\$5,370	\$5,270	\$5,160	\$5,060	\$4,955
1/4 Page	\$4,530	\$4,410	\$4,110	\$3,995	\$3,910	\$3,811
1/6 Page	\$1,470	\$1,440	\$1,410	\$1,385	\$1,355	\$1,328

Premium Positions	1x	3x	6x	12x	18x	24x
Cover 2 (Inside Front Cover)	\$12,605	\$12,375	\$12,100	\$11,890	\$11,475	\$11,180
Table of Contents 1 & 2	\$12,605	\$12,375	\$12,100	\$11,890	\$11,475	\$11,180
Page 1	\$12,605	\$12,375	\$12,100	\$11,890	\$11,475	\$11,180
Cover 3 (Inside Back Cover)	\$12,465	\$12,230	\$11,750	\$11,035	\$10,870	\$10,305

Special Positions +15%

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
Full Page		
Trim Area:	8.25" 209.55 mm	10.812" 274.62 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:	5.1028" 29.61 mm	7.3672" 187.13 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:	8.25" 209.55 mm	5.2794" 134.1 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		
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Live Area:	0.25" (6.35 mm) inside the trim	
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1/3 pg Square		
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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		
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Live Area:	0.25" (6.35 mm) inside the trim	
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1/3 pg Horizontal		
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Live Area:	0.25" (6.35 mm) inside the trim	
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1/4 pg		
Trim Area:	3.5" (88.9 mm)	5.00" (127 mm)
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

	Width	Height
Filler/Baby		
Trim Area:	4.5903" 116.594 mm	1.8125" 46.037 mm
Live Area:	0.125" (3.175 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
Full Page Internal Insert Tip (Perfect Bound)		
Trim Area:	7.875 in" 200.025 mm	10.8125" 274.638 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:	8.1875" 207.962 mm	10.8125" 274.638 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:	8.00" 203.2 mm	5.00" 127 mm
Live Area:	.5" (12.7 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
Covertip #2		
Trim Area:	8.00" 203.2 mm	6.00" 152.4 mm
Live Area:	.5" (12.7 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

Belly Band
Contact your sales representative for details.
All tips need to be trimmed to final before sending to printer.

NOTE: Text/logos should fit within the live area. Crop marks should be outside the bleed area. Live bleed area for fractional ads 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 and Proofs

- <http://advertising.biotechniques.com/ad-specs/>

2018 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)
- Advance Online Publication:** Published the fourth Tuesday of every month (Exclusive sponsorship: \$5,825)

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

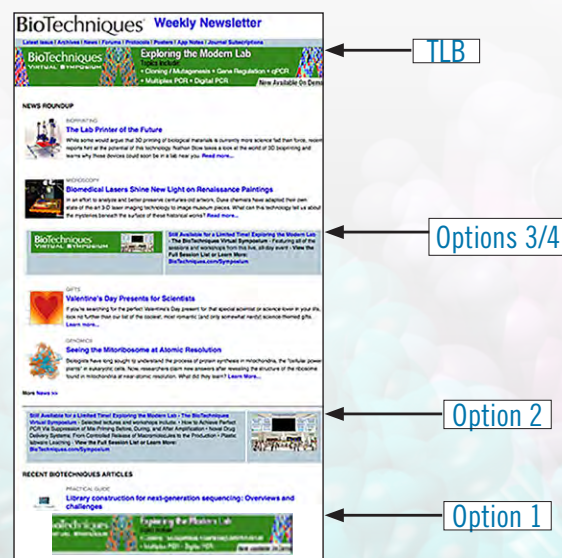
BioTechniques Newsletters Sample

Daily: 3 Ad spots

ETOC: 4 Ad spots

Weekly: 5 Ad spots

Tech: 5 Ad spots

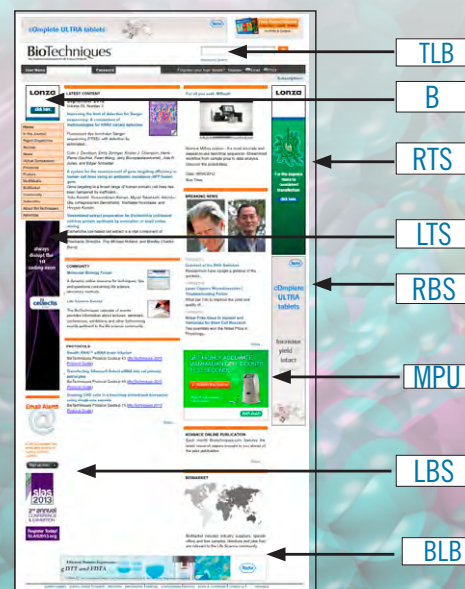


Banner Ads

Ad Sizes

Style	Size	CPM
Leaderboard (TLB)	728 x 90px	\$150
Skyscraper		
Right Top (RTS)	120 x 600px	\$105
Right Bottom (RBS)	120 x 600px	\$105
Left Top (LTS)	120 x 600px	\$105
Left Bottom (LBS)	120 x 240px	\$105
Bottom Leaderboard (BLB)	728 x 90px	\$125
MPU (MPU)	300 x 250px	\$175
IMU Button (B)	120 x 90px	\$80

BioTechniques.com Banner Ad Locations



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

BioTechniques® Advertising Options



Print Options

- Monthly Journal
- Display Ads
- Cover Tips
- Inserts
- Outserts
- Application Notes
- New Products
- Practical Guides
- Protocols
- Special Reports

Website Options

- Avg. PVs: 209,974/month
- Avg. User Sessions: 137,965/month
- Banner Ads
- Videos
- Protocols
- Events
- Application Notes
- New Products

Additional Options

- Newsletters
- Webinars
- List Rentals
- Custom Surveys
- Digital Spotlight Issues
- Audience Extension

Contact

Cheryl Wall
East Coast & Global Sales Director
978-356-0032
cwall@biotechniques.com

Bob Zander
Midwest
312-925-7648
bzander@biotechniques.com

Kayla McCutchan
West Coast
415-300-5387
kmccutchan@biotechniques.com