

## PRINT/POSTAL RENTAL SELECTION CHECKLIST

The Scientist's print audience of over 55,000 qualified subscribers<sup>†</sup> looks forward to hearing from advertisers such as you. We can help customize a direct mail list for use within your campaigns. Target your message by multiple demographics including area of work, job title, institution type, geographic region, highest degree held and more.

### SEGMENTATION AND RATES

#### US Subscribers

(for non-advertisers) \$ 185/M

#### US Subscribers

(for advertisers) \$ 170/M

#### International Subscribers

(for non-advertisers) \$ 225/M

#### International Subscribers

(for advertisers) \$ 210/M

### SEGMENTS SELECTIONS AND FEES

#### Hotline

(1/3/6 Month) + \$15/M

#### Geographic

(Country/State/SCF/Zip) + \$15/M

#### Area of Work

+ \$15/M

#### Job Title/Function

+ \$15/M

#### Type of Institution

+ \$15/M

#### Highest Degree Held

+ \$15/M

### JOB TITLE/FUNCTION

#### Senior Researcher

(Lab Director, Manager,  
Principal Investigator)

#### Researcher/Lab Scientist/ Postdoc

#### Product/Project Manager

#### University Teacher/Researcher

#### Technician/Assistant

### TYPES OF INSTITUTION

#### Commercial/Industrial

#### Academic

#### Hospital

#### Private

#### Government

### HIGHEST DEGREE HELD

#### PhD

#### MD

#### MD/PhD

#### MS

#### BS

### AREA OF WORK

#### Biochemistry

#### Bioinformatics

#### Biophysics

#### Biotechnology

#### Cancer/Oncology

#### Cell Biology

#### Chemistry

#### Clinical Research

#### Drug Discovery

#### Genetics

#### Genomics

#### Immunology

#### Microbiology

#### Molecular Biology

#### Neuroscience

#### Pathology

#### Pharmacology

#### Physiology

#### Plant Science

#### Proteomics

#### Stem Cells

#### Toxicology

### EXAMPLES OF GEOGRAPHY

#### United States of America

#### Canada

#### Europe

##### Austria

##### Belgium

##### Denmark

##### Finland

##### France

##### Germany

##### Greece

##### Italy

##### Netherlands

##### Norway

##### Portugal

##### Spain

##### Sweden

##### Switzerland

##### United Kingdom

#### Asia/Pacific Rim

##### Australia

##### India

##### Japan

##### Korea

##### Singapore

##### Taiwan

#### Middle East/Africa

##### Israel

#### South and Central America

##### Brazil

##### Mexico

#### Other: \_\_\_\_\_

MINIMUM ORDER IS 5,000.

<sup>†</sup>BPA Worldwide June 2009 Circulation Statement, Total Qualified=55,398

\*Publisher's own data

## EMAIL RENTAL SELECTION CHECKLIST

The Scientist's online opt-in audience of over 111,000 recipients\* looks forward to hearing from advertisers such as you. We can help customize an email list for use within your campaigns. Target your message by multiple demographics including area of work, job title, institution type, geographic region, technique used and more.

### SEGMENTATION AND RATES

Opt-in E-mail Addresses \$ 395/M

### SEGMENTS SELECTIONS AND FEES

#### Geographic

- (Country/State) + \$15/M
- Area of Work + \$15/M
- Job Title/Function + \$15/M
- Type of Institution + \$15/M
- Highest Degree Held + \$15/M

### AREA OF WORK

- Biochemistry
- Bioinformatics
- Biophysics
- Biotechnology
- Cancer/Oncology
- Cell Biology
- Chemistry
- Clinical Research
- Drug Discovery
- Genetics
- Genomics
- Immunology
- Microbiology
- Molecular Biology
- Neuroscience
- Pathology
- Pharmacology
- Physiology
- Plant Science
- Proteomics
- Stem Cells
- Toxicology

### JOB TITLE/FUNCTION

- President/CEO/Director
- Research Director/Institute Head
- Senior Researcher  
(Lab Director/Manager/PI)
- Researcher/Lab Scientist
- Postdoc Researcher
- University Teachers/Researcher
- Product/Project Manager
- Technician/Assistant
- Medical Professional

### TYPES OF INSTITUTION

- Commercial/Industrial
- Academic
- Hospital
- Private
- Government

### HIGHEST DEGREE HELD

- PhD
- MD
- MD/PhD
- MS
- BS

### TECHNIQUE USED

- Antibody preparation
- Antibody Reagents
- Biochemicals/Reagents
- Books/Journals/Information Svcs
- Carbohydrate/Glycoprotein Methods
- Cell Adhesion/Motility
- Cell Culture/Tissue Culture
- Cell Cycle

- Cell Death
  - Cell Signaling
  - Chromatography/HPLC
  - Computer Hardware/Software
  - Cytogenetics
  - DNA Technology
  - DNA Protein Interaction
  - Drug Discovery
  - Electrophoresis
  - Fluorescence/Luminescence
  - Gel Imaging
  - General Laboratory Equipment
  - Genetic Analysis
  - High Throughput Screening
  - Histology Techniques
  - Immunofluorescence/  
Immunocytochemistry
  - Laboratory Disposables
  - Mass Spectroscopy
  - Microarrays
  - Microbiological Methods
  - Microscopy
  - Oligonucleotides
  - PCR Methods
  - Protein Analysis/Extraction
  - Proteomics
  - Radiochemicals/Radiography
  - RNA Technology
  - Separation Techniques
  - Stem Cells
  - Transgenics
  - X-ray Crystallography
- Austria
  - Belgium
  - Denmark
  - Finland
  - France
  - Germany
  - Greece
  - Italy
  - Netherlands
  - Norway
  - Portugal
  - Spain
  - Sweden
  - Switzerland
  - United Kingdom
  - Asia/Pacific Rim
  - Australia
  - China
  - Hong Kong
  - India
  - Japan
  - Korea
  - Malaysia
  - New Zealand
  - Philippines
  - Singapore
  - Taiwan
  - Thailand
  - Middle East/Africa
  - Israel
  - South Africa
  - South and Central America
  - Argentina
  - Brazil
  - Mexico

### EXAMPLES OF GEOGRAPHY

- United States of America
- Canada
- Europe

Other: \_\_\_\_\_

MINIMUM ORDER IS 5,000.