

Online Advertising Options

Custom online advertising provides instant marketing impact and real-time measurement.

PREMIUM LEAD GENERATION

Use The Scientist's platform and distribution network to tell your story. The Scientist can provide editorial and technical support on all of the options below.

Gateways

Partner with The Scientist to develop a topic-specific gateway as a valuable resource to researchers – and generate a steady source of leads for your product or service. The Scientist contributes news and analysis while the sponsor contributes product information, useful tools and practical guides.

Slideshows

Combine a series of still images with voiceover audio narrative to create powerful advertising that is an ideal medium for step-by-step demonstrations of your products or other promotions.

Videos and Webinars

Video and webinars are powerful tools for communicating product information to a highly qualified audience. Give the most detailed information on new product lines or conduct demonstrations by video.

SPONSORSHIP OPTIONS

Sponsor a special section or resource on The-Scientist.com, and you'll be leveraging our targeted audience for your brand. Choose your topic or tool and customize your message.

Online contests

The brainpower of The Scientist audience will be put to the test in a series of interactive life-science games and puzzles. Join with us in stretching the minds of the community – and generate leads while showcasing your brand.

The Scientist Community

The Scientist Community now has over 30,000 registered users. Show your commitment to the research community by sponsoring the site.

Video and Website Awards

Align your campaign with a special online editorial section such as our Video or Lab Website Awards.

EMAIL ADVERTISING AND LIST RENTAL

Send your message directly to hand-selected life science professionals with our email products. Use opt-in lists to target the audience best suited for your message. See tools section in back for full list.

Banner Wrap Sponsorships

Designed for optimum results, sponsors choose a targeted audience and email type. Banner wraps are highly visible and provide three views: an “above the fold” vertical skyscraper and horizontal banner header and additional footer.

Daily News

Reach over 80,000 subscribers* for five consecutive business days with a banner wrap inside our e-news. Our popular breaking-news emails ensure maximum branding and a sizable viewership for your advertisements.

Monthly Table of Contents

Electronic Table of Contents (eTOCs) emails are sent to over 206,000 opt-in registrants* at the beginning of the month as a companion to the monthly magazine.

Monthly Outside The Cover

Outside the cover (OTC) emails serve as a supplement to the print magazine and the Monthly Emails. They offer a monthly digest of the most popular online-only stories as well as expanded content related to the month’s printed articles. Sent out mid-month, the OTC email delivers extended coverage on engaging features, responses to articles, contributions to research, and more – only available online!

Direct 3rd Party Email

Deliver your custom-designed text or HTML emails to the audience of your choice. Target over 111,000 opt-in recipients by area of work, geography, job title, technique used and more.

List Rental & Creation

Looking to build an opt-in email or postal list? Create your own dedicated list and have The Scientist help promote your product, service, event, or special announcement. You can also allow registered users of The-Scientist.com to opt-in to receive your custom messages. *Publisher’s own data

BANNER ADVERTISING

Banners deliver cost-effective and highly visible coverage for all your products and services. Available in a variety of shapes & sizes, banners are ideal for branding or new product announcements. Options include:

- Leaderboard banners
- Skyscrapers
- Buttons
- Large Squares
- Rollovers
- Floating Ads
- Interstitials
- Peel backs

See the Tools section at the back of this book and a full list of The-Scientist.com selects. Readers can be targeted by geography, area of work and more.

Sponsored Email

The Scientist **daily**

Home | Sections | Sections | August 09

The microbial hosts factor
Can you recognize one from the experience of watching a viral infection register? Autophagy is a key part of the process.
By Mark Anderson | 4:00 PM EST August 2009

When should you quit?
Looking for a better career opportunity? Don't let your current job fool you.
By Alia Katsenelson

The new recruits of 2009!
Did you work on or use a new technology that could transform the field of your interest in the next several years?
By The Scientist Staff

Downloaded at work
The government's issuing of a phone in the laboratory gives you the ability to use the number of specific pathways for protection.
By The Scientist Community

WELCOME TO MORE CHOICE

The Scientist

Home | Sections | Sections | August 09

The Regeneration Factor
The head can regenerate almost any body part, including the brain, heart and lungs. Paradoxically, a high-resolution microscopy technique, used to study the brain and heart, will regenerate a new individual. **By Bob Grant**

Evolutionary biology
The US healthcare system is changing, but research can come to its aid. **By Victoria Stone**

Antioxidants help cancer cells?
Often credited with protecting cells from damage, antioxidants may help cancer cells survive, says a new study. **By Victoria Stone**

Collins prepares for budget battle
The newly sworn in director of the NIH lays out his vision for the agency's future. **By Bob Grant**

Worm glue to repair bones
Researchers have created a new glue based on an adhesive made by worms that may help surgeons reconstruct shattered bone. **By Jef Akst**

Micro-management
A microRNA family plays a critical role in the p53 pathway. **By Jef Akst**

Master plans
Sean Carroll earned his celebrity by stitching together the patterning that underlies much of the animal kingdom's various shades and shapes. **By Karen Hopewell**

Timing is everything
You want to be ahead of the curve, but not so far ahead that no one can see you. **By Steven Wiley**

Shark attack
Losing sharks means losing statistics. **By Jef Akst**

Direct Email

Year-End Discounts

Year-End Discounts On Instruments for Protein Analysis, Conventional and Real-Time Thermal Cyclers, and Selected Plastics

Instruments for Protein Analysis

QUESTIONS & CUSTOMER SERVICE
For questions regarding the sending and receipt of your materials, please contact our Ad Traffic Coordinator at 215.351.1660 ext. 3034 or at ads@the-scientist.com

Leaderboard Banner

Standard Banner

The Scientist **com**
MAGAZINE OF THE LIFE SCIENCES | NEW! Daily Edition

Home | COMMUNITY | CURRENT ISSUE | BROWSE BY FIELD | CAREERS | VIDEO & MULTIMEDIA | SUBSCRIBE

The Scientist
Subscribe to the news feed

Battle of the nostrils?
When the nostrils sense different smells, they may be doing it out for the brain's attention.
By Jef Akst

Pensions for postdocs
ONRO-funded postdocs will soon have a better way to save for retirement.
By Edyta Zielinska

Human stem cell trial on hold
The FDA has put a hold on Geron's stem cell study on spinal cord injury pending review of new data.
By Jef Akst

Conference kerfuffle hits scientists
Confusion over an upcoming cardiology conference in Shanghai has forced registered scientists and clinicians to fight for reimbursements.
By Alia Katsenelson

Controlling proteins with light
Researchers have devised a way to control cell movement using flashes of blue light and have used the technique to uncover the function of a protein crucial to cell motility.
By Bob Grant

Antioxidants help cancer cells?
Often credited with protecting cells from damage, antioxidants may help cancer cells survive, says a new study.
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Supplements
Life Sciences in Ireland
Life Sciences in the Greater PHA Region
Autism Speaks
Automotivity

Survey Series
Send Plans to Work
Jefery Jerving
The Scientist Video Awards
Lab Web Site and Video Awards

The Scientist Daily Science Solutions delivered daily
Register today.

Institutions
For Librarians
Recommend Us to Your Librarian

For Advertisers
advertise with Us

LATEST NEWS
Subscribe to the news feed

Battle of the nostrils?
Jef Akst(20th August 2009)

Human stem cell trial on hold
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Pensions for postdocs
Edyta Zielinska(19th August 2009)

Controlling proteins with light
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Antioxidants help cancer cells?
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More entries...

Top Articles
Most Read | Top Rated | Most Comments

MicroRNA: Health Factor
Total Votes(14)

Evolution: Just
Total Votes(17)

The Regeneration Recipe
Total Votes(12)

Am I a biologist?
Total Votes(18)

Adaptive Evolution
Total Votes(24)

VIDEO & MULTIMEDIA CENTER

Video & Slideshow

CAREERS
A Career in the Life Sciences: Whether you are just starting out or looking for a new opportunity, start your search here.

Job Listings

Online Advertising Specifications

BANNER

Impression Based Advertising Options

Ad Type	Dimension	Max File Size
Standard Banners	468 x 60	25K
Leaderboard Banners	728 x 90	30K
Skyscrapers	160 x 600	30K
Large Square	250 x 250	40K
Premuim Button	125 x 125	30K
3:1 Rectangle	300 x 100	40K

- Artwork should be provided as GIFs or JPGs.
- Flash is accepted. All flash banners should have click tags embedded.

Banner Wrap Specification

- Control horizontal and vertical space on any page, set of pages or targeted email.
- Banner wrap package includes top and bottom banners and a skyscraper advertisement. Banner and skyscraper dimensions and file size limitations are above.

EMAIL

Sponsored Email (Daily News and eTOC/OTC)

- Sponsorship of The-Scientist.com's Daily News and our monthly eTOC & OTC include two standard banners and a skyscraper. No flash or multimedia.

Direct Email

- Text or HTML email material and target recipient selections are due one week prior to launch of campaign.
- Do not include any executable code, JavaScript, ActiveX, etc.

- Please do not attach any images. The Scientist will not host images. Point to image files on an external website.

SLIDESHOW

Slideshow Specifications

- Distribution ready slideshows should be provided in Flash format.

Slideshow Images

- Maximum slideshow image size is 640 x 480.
- Acceptable image formats include GIF, JPG and PNG.

Slideshow Audio

- Should be delivered as a 320 kb per second MP3 or WAV file.
- If the slideshow is a complete version, delivery is required 5 days prior to the launch of campaign.
- If slideshow assembly is required, materials must be delivered 10 days prior to the launch of campaign.
- Voice over and production assistance are available for an additional fee.

VIDEO

Video Specifications

- Videos should be delivered in WMV or QuickTime format.
- Delivery is required 14 days prior to launch of campaign.