

# 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**

Video 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.

### **Naturally Selected Blog**

Biology's personal best – a daily and highly selective roundup of news, opinions, culture, and career advice. Ask your sales representative how you can be a part of this popular new online feature.

### **Video and Website Awards**

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

### **Coming in 2011**

New combined F1000 & The Scientist website will bring you even more promotional opportunities, such as targeted banner advertising to specific:

- faculty disciplines
- sections of faculty
- poster sections

## **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 up to 190,000 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 310,000 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 107,000 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**
- **Rectangles**
- **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.

# Online Advertising Rates & Dates (EFFECTIVE JANUARY 1, 2011)

## Banners

Standard Banner - \$25/CPM  
 Leaderboard Banner - \$35/CPM  
 Skyscraper - \$40/CPM  
 Medium Rectangle - \$40/CPM  
 3:1 Rectangle - \$35/CPM

## Sponsored Banner Wrap

Standard Banner and a Skyscraper - \$50/CPM  
 Leaderboard Banner and a Skyscraper - \$60/CPM

## Daily News Email Sponsor

Exclusive Sponsorship - \$9500/week  
 Partial Sponsorship - \$5500/wk per 80k recipients

## Monthly Content Alert (eTOC)/Outside the Cover (OTC) Email (See deadlines below)

Exclusive sponsorship or targeted send - \$225/CPM

## Direct Third Party Email

Targeted send - \$395/CPM + \$15/CPM Selection Fee

## Slideshow

\$3,000 for 60 Days. Production assistance is available, if needed, for an additional fee.

## Video

\$5,000 for 60 Days. Production assistance is available, if needed, for an additional fee.

## Blog Sponsorships

For pricing and options, please contact your sales representative.

## Custom Media Solutions

For pricing and options, please contact your sales representative.

MONTH	SPONSORSHIP CLOSE DATE		MATERIAL DUE DATE		SEND DATE	
January	12/27/10 (eTOC)	1/7/11 (OTC)	12/29/10	1/12/11	1/4/11	1/18/11
February	1/21/11	2/4/11	1/26/11	2/9/11	2/1/11	2/15/11
March	2/18/11	3/4/11	2/23/11	3/9/11	3/1/11	3/15/11
April	3/25/11	4/8/11	3/30/11	4/13/11	4/5/11	4/19/11
May	4/22/11	5/6/11	4/27/11	5/11/11	5/3/11	5/17/11
June	5/20/11	6/3/11	5/25/11	6/8/11	5/31/11	6/14/11
July	6/24/11	7/8/11	6/29/11	7/13/11	7/5/11	7/19/11
August	7/22/11	8/5/11	7/27/11	8/10/11	8/2/11	8/16/11
September	8/26/11	9/9/11	8/31/11	9/14/11	9/6/11	9/20/11
October	9/23/11	10/7/11	9/28/11	10/12/11	10/4/11	10/18/11
November	10/21/11	11/4/11	10/26/11	11/9/11	11/1/11	11/15/11
December	11/28/11	12/9/11	11/30/11	12/14/11	12/6/11	12/20/11

# 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
Medium Rectangle	300 x 250	40K
3:1 Rectangle	300 x 100	40K

- Artwork should be provided as GIFs or JPGs.
- Animated GIFs must be limited to 3 frames and must go through the full rotation no more than 3 times (non-animated ads preferred).
- Flash is accepted. All flash banners should have embedded click tags (not an embedded URL, which must be provided separately).

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