

# Print Advertising Options

## HIGH-IMPACT OPPORTUNITIES

### Cover Tip-On

Announce yourself, your product or your service to life science researchers by having your message affixed to the front cover.

### Polybagged Outserts

Deliver your message with The Scientist magazine to reach a wide, engaged audience for your booklets, brochures, posters or a promotional offer.

### Tip-ins & Inserts

Incorporate your marketing material into The Scientist magazine either by affixing a tip-in with glue or binding in an insert.

New this year - Ask your sales representative about custom bookmark inserts, cover stickers, and gatefolds.

### Belly Bands

Wrap The Scientist in your message and drive results. This method is especially effective for trade show or event exposure.

### In-Book Supplements

Custom multi-page editorial products that are stitched into the magazine and offered online. Talk to your representative about how to gain maximum exposure with this integrated program.

## DISPLAY ADVERTISING

A print advertisement in The Scientist is one of the most effective ways of getting your message in front of our qualified audience. Sizes range from gateway folds to spreads and full pages to 1/4 page placements.

## LEAD GENERATION

The Scientist offers print advertisers free lead generation. We provide contact details of all those who directly request information from advertisers in The Scientist.

## GUIDE ADS

A cost-effective opportunity to introduce your new product development, The Scientist's Guide Advertisements allow you to reach life science professionals without straining your company's resources.

## PRODUCT SPOTLIGHT

Get exposure for your new product - free of charge! The Scientist, in partnership with Kenyon Hoag Associates, produces Spotlights on key technologies every month. Inclusion is offered on a first come basis.

# Print Advertising Specifications

## Cover Tip-On

- Cover Tip-Ons are affixed by glue.
- Max height: 8 1/4 in/209 mm
- Max width: 8 1/4 in/209 mm

## Polybagged Outsert

- Outsert weight limit may apply.
- Max width: 8 1/2 in/216 mm
- Max height: 10 1/2 in/267 mm

## Tip-in

- Tip-ins are affixed by glue.
- Max height: 10 1/4 in/260 mm
- Max width: 8 in/203 mm

## Insert/Supplements

- Inserts and Supplements are bound into the magazine at limited locations.
- Insert weight limit may apply.
- Max live area width: 8 3/4 in/222 mm
- Max live area height: 10 3/4 in/273 mm
- Trim area: 1/8 in/3 mm required on all sides

## Belly Band

- Max height: 6 in/152 mm
- Max width: variable – based on issue thickness
- front & back: 8 1/2 in/216 mm (each)
- sides: 1/8 in/3 mm to 1/4 in/6 mm (each)

## Guide Advertisement Submission

- Formatted by The Scientist
- Size is 3 5/8" x 3 1/16 in (92mm x 78mm)
- Please submit the following materials:
  - Body Text 60 words maximum
  - Headline 36 characters maximum
  - Company contact information: Phone, Fax, Email, and Web address only
  - Photo or illustration measuring 2" x 1 1/2 in (51mm x 38mm)

**Formats:** Advertising materials must be prepared in digital formats as specified. We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. Please submit the text electronically, either within an email message or as an attachment, in MS Word. **Digital:** We prefer TIFF, EPS, JPEG or PDF files. Any digital images must have an original resolution of at least 266 dpi. Files should be sent via email or CD. Ask for details.

## Product Spotlight Submission

Send us your press release regarding new or updated products to [spotlight@the-scientist.com](mailto:spotlight@the-scientist.com)

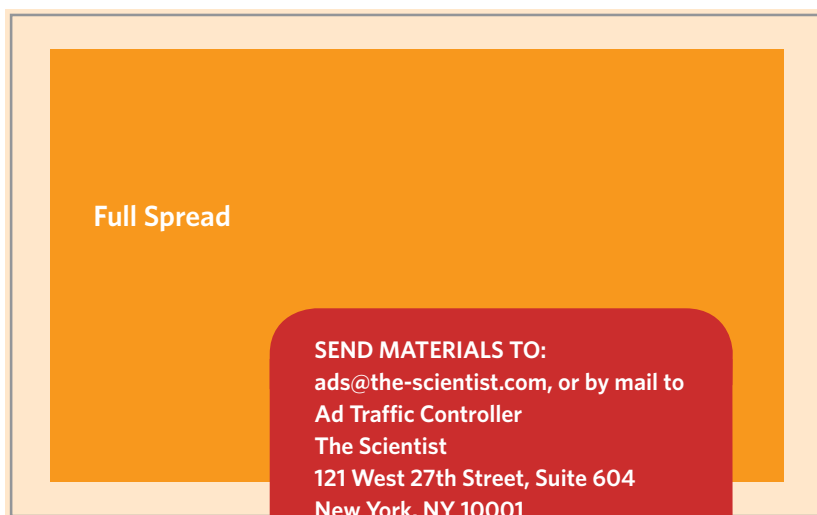
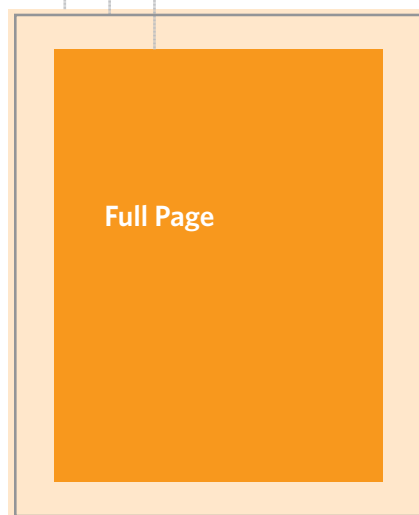
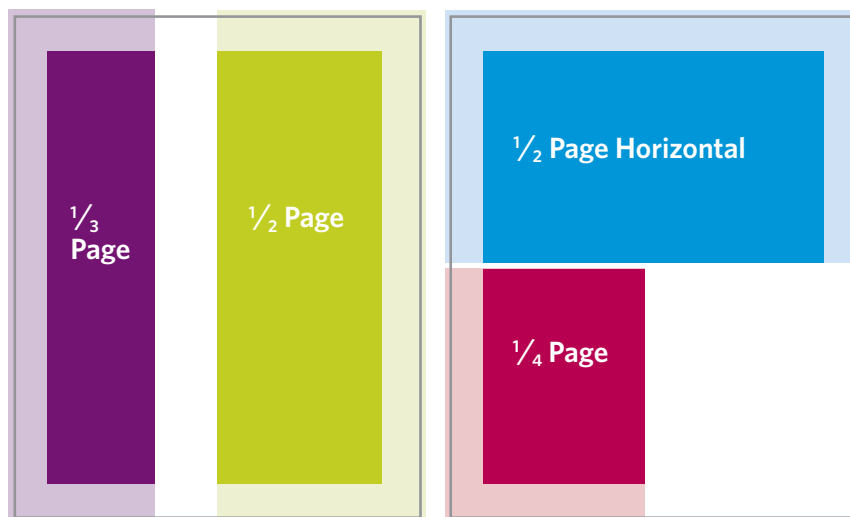
You may submit 150 to 250 words, a quote from a customer or executive in the organization and a print quality image. The quote and image are optional, but the text is essential. This information will be printed in a special advertising section separate from our editorial. Your submission may be edited for space.

# Print Display Advertising Specifications

**Bleed Area**  
8 <sup>3</sup>/<sub>4</sub> in x 10 <sup>3</sup>/<sub>4</sub> in  
222 mm x 273 mm

**Trim Size**  
8 <sup>1</sup>/<sub>2</sub> in x 10 <sup>1</sup>/<sub>2</sub> in  
216 mm x 267 mm

**Live Area**  
8 in x 10 in  
203 mm x 254 mm



## SEND MATERIALS TO:

ads@the-scientist.com, or by mail to  
Ad Traffic Controller  
The Scientist  
121 West 27th Street, Suite 604  
New York, NY 10001

## FOR FTP INFORMATION

Call 1-800-258-6008 or  
Email ads@the-scientist.com

PRINT ADVERTISEMENTS	INCHES	MILLIMETERS
Spread* bleed	17 1/4 in x 10 3/4 in	438 mm x 273 mm
Spread* non-bleed	16 1/2 in x 10 in	419 mm x 254 mm
Full Page bleed	8 3/4 in x 10 3/4 in	222 mm x 273 mm
Full Page non-bleed	8 in x 10 in	203 mm x 254 mm
1/2 Page Horizontal bleed	8 3/4 in x 5 1/3 in	222 mm x 135 mm
1/2 Page Horizontal non-bleed	7 1/8 in x 4 7/16 in	181 mm x 113 mm
1/2 Page Vertical bleed	4 1/4 in x 10 3/4 in	108 mm x 273 mm
1/2 Page Vertical non-bleed	3 7/16 in x 9 1/4 in	87 mm x 235 mm
1/3 Page Vertical bleed	3 1/4 in x 10 3/4 in	84 mm x 273 mm
1/3 Page Vertical non-bleed	2 1/4 in x 9 1/4 in	57 mm x 235 mm
1/4 Page bleed	4 3/16 in x 5 1/3 in	106 mm x 135 mm
1/4 Page non-bleed	3 3/8 in x 4 1/2 in	86 mm x 114 mm

\*Gutter Safety: 1 1/3 in gutter required in center of spread. Avoid having text in this area.

## MATERIAL SUBMISSION DETAILS

All print advertisements for The Scientist must be delivered by the material submission deadline for the relevant issue. The procedure outlined below is designed to ensure the quick, accurate and simple delivery and production of your advertisements.

- Live area on all bleed ads should be at least 1/4 in (7 mm) from the trim edge.
- PostScript (PS) and PDF files must be prepared at 2400 or 2540 dpi (press optimized).
- Spread advertisements should be prepared and submitted as one file.
- Crop marks, if included, should be set at an offset of 12 points.

- All fonts and images should be embedded in your output file.
- Images submitted in RGB color will be converted to CMYK. There is not a CMYK equivalent for many RGB colors. Matches will be as close as possible but may be imperfect.
- For best print quality, digital images used in the file should have a resolution of 300 dpi or greater.
- Any images placed in a document at sizes larger than 100% will have their resolution reduced by the same percentage.

We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. For color advertisements, a match proof printout is required to guarantee color accuracy.