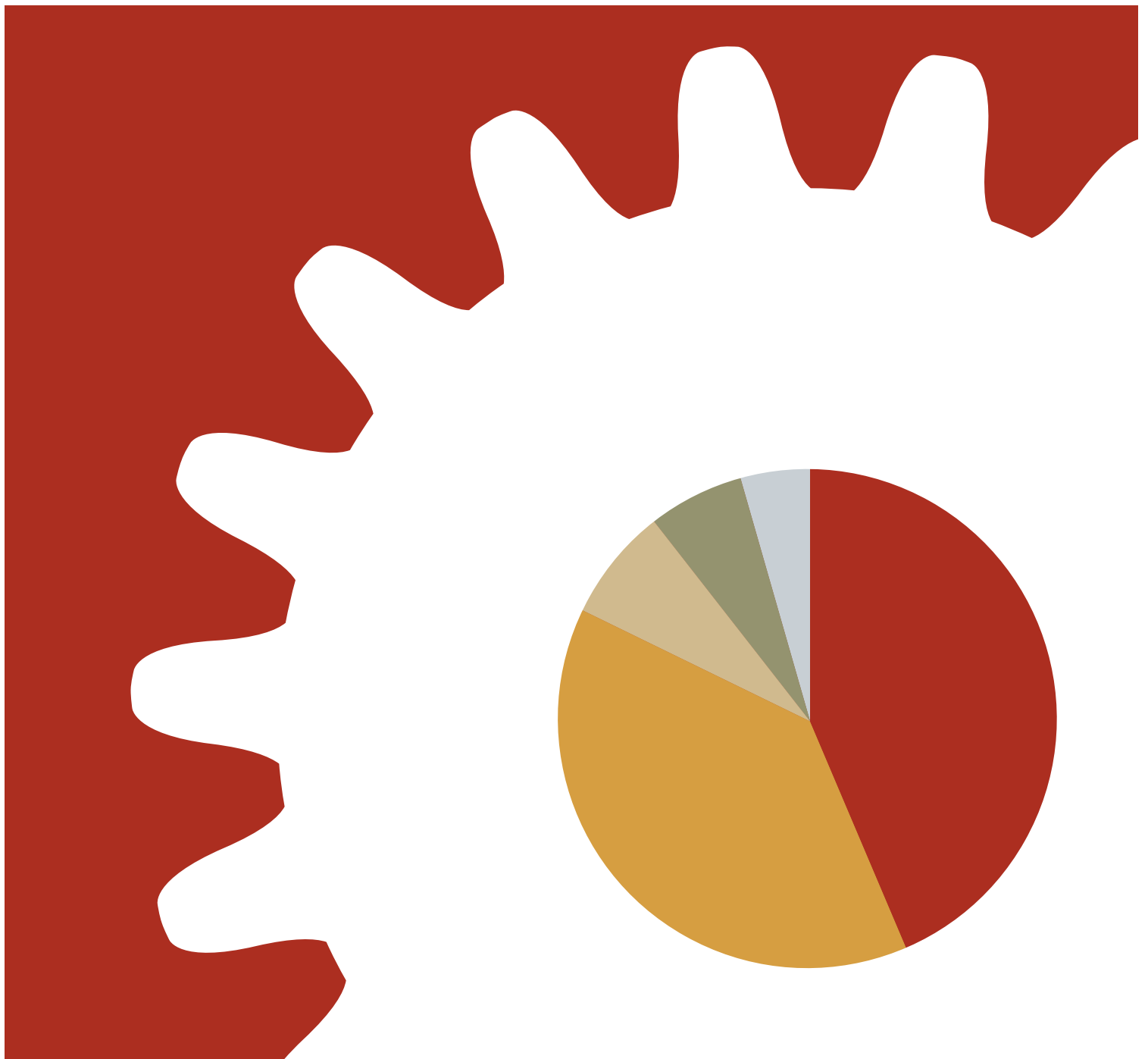


2008

PRINT & ONLINE

**TheScientist**  
MAGAZINE OF THE LIFE SCIENCES



# WHY ADVERTISE WITH THE SCIENTIST?

The Scientist occupies a unique niche in the world of life science magazines. We provide our readers with serious entertainment, keeping them up-to-date with research advances, business, science in culture, technology developments and career advice. Scientists look forward to reading The Scientist. In fact, anyone interested in the relevance and impact of science values our unique voice.

## HITTING YOUR TARGET

For your branding and marketing efforts you want an audience that is both receptive to your message and willing to act upon it. The readers of The Scientist are hungry for cutting edge developments, new technologies and science breakthroughs.

Use The Scientist as an advertising platform to reach, target and interact with our entire life sciences community, or a particular subgroup.

### Targeted, Integrated Campaign Options

Our customized packages allow for increased exposure, multiple touchpoints and a higher visibility of your message to a wider audience with purchasing power.

### The Magazine in Print

The Scientist's print audience is extensive: 59,000 highly-qualified subscribers. In addition to general branding campaigns, our clients successfully promote scientific and laboratory equipment, reagents and kits, seminars and events, books and magazines, electronics and computer equipment, career training and more.

### The-Scientist.com

For even greater coverage consider reaching our online community of over 500,000 registered users. Target your message and reach our 184,000 loyal life science professionals who've opted-in to receive our monthly content (eTOC) announcements, the 50,000 who've opted-in to receive our daily e-newsletter and 121,000 who've requested to receive messages directly from you.

### List Rentals

Want to reach our readers one-on-one? The Scientist's print and online community looks forward to hearing directly from our advertisers. Let us customize an E-mail and/or direct mail list that helps you hit your target.

### The Scientist provides you:

over **» 130,000**  
print readers a month\*

over **» 178,000**  
unique online readers a month\*\*

over **» 50,000**  
opt-in daily e-newsletters recipients\*\*

over **» 4.5 years**  
average length of subscription†

over **» 74%** of readers  
review advertising in The Scientist†

over **» 60%** of readers  
spend 30+ minutes with each issue†

over **» 80%** of readers  
hold PhDs and/or MDs\*\*

over **» 78%** of readers  
purchase, specify or recommend  
the products or services used in a  
research laboratory†

## WE'LL WORK WITH YOU

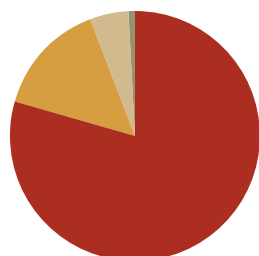
From branding to strategic planning, user surveys to result reporting, we're here for you throughout your entire campaign. To begin reaching the leading life sciences audience with a customized print and online campaign, contact your representative today.

\* Based on publisher's pass along rate of 2.2 readers per copy  
\*\* From publisher's own data  
† Based on publisher's reader survey

# PRINT BREAKDOWN AND DEMOGRAPHICS

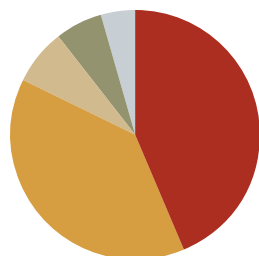
With over 59,000 qualified print magazine subscribers, The Scientist makes a big impact in the life science community by targeting the key decision-makers: senior scientists and executives in academia and industry.

## Geographic Breakdown



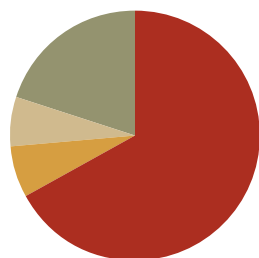
79.6%	■ U.S.	46,986
14.6%	■ Europe & U.K.	8,634
5.0%	■ Canada	2,971
0.7%	■ Other	415

## Type of Institution



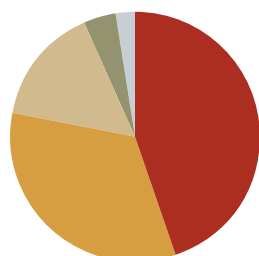
43.7%	■ Academic	23,535
38.6%	■ Commercial/Industrial	20,822
7.1%	■ Government	3,845
6.3%	■ Private Institution	3,416
4.2%	■ Hospital	2,265

## Highest Degree Held



67.0%	■ PhD	29,281
6.7%	■ MD	2,934
6.5%	■ MD/PhD	2,862
19.8%	■ MS/BS	8,657

## Job Type/Function



44.9%	■ Senior Researcher (Lab Director/Manager/ Principal Investigator)	18,964
33.2%	■ Researcher/Lab Scientist/ PostDoc	14,046
15.5%	■ University Professional (Teacher/Educator)	6,549
4.0%	■ Product/Project Manager	1,692
2.4%	■ Technician/Assistant	998

## Print Circulation

Qualified Controlled in Print	46,691
Qualified Controlled Digital Edition	8,246
Paid Individual Subscribers	2,019
Complimentary Issues	2,050
<b>Total Circulation:</b>	<b>59,006</b>

## Area of Work

Molecular Biology	20,995
Biochemistry	19,987
Cell Biology	17,380
Biotechnology	11,516
Genetics	10,139
Immunology	9,618
Microbiology	9,423
Pharmacology	9,320
Neuroscience	7,974
Chemistry	7,049
Drug Discovery	6,896
Clinical Research	6,571
Physiology	6,490
Genomics	6,429
Bioinformatics	5,971
Pathology	4,732
Cancer/Oncology	4,552
Biophysics	4,519
Toxicology	4,104
Other Fields	2,738
Proteomics	2,708
Plant Science	2,336

Sources for the above data: The Scientist's BPA statement, Publisher's own data. All data based on information provided by individual subscribers.

# THE SCIENTIST EDITORIAL CALENDAR 2008

Issue	Month	Editorial Topics Covered	Event & Bonus Distribution	Ad Close Date**	Material Due Date**
Issue 1	January	Climate Change Automation in the Lab Balancing Family and Science	<b>Lab Automation</b> (1/27-29) - Palm Springs, CA	December 3	December 7
Issue 2	February	Genetic Regulation RNAi Personal/Retirement Finance	<b>Miami Symposia - Regulatory RNA</b> (2/2-6) - Miami, FL	January 4	January 9
Issue 3	March	Science in the Developing World Mass Spectrometry Best Places To Work: Postdocs 2008	<b>PittCon</b> (3/3-6) - New Orleans, LA <b>Society of Toxicology</b> (3/16-20) - Seattle, WA <b>Biotechnica/Interphex</b> (3/26-28) - Philadelphia, PA	February 1	February 6
Issue 4	April	Cancer Research PCR Methods Grant Writing	<b>FASEB - EB</b> (4/5-9) - San Diego, CA <b>SBS</b> (4/6-10) - St. Louis, MO <b>AACR</b> (4/12-16) - San Diego, CA <b>ACRP</b> (4/25-4/29) - Boston, MA	March 3	March 7
Issue 5	May	Structural Biology Proteomics Careers in Biotech	<b>MipTec</b> (5/5-8) - Basel, Switzerland <b>NIH Spring Meeting</b> - Bethesda, MD <b>ASM</b> (6/1-5) - Boston, MA	April 1	April 7
Issue 6	June	Stem Cells Cell Culture Best Places To Work: Industry 2008	<b>ISSCR</b> (6/12-14) - Philadelphia, PA <b>ENDO</b> (6/15-18) - San Francisco, CA <b>BIO</b> (6/17-20) - San Diego, CA	May 1	May 6
Issue 7	July*	Biotech in Europe Immunofluorescence Management Skills	<b>International Congress of Genetics</b> (7/12-17) - Berlin, Germany <b>ESOF</b> (7/18-22) - Barcelona, Spain	June 2	June 6
Issue 8	August	Drug Discovery High Throughput Assays Job Hunting Online	<b>DDT&amp;D</b> - Boston, MA	July 1	July 7
Issue 9	September	Politics & Science SNP Genotyping Teaching Science	<b>ELSO</b> (8/30-9/2) - Dresden, Germany	August 1	August 6
Issue 10	October	Biomarkers Microarrays Hot Career Trends	<b>NIH Research Fest</b> - Bethesda, MD	September 1	September 5
Issue 11	November	Neuroscience Imaging Best Places To Work: Academia 2008	<b>ASHG</b> (11/11-15) - Philadelphia, PA <b>Society for Neuroscience</b> (11/15-19) - Washington, DC	October 1	October 7
Issue 12	December	Cell Cycle Top 10 Launches of 2008 Mentoring	<b>ASCB</b> (12/13-17) - San Francisco, CA	November 3	November 7

\*The Message Impact Study conducted by Readex Research helps measure the effectiveness of your advertisement. Ads in the July issue will be included in this study at no extra charge.  
\*\*Ad closed dates are for Print Sales. Recruitment and Event close and material due dates are 9 calendar days later.

**Print and Online Sales**  
adsales@the-scientist.com  
215.351.1660 ext 0

Ad Traffic Controller  
ads@the-scientist.com  
215.351.1660 ext. 3034

Recruitment and Event Sales  
careers@the-scientist.com  
215.351.1660 ext 3019

Find The Scientist at all 2008 events presented by:  
**Keystone Symposia** ([www.keystonesymposia.org](http://www.keystonesymposia.org))  
**Cambridge Healthtech** ([www.healthtech.com](http://www.healthtech.com))

**Download our 2008 Media Kit:**  
[www.the-scientist.com/mediakit/](http://www.the-scientist.com/mediakit/)

# HIGH-IMPACT PRINT OPPORTUNITIES

Each month The Scientist is read by life science leaders worldwide and bonus copies are distributed at major industry conferences, meetings and tradeshows. Maximize your impact and exposure by taking advantage of eye-catching and effective advertising alternatives.

## Cover Tip-Ons

Announce yourself, your product or service. Catapult your message into the hands of our readers by having your marketing material affixed to the cover of our monthly publication.

A Cover Tip-On is an extremely effective, results driven, marketing platform.

### Specifications:

Cover Tip-Ons are affixed by glue.  
 Max height: 8 in / 203 mm  
 Max width: 6 in / 152 mm



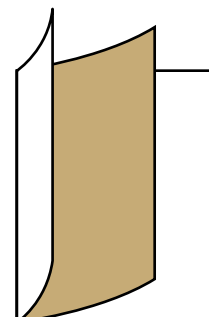
## Tip-Ins and Inserts

Present your message alongside the award-winning content of The Scientist. Incorporate your marketing material into our magazine either by affixing a tip-in with glue or binding in an insert.

### Specifications:

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

Inserts are bound into the magazine at limited locations. Insert weight limit may apply.  
 Max live area height: 8-3/8 in / 213 mm  
 Max live area width: 10-1/2 in / 267 mm  
 Trim area: 1/8 in / 3 mm required on all sides

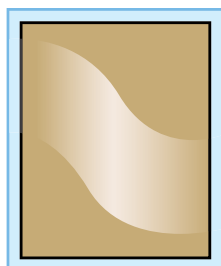


## Polybagged Outserts

Deliver your message in style by polybagging your marketing material with our magazine. Use this platform to distribute a booklet or mini-magazine, a poster or a promotional marketing offer or piece to our audience.

### Specifications:

Outsert weight limit may apply.  
 Max height: 8-1/2 in / 218 mm  
 Max width: 10-1/2 in / 267 mm

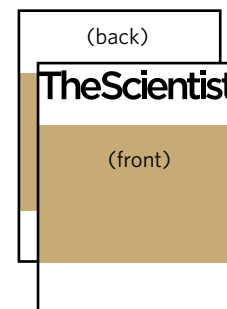


## Belly Bands

Wrap The Scientist in your message. Sealing our content with your marketing message is a sure-fire way to drive results.

### Specifications:

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)



# LEAD GENERATION

Need more leads? The Scientist offers an online lead generation program that drives great results. As a service to our print advertisers, we provide our readers with another opportunity to interact with your advertising message and directly request additional information from you.

To find out how you can generate great leads with The Scientist contact your sales representative today.

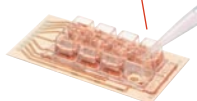
# GUIDE ADVERTISEMENTS

As a cost effective platform for introducing your new or updated product, The Scientist's Guide Advertisements allow you to reach thousands of life science professionals without straining your company's resources.

**HEADLINE: Maximum 36 Characters**

**SAMPLE OF INDIVIDUAL GUIDE AD**

**4-COLOR DIGITAL IMAGE**  
Scanned to 266 dpi



**An automated method to monitor cell behavior**

ECIS™ Electric Cell-substrate Impedance Sensing is a powerful new method to study cell behavior in tissue culture.

The approach provides real time, quantitative measurements of:

- Cell Morphology
- Endothelial Cell Permeability
- Cell Migration

**TEXT**  
Maximum 60 words

**COMPANY CONTACT INFORMATION**  
phone#, fax#, E-mail and web address ONLY

**APPLIED BIOPHYSICS**  
(518) 276-2165 • Fax: (518) 276-2907  
E-Mail: [info@biophysics.com](mailto:info@biophysics.com) • [www.biophysics.com](http://www.biophysics.com)

**SAMPLE OF GUIDE AD PAGE**

**Sizable Venom Proteins**

**New Nitrotyrosine ELISA Kit**

**Cell Culture**

**DNA Gel Extraction, T4 PCR, Purified & AAs Products/Services**

**Efficient Electroporation in Easy Applicator**

**An automated method to monitor cell behavior**

THE SCIENTIST

## Submission Specifications

Size is 3-1/8" (91mm) wide by 3 1/10" (79mm) deep, limited to 60 words of body text\* formatted by The Scientist and a photo or illustration measuring 2" (51mm) wide by 1-1/2" (38mm) deep.

**Body Text:** Please submit the text electronically, either within an E-mail message or as an attachment, in MS Word.

**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.

**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 E-mail or CD. Ask for details. (Please remember text must be sent as text, not as an image).

Send materials to [ads@the-scientist.com](mailto:ads@the-scientist.com), or by mail to Guide Advertisements, The Scientist, 400 Market Street, Suite 1250, Philadelphia, PA 19106-2501.

Our Ad Traffic Controller can be reached at 215.351.1660 ext 3034.

# SPOTLIGHT ON EXCITING NEW PRODUCTS

Get increased exposure for your new product - something introduced within the last year - free of charge! The Scientist, in partnership with Kenyon Hoag Associates, produces the Product Spotlight section as an efficient way for advertisers to promote recently launched or updated products. As space is limited, inclusion is offered on a first come first serve basis.

## Submission Specifications:

A new product or technology should be submitted by the 20th of the month for an upcoming issue. As long as space permits, it's relevant and timely, we'll include it.\* Please send 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.



**KENYON HOAG ASSOCIATES**  
Your Expert in Marketing to the World of Science.  
[www.kenyonhoag.com](http://www.kenyonhoag.com)

These pages were compiled and written by Kenyon Hoag Associates. The contents have not been reviewed by the editorial staff of The Scientist. Submit press releases for consideration to: [spotlight@the-scientist.com](mailto:spotlight@the-scientist.com)

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

\* This information will be printed in a special advertising section separate from our editorial. Your submission may be edited for space.

# PRINT ADVERTISING RATES (\$)

(EFFECTIVE JANUARY 1, 2008)

## Advertising Rates (USD \$) (4-color)

	1x	3x	6x	12x	24x
<b>Full Page</b>	\$8,920	\$8,475	\$7,965	\$7,410	\$6,815
<b>2/3 Page</b>	\$7,135	\$6,780	\$6,375	\$5,925	\$5,450
<b>1/2 Page</b>	\$5,355	\$5,085	\$4,780	\$4,445	\$4,090
<b>1/3 Page</b>	\$4,285	\$4,070	\$3,825	\$3,555	\$3,270
<b>1/4 Page</b>	\$3,210	\$3,050	\$2,870	\$2,670	\$2,455
<b>Spread</b>	\$14,950	\$14,205	\$13,350	\$12,415	\$11,425

## Cover Rates (USD \$) (4-color)

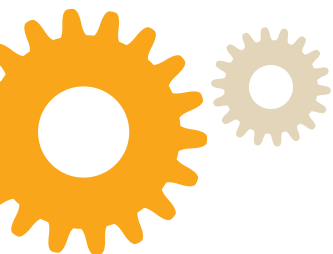
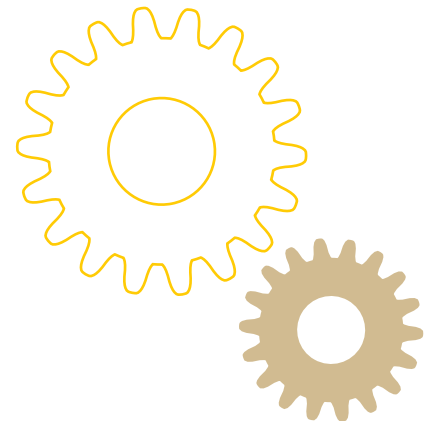
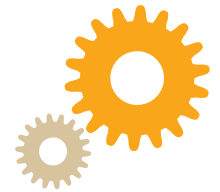
	1x	3x	6x	12x
<b>Cover 2</b>	\$9,810	\$9,320	\$8,535	\$8,125
<b>Cover 3</b>	\$9,725	\$9,235	\$8,460	\$8,050
<b>Cover 4</b>	\$9,945	\$9,445	\$8,650	\$8,230

## Guide Advertisement Rates (USD \$) (4-color)

	1x	3x	6x	12x
<b>Page 1</b>	\$9,800	\$9,310	\$8,525	\$8,110
<b>Opposite TOC</b>	\$9,945	\$9,450	\$8,650	\$8,230
<b>TOC 3&amp;4</b>	\$9,800	\$9,310	\$8,525	\$8,110

## Premium Position Rates (USD \$) (4-color)

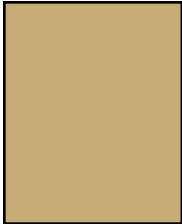
	1x	3x	6x	12x
<b>Guide ads</b>	\$995	\$895	\$795	\$695



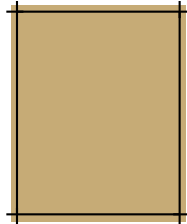
# PRINT ADVERTISING SPECIFICATIONS

A print advertisement in The Scientist is one of the most effective ways of getting your message in front of our proactive and highly qualified audience. Print advertisements are available in sizes ranging from gateway folds to spreads and full pages to ¼ page placements.

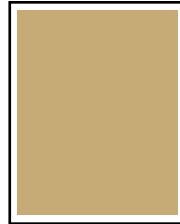
## Full Page Advertisements



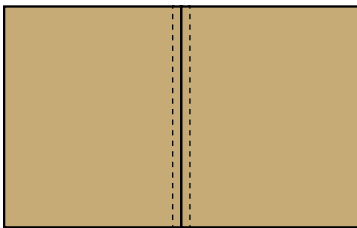
**Full Page  
Trim Area**  
8-1/2 in x 10-1/2 in  
216 mm x 267 mm



**Full Page  
Bleed Size**  
8-3/4 in x 10-3/4 in  
222 mm x 273 mm

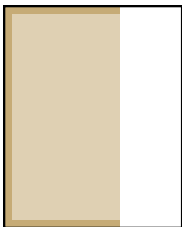


**Full Page  
Live Area**  
8 in x 10 in  
203 mm x 254 mm

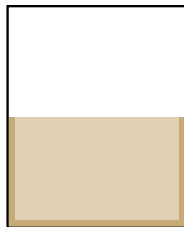


**Spread**  
**Bleed Size** 17-1/4 in x 10-3/4 in  
438 mm x 273 mm  
**Trim Area** 17 in x 10-1/2 in  
432 mm x 267 mm  
**Gutter Allowance**  
1-1/3 in gutter required in center of spread.  
Avoid having text in this area.

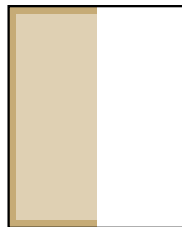
## Fractional Advertisements



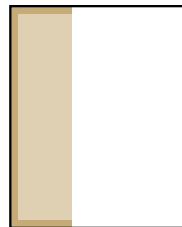
**2/3 Page Vertical**  
**Bleed Size**  
5-1/2 in x 10-3/4 in  
140 mm x 273 mm  
**Non-Bleed Size**  
4-11/16 in x 9-1/16 in  
119 mm x 230 mm



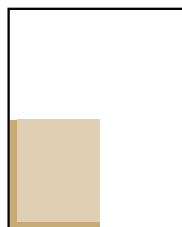
**1/2 Page Horizontal**  
**Bleed Size**  
8-3/4 in x 5-1/3 in  
222 mm x 135 mm  
**Non-Bleed Size**  
7-1/8 in x 4-7/16 in  
181 mm x 113 mm



**1/2 Page Vertical**  
**Bleed Size**  
4-1/4 in x 10-3/4 in  
108 mm x 273 mm  
**Non-Bleed Size**  
3-7/16 in x 9-1/16 in  
87 mm x 230 mm



**1/3 Page Vertical**  
**Bleed Size**  
3 in x 10-3/4 in  
76 mm x 273 mm  
**Non-Bleed Size**  
2-1/4 in x 9-1/16 in  
57 mm x 230 mm



**1/4 Page**  
**Bleed Size**  
4-3/16 in x 5-1/3 in  
106 mm x 135 mm  
**Non-Bleed Size**  
3-3/8 in x 4-1/2 in  
86 mm x 114 mm

## 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 (6 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.

Contact our Ad Traffic Controller at [ads@the-scientist.com](mailto:ads@the-scientist.com) or 215.351.1660 ext 3034 for FTP information.



# OUR ONLINE REACH

The-Scientist.com provides a powerful vehicle for your marketing message. Our online community includes over 500,000 registered users and 178,000 unique monthly visitors. In total we serve more than 496,000 pageviews per month.

In addition to our registered users and online subscribers, The-Scientist.com has one of the most extensive opt-in networks in the industry. We serve 121,000 third-party direct E-mails, 50,000 Daily News E-mails and 184,000 Monthly Content Alert (eTOCs) notices.

Many of these users come from over 400 prestigious research centers worldwide: centers of excellence such as Novartis Pharmaceuticals, Genentech, MIT, Amgen, Harvard and The National Academy of Sciences.

## Website Readership Statistics

Average Unique Monthly Visitors	178,000
Average Monthly Page Views	496,000

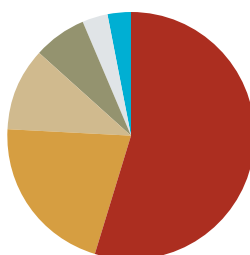
## Online Opt-in Reach

Total No. of eTOC Recipients	184,000
Total No. of 3rd Party E-mail Recipients	121,000
Total No. of Daily E-mail Recipients	50,000

## Target by Job Type/Function

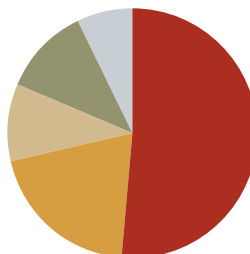
President/CEO/Director
Research Director/Institute Head
Senior Researcher (Lab Director/Manager/Principal Investigator)
Researcher/Lab Scientist
Postdoctoral Researcher
University Professional (Teacher/Educator)
Product/Project Manager
Technician/Assistant
Medical Professional
Student (Graduate, Undergraduate or Medical)

## Geographic Breakdown



- 54.79% ■ U.S.
- 21.10% ■ Europe & U.K.
- 11.02% ■ Asia/Pacific Rim
- 6.79% ■ Canada
- 3.52% ■ Middle East/Africa
- 2.79% ■ South America & Caribbean

## Type of Institution



- 51.64% ■ Academic
- 19.94% ■ Commercial/Industrial
- 11.39% ■ Government
- 10.00% ■ Private Institution
- 7.03% ■ Hospital

## Examples of Geography

Europe	Asia/Pacific	Middle East/Africa	South America
Belgium	Austria	Israel	Argentina
Denmark	China	South Africa	Brazil
Finland	India		Mexico
France	Japan		
Germany	Malaysia		
Italy	New Zealand		
Netherlands	Singapore		
Spain	Taiwan		
Sweden			
Switzerland			

Sources for the above data: Publisher's own data. All data based on information provided by individual opt-in registrants.

# OUR ONLINE COMMUNITY

## Examples of 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 Protein Interaction

DNA Technology

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

Your customers are turning more and more to the web for product information. Let us custom design a targeted comprehensive multimedia advertising package that showcases your company and products to the life sciences community.

The-Scientist.com's online reach is complemented by the detailed profiles of our registered users and subscribers. This allows us to deliver precisely targeted messages that will provide you with the best possible results for your campaign.

The depth of our online community enables us to apply precise demographic segmentation to all of our web advertising products, allowing you to target by geographic location, job titles, technique used and more.

For more information about selection demographics or our online audience, contact your representative at [adsales@the-scientist.com](mailto:adsales@the-scientist.com) today.

## Examples of Area of Work

Biochemistry

Bioinformatics

Biophysics

Biotechnology

Cancer/Oncology

Cell Biology

Chemistry

Clinical Research

Drug Discovery

Genetics

Genomics

Immunology

Microbiology

Neuroscience

Pathology

Pharmacology

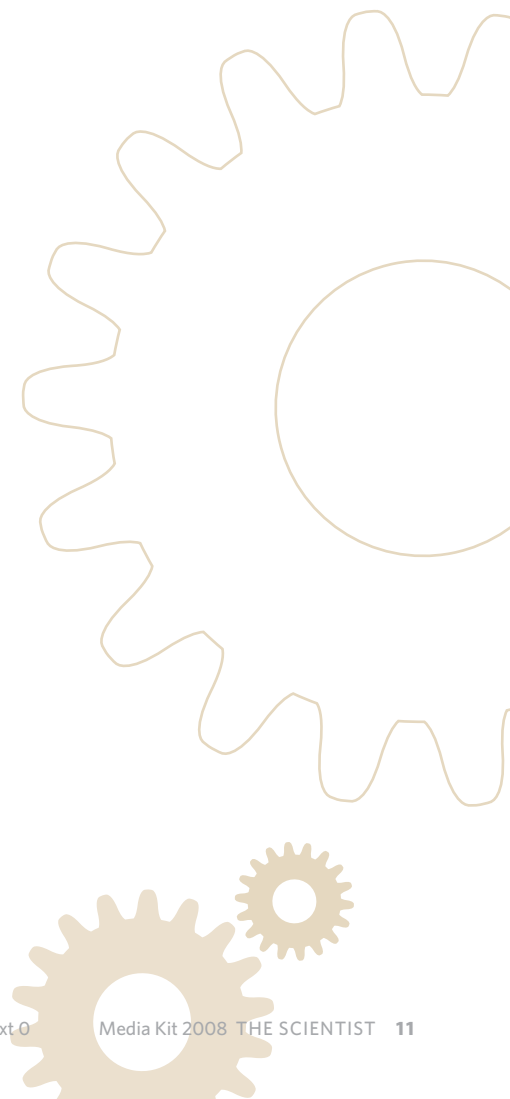
Physiology

Plant Science

Proteomics

Stem Cell

Toxicology



# ENDLESS POSSIBILITIES: GET CREATIVE ONLINE

At The-Scientist.com we can customize and implement an online campaign of any scale and budget. We offer hundreds of thousands of visitors each month, cutting-edge tools for delivering your message, unique placements and superior service. Our online programs can be custom built and targeted to help you achieve your goals.

## Multimedia Opportunities

The-Scientist.com has a variety of technologies, positions and sponsorships designed to deliver your message as efficiently as possible.

## Custom Multimedia Solutions

Use the distribution network of The-Scientist.com to host your multimedia marketing material. Let us deliver your Podcasts, Videos, Slideshows, Product Demonstrations and Webinars to our community of life science professionals.

## Gateways

Gateways are a true collaboration between The Scientist and the sponsor. Partner with us to develop a topic-specific gateway as a valuable resource to our readers, your customers. The Scientist will contribute news, analysis, research and business information while the sponsor contributes product specifications, press releases and practical guides.

The ultimate goal is to provide our online community with information and resources regarding a specific life science topic while associating your name with the topic and generating a steady source of leads for your product or service.

## Podcasts

Sponsorships of our weekly Podcasts include a tile image, a link to your website and a short audible message integrated into the presentation. You provide the text, we do the rest. Podcast sponsorships are available on a weekly or monthly basis.

- » **Exclusive sponsor: \$1,250 per weekly episode**
- » **\$3,995 for a monthly sponsorship of episodes**
- » **Individual ads: \$500 per weekly episode**

## Blogs

Our blogs attract tremendous amounts of traffic with up-to-the-minute coverage of topics ranging from research breakthroughs to careers, conference reviews to scientific commentary. Sponsor an existing blog or launch your own blog, hosted on The-Scientist.com.

- » **For pricing, see "Sponsored Banner Wrap."**

## Slideshows

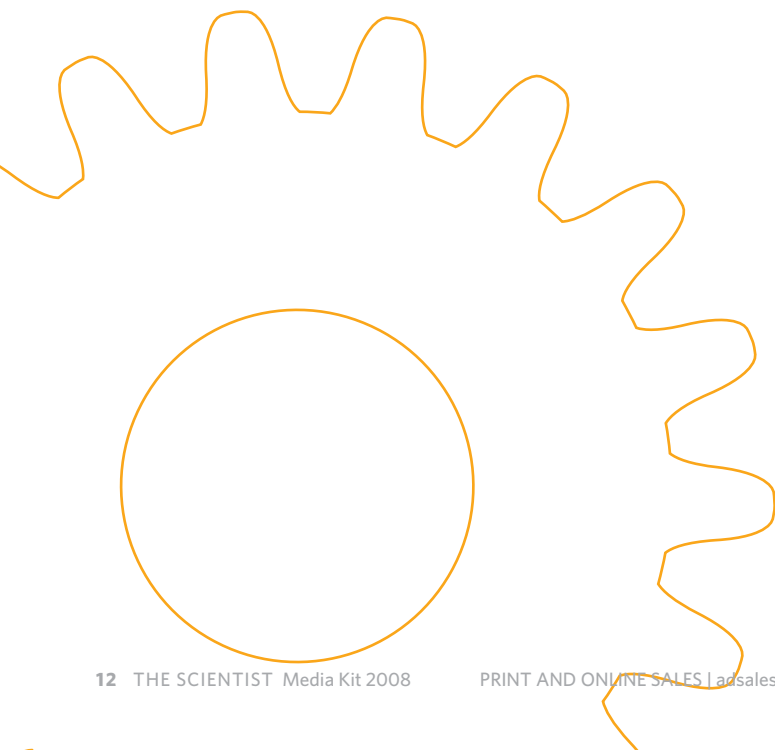
Combine a series of still images with voiceover audio narrative to create a powerful, interactive advertising piece that is an ideal medium for step-by-step demonstrations or other promotions that would benefit from the impact of an audiovisual presentation.

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

## Videos

Video is one of the most powerful tools available for communicating product information. Use The-Scientist.com's video capabilities to promote new product lines, conduct demonstrations, brand your images and more.

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



# TRADITIONAL ONLINE ADVERTISING

Leverage The Scientist brand by having your marketing messages appear next to our award-winning content. Banner and skyscraper advertisements provide instant marketing impact for your company by allowing interested viewers to link directly from advertisement to your website.

## Banners:

Deliver cost-effective, high-impact coverage for all your products and services. Perfect for branding, promotion, or new product announcement.



### Dimensions:

- Standard banner - 468 x 60 pixels; \$25/CPM
- Leaderboard banner - 728x90 pixels; \$35/CPM
- Skyscraper - 160 x 600 pixels; \$35/CPM

## Sponsored Banner Wrap:

Control horizontal and vertical space with two banners and a skyscraper. Highly visible, a wrap ensure a sizable and targeted viewership for your advertisements.



Standard Banners (468 x 60) and a Skyscraper (160 x 600); \$45/CPM

Leaderboard Banners (728 x 90) and a Skyscraper (160 x 600); \$55/CPM

## E-mail Advertising Options

For your next campaign, drive your message directly to thousands of life science professionals. Use our opt-in lists to target the audience best suited for your message. Select recipients by area of work, job title, type of institution, geography, technique used and more. Sponsorship opportunities include:

### Daily News E-mail Sponsor

Sponsor a banner wrap of our Daily News E-mail. Reach over 50,000 life science professionals for five consecutive business days.

Exclusive sponsorship - \$5,500/Week

### Monthly Content Alert (eTOC) Sponsor

Sponsor a banner wrap of our monthly electronic Table-of-Contents (eTOC) - distributed each month to over 184,000 recipients. Target your message by area of work, geography, job title, technique used and more.

Exclusive sponsorship or targeted send - \$225/M

## Direct Third Party E-mail

Deliver your custom designed text or HTML E-mail message to the audience of your choice. Target our opt-in recipients by area of work, geography, job title, technique used and more.

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

## List Creation

Looking to build an opt-in E-mail list? Create your own dedicated list and have The Scientist help promote your eNewsletter! Allow registered users of The-Scientist.com to opt-in to receive your custom messages.

Contact your sales representative for more details.

# ONLINE ADVERTISING SPECIFICATIONS

## Impression-Based Advertising Options

- Artwork and target URL's are due one week prior to launch.
- Artwork should be provided in either GIF or JPG format.
- Flash is accepted.

Ad Type	Dimensions	Max File Size
Standard Banners	468 x 60	25K
Leaderboard Banners	728 x 90	30K
Skyscrapers	160 x 600	30K

## Banner Wrap Specification

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

## E-mail Advertising Specifications

### Sponsored E-mail (Daily News and eTOC)

- Sponsorship of The-Scientist.com's Daily News E-mail and our monthly eTOC include two standard banners and a skyscraper.

### Direct E-mail

- Text or HTML E-mail 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 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.

*\* Voiceover and production assistance are available for an additional fee.*

## Video Specifications

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

## Podcast Sponsorships Specifications

### Podcast Image

- Tile (250 x 250) maximum file size is 25K.
- Artwork should be provided in either GIF or JPG format.
- Artwork and target URLs are due one week prior to launch.

### Podcast Audio

- Title sponsorships are 15-20 seconds in length and appear at the opening and closing of the Podcast.
- In program advertisements are 10-15 seconds length.
- Final script for voiceover recording is due to The Scientist 10 days prior to broadcast.

## Questions and 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 via E-mail at [ads@the-scientist.com](mailto:ads@the-scientist.com).

# TERMS OF BUSINESS

- All advertising space reservation orders are due on the published advertising closing date and may not be cancelled by the advertiser after that date.
- If copy instructions are not received by the copy deadline, The Scientist reserves the right to repeat the copy last used. Late delivery of material after the submission deadline may, at The Scientist's discretion, result in forfeiture of booked space at full cost.
- The Scientist cannot accept responsibility for changes in copy unless these are confirmed in writing and in time for the changes to be made. The Scientist reserves the right to charge for any additional expense involved in such changes.
- The Scientist is not responsible for errors in advertising beyond the cost of the space occupied by the error.
- Conditions applying to an order should be incorporated in the order. All orders are subject to conditions of the rate card. Printed conditions on orders will not be accepted as binding.
- Credit accounts are net and must be settled within 30 days of receipt of an invoice. If accounts are not settled within 30 days, agency commissions will be automatically reduced to 10%. If an account is overdue, The Scientist reserves the right to suspend insertions. No agency commission is payable for an account 90 days past due.
- If an advertiser defaults under terms of an advertising contract, advertisers must pay for all advertisements already run at the single insertion rate without discounts (known as the short rate.)
- The Scientist will not be liable for any special, indirect, or consequential loss or damage occasioned by the failure of any advertisement to appear for any cause whatever, nor does it accept liability for errors in any advertisement published, nor for its failure to appear for any specific date.
- The Scientist reserves the right to destroy all materials that have been in its custody for more than three months, provided that the advertiser or its agent has not given written instructions to the contrary.
- The Scientist reserves the right to decline any advertisement for any reason.
- Any dispute under or related to this agreement and the placement of advertising by customer shall be resolved by arbitration in Philadelphia, Pennsylvania, U.S., in accordance with the rules of the American Arbitration Association. Judgments on the award of the arbitrators may be rendered by any court of competent jurisdiction.
- To find out more about advertising with The Scientist, contact your sales representative or E-mail us at [adsales@the-scientist.com](mailto:adsales@the-scientist.com)



# POSTAL RENTAL SELECTION CHECKLIST

Want to reach our readers one-on-one? The Scientist's print community of over 59,000 qualified subscribers looks forward to hearing directly from our advertisers. Let us customize a direct mail list that helps you hit your target. 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
Intl Subscribers (for non-advertisers)	\$ 225/M
Intl Subscribers (for advertisers)	\$ 210/M

## Segment Selections and Fees

Hotline (1, 3 or 6 Month)	+ \$15/M
Geographic (Country, State, SCF or 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/PI)
- Researcher/Lab Scientist/Postdoc
- Product/Project Manager
- University Professional (Teacher/Educator)
- Technician/Assistant

## Type 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 America
  - Brazil
  - Mexico
- Other:



# E-MAIL RENTAL SELECTION CHECKLIST

Want to reach our online opt-in readership? The Scientist's online community of over 121,000 life science professionals looks forward to hearing directly from our advertisers. Let us customize an E-mail list that helps you hit your target. 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

## Segment Selections and Fees

Geographic (Country or 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

## Type of Institution

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

## 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

## Job Title/Function

- President/CEO/Director
- Research Director/Institute Head
- Senior Researcher (Lab Director/Manager/PI)
- Researcher/Lab Scientist
- Postdoctoral Researcher
- University Professional (Teacher/Educator)
- Product/Project Manager
- Technician/Assistant
- Medical/Clinical Professional
- Student (Post-Grad, Grad, Undergrad or Medical)

## Examples of Geography

- United States of America
- Canada
- Europe
  - Austria
  - Netherlands
  - Belgium
  - Norway
  - Denmark
  - Portugal
  - Finland
  - Spain
  - France
  - Sweden
  - Germany
  - Switzerland
  - Greece
  - United Kingdom
  - Italy
- Asia/Pacific Rim
  - Australia
  - Korea
  - China
  - New Zealand
  - Hong Kong
  - Singapore
  - India
  - Taiwan
  - Japan
  - Thailand
- Middle East/Africa
  - Israel
  - South Africa
- South America
  - Argentina
  - Mexico
  - Brazil
- Other:

