

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.