

Editorial Calendar

MONTH	EDITORIAL FOCUS	SELECTED MEETINGS
January	Cell Biology Gene Silencing Personal Finance	American Society for Cell Biology , December 10-14, 2005, San Francisco, CA
February	The Human Genome: Five Years Later SNP Genotyping Resumés and Cover Letters	
March	RNA Fluorescence/Luminescence Best Places to Work for Postdocs	Drug Discovery Technology - Europe , March 13-17, London, UK Experimental Biology , April 1-5, San Francisco, CA
April	Cancer Apoptosis/Cell Proliferation Best Places to Work in Industry	American Association for Cancer Research , April 1-5, San Francisco, CA BIO 2006 , April 9-12, Chicago, IL
May	Immunology/Vaccines Protein Separation & Analysis Grant Writing	American Society for Microbiology , May 21-25, Orlando, FL
June	Biotechnology Imaging Careers in Biotechnology	Drug Information Association , June 18-22, Philadelphia, PA
July	Translational Research Signal Transduction Trends that Impact Hiring	Bioscience 2006 , July 23-27, Glasgow, UK
August	Drug Discovery Multiplex Assays Career Networking	Drug Discovery Technology and Development , August 7-10, Boston, MA
September	Proteomics Proteomics Tools Mentoring	European Life Scientists Organization , September 9-13, Nice, France Society for Biomolecular Screening , September 17-21, Seattle, WA
October	Neuroscience Neuroscience Technologies Salary Survey	Society for Neuroscience , October 21-25, New Orleans, LA NIH ResearchFest , Bethesda, MD
November	Biomarkers Microarrays Best Places to Work in Academia	
December	Cell Cycle PCR Career Transitions	American Society for Cell Biology , December 9-13, San Diego, CA

2006 Rate Card - *The Scientist* in Print

Recruit with *The Scientist*

CLASSIFIED ADVERTISING Reach *The Scientist's* active and influential audience of 70,000 life science professionals through a variety of print advertising options. Purchase an advertising package and increase your frequency while reducing your cost per placement.

	1x	3x	6x	12x	24x
Spread	\$ 7,630	\$ 7,135	\$ 6,915	\$ 6,800	\$ 6,510
Full	\$ 4,800	\$ 4,490	\$ 4,350	\$ 4,280	\$ 4,095
¾ V	\$ 3,580	\$ 3,350	\$ 3,245	\$ 3,190	\$ 3,055
½ H	\$ 2,800	\$ 2,620	\$ 2,540	\$ 2,495	\$ 2,390
½ V	\$ 2,800	\$ 2,620	\$ 2,540	\$ 2,495	\$ 2,390
⅓ H	\$ 1,950	\$ 1,820	\$ 1,770	\$ 1,740	\$ 1,660
⅓ V	\$ 1,950	\$ 1,820	\$ 1,770	\$ 1,740	\$ 1,660
¼ V	\$ 1,490	\$ 1,390	\$ 1,350	\$ 1,330	\$ 1,270
⅙ V	\$ 1,020	\$ 950	\$ 925	\$ 910	\$ 870
Line Ads (price per column inch)	\$ 185	\$ 170	\$ 165	\$ 160	\$ 155

*Please note: Rates listed are for 4-Color advertisements. B/W rates are available upon request.

MEASUREMENTS

Inches	No Bleed	Bleed
Spread	16 x 9.333	17.250 x 10.750
Full	7.333 x 9.333	8.750 x 10.750
¾ V	4.625 x 9.333	5.333 x 10.750
½ H	7.333 x 4.500	8.750 x 5.333
½ V	3.375 x 9.333	4.1875 x 10.750
⅓ V	2.250 x 9.333	2.875 x 10.750
¼ V	3.375 x 4.500	4.1875 x 5.3125
⅙ V	2.250 x 4.500	
Line Ad	2.250 Wide	

Millimeters	No Bleed	Bleed
Spread	406 x 237	438 x 273
Full	186 x 237	222 x 273
¾ V	117 x 237	135 x 273
½ H	186 x 114	222 x 135
½ V	86 x 237	106 x 273
⅓ V	57 x 237	73 x 273
¼ V	86 x 114	106 x 135
⅙ V	57 x 114	
Line Ad	57 Wide	

ADDITIONAL OPTIONS

Ask your sales representative to provide you with information on eye catching and effective advertising options including Tip Ins, Belly Bands, Inserts and more.

PRINT & WEB COMBINATION PACKAGES

Combine the focused audience and pass-along nature of print advertising with the broad reach and immediacy of web advertising.

Whether you're seeking direct applications or branding, strengthen your campaign's impact with a multimedia package from *The Scientist* and our online career division Adsumo.com

SAMPLE PACKAGE

Preparing a **Hiring Blitz?**

Attract candidates and attention with this package that includes:

- Two Full Page 4c Print Ads
- Ten Online Job Postings for Three Months
- 50,000 Banner Impressions

For only: **\$10,900**

Contact your representative from *The Scientist* today at adsales@the-scientist.com
or (215) 351-1660 ext. 3010 for more information.

The Scientist - 2006 Classified Advertising Deadlines and Specifications

SUBMISSION DEADLINES

All materials are due by noon (EST) on the dates specified below.

Issue	Issue Date	Closing Date	Issue	Issue Date	Closing Date
1	January 1	December 1	7	July 1	June 8
2	February 1	January 12	8	August 1	July 13
3	March 1	February 9	9	September 1	August 10
4	April 1	March 9	10	October 1	September 7
5	May 1	April 6	11	November 1	October 12
6	June 1	May 11	12	December 1	November 9

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½ V	3.375 x 9.333	4.1875 x 10.750
⅔ V	2.250 x 9.333	2.875 x 10.750
¾ V	3.375 x 4.500	4.1875 x 5.3125
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MATERIAL SPECIFICATIONS:

We accept and will layout line and display ads. Just send us your text electronically, along with any image(s) or logo(s) you would like included in your advertisement. We will design your ad and provide you with a quote free of charge.

If you have an ad already prepared:

We prefer to receive high resolution PDF files. All fonts (Type 1) and images (EPS or TIFF) should be embedded in the output file. Any digital images used in the file should have the original resolution of 300 dpi or greater to print with the best results. We also accept QuarkXpress files with all fonts and/or art graphics (EPS or TIFF) included. Do not apply style attributes (bold, italic, etc.) to text; leave style plain. Convert all colors to CMYK.

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.

magSend:

The Scientist is partnered with magSend to ensure quick, accurate and simple delivery of your color advertisement. magSend is free to use for sending advertisements to The Scientist. We encourage all of our advertisers to use this service. For more information log onto www.magsend.com or contact your account representative.

QUESTIONS AND CUSTOMER SERVICE

For questions regarding the sending and receipt of your materials, please contact Rasheedah Parks, Ad Traffic Coordinator at (215) 351-1660 ext. 3034 or via E-mail at rparks@the-scientist.com.