

The Scientist in Print - 2007 Rate Card

DISPLAY ADVERTISING: Reach The Scientist's active and influential audience of over 65,000 life science professionals through a variety of print advertising options. Purchase an advertising package and increase your frequency while reducing your cost per placement.

Display Advertising Rates					
	1x	3x	6x	12x	24x
Spread	\$14,950	\$13,975	\$13,595	\$13,160	\$12,500
Full Page	\$8,920	\$8,340	\$8,115	\$7,850	\$7,450
2/3 Page	\$7,515	\$7,025	\$6,840	\$6,615	\$6,275
1/2 Page	\$6,505	\$6,080	\$5,920	\$5,725	\$5,430
1/3 Page	\$5,210	\$4,870	\$4,740	\$4,585	\$4,350
1/4 Page	\$4,485	\$4,195	\$4,080	\$3,945	\$3,745

*Rates listed are for 4-color advertisements. B/W rates are available upon request

Cover Advertising Rates				
	1x	3x	6x	12x
Cover 2	\$9,810	\$9,170	\$8,925	\$8,635
Cover 3	\$9,725	\$9,095	\$8,850	\$8,560
Cover 4	\$9,945	\$9,300	\$9,050	\$8,750

Premium Position Advertising Rates				
	1x	3x	6x	12x
Page 1	\$9,800	\$9,170	\$8,925	\$8,635
Opposite TOC	\$9,945	\$9,300	\$9,050	\$8,750
TOC 3 & 4	\$9,800	\$9,170	\$8,925	\$8,635

Guide Advertising Rates				
	1x	3x	6x	12x
Guide Ads	\$995	\$895	\$795	\$695

Eye Catching Opportunities

Ask your representative to provide you with information on eye catching and effective advertising alternatives including **Tip Ons, Tip Ins, Belly Bands, Inserts, Polybagged Outserts** (i.e. Posters, Supplements, etc.), **Sponsorships** and more.

Submission Deadlines		
#	Issue Date	Closing Date
1	January 1	December 1
2	February 1	January 5
3	March 1	February 1
4	April 1	March 1
5	May 1	April 2
6	June 1	May 1
7	July 1	June 1
8	August 1	July 2
9	September 1	August 1
10	October 1	August 31
11	November 1	October 1
12	December 1	November 1

Measurements and Specifications		
Inches	No Bleed	Bleed
Spread	16.000 x 9.333	17.250 x 10.750
Full Page	7.333 x 9.333	8.750 x 10.750
2/3 Page (V)	4.625 x 9.333	5.333 x 10.750
1/2 Page (H)	7.333 x 4.500	8.750 x 5.333
1/2 Page (V)	3.375 x 9.333	4.1875 x 10.750
1/3 Page (V)	2.250 x 9.333	2.875 x 10.750
1/4 Page (V)	3.375 x 4.500	4.1875 x 5.3125
Millimeters	No Bleed	Bleed
Spread	406 x 237	438 x 273
Full Page	186 x 237	222 x 273
2/3 Page (V)	117 x 237	135 x 273
1/2 Page (H)	186 x 114	222 x 135
1/2 Page (V)	86 x 237	106 x 273
1/3 Page (V)	57 x 237	73 x 273
1/4 Page (V)	86 x 114	106 x 135

adsales@the-scientist.com

Material Delivery and Specifications

All display advertisements for The Scientist must be delivered through magSend, a service designed to ensure the quick, accurate and simple delivery and production of your advertisements. magSend is free to use for sending advertisements to The Scientist.

1. magSend accepts PostScript and PDF files.
2. PS and PDF files must be prepared at a resolution of 2400 or 2540 dpi (press optimized).
3. Spread ads should be prepared and submitted as one file.
4. Crop marks, if included, should be set at an offset of 12 points.
5. All fonts and images should be embedded in your output file.
6. Images submitted in RGB color will be converted in CMYK in our preparation process. Since there is not a CMYK equivalent for many RGB colors, areas of color may shift unexpectedly, producing undesirable results.
7. For the best print quality, any digital images used in the file should have a resolution of 300 dpi or greater.
8. 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.