



Bio Business



2010 Editorial Calendar

ISSUE	SPRING	SUMMER	NATIONAL BIOTECH WEEK SPECIAL ISSUE	FALL	WINTER
Space Closing	Feb. 26	June 11	July 16	Oct. 1	Nov. 3
Material Closing	Mar. 5	June 18	July 23	Oct. 8	Nov. 10
Mail Date	Apr. 16	July 30	Sept. 6	Nov. 22	Dec. 21
Theme	The Canadian Perspective: BIO 2010 Issue	Human Resources	National Biotech Week Special Issue	Entrepreneurship	IP & Patenting
In Every Issue	<ul style="list-style-type: none"> • Business Management • Financing • Intellectual Property & Patenting • News/Appointment Announcements • Regional Profile • In Person: Researcher profile • Q & A: Question and answer with an industry expert / supplier • Products 				

Bio Business offers a variety of advertising vehicles to suit your needs

Banner Ads • Tile Ads • E-newsletter Tile Ads



Web Statistics for www.biobusinessmag.com

- ✓ More than **1,500** unique visitors
- ✓ More than **4,000** pages viewed
- ✓ And an average of **2.5 pages** view per visit

Source: Google Analytics, June-Aug 09

Combine print and online advertising for twice the IMPACT

ADVERTISING ON WWW.BIOBUSINESSMAG.COM

Banner advertisements and logo tiles are available on the *Bio Business* Web site and e-newsletter.

(10% discount for one year)

Banner Ad: \$625 per month

Tile Ad: \$260 per month

E-Newsletter

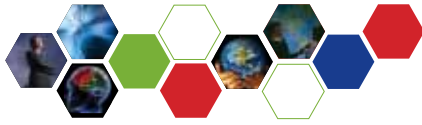
Tile Ad: \$430 per month

Web and E-newsletter Ads:

Banner Ad: 488 pixels x 72 pixels

Tile Ad: 125 pixels x 125 pixels

(Resolution: 300 DPI, images as EPS, TIFF, JPEG or PDF in RGB colour space)



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2010 Advertising Rates & Data

General Advertising Rates (Gross Rates)

Black & White:	1x	2-3x	4-5x
Full Page	\$4,320	\$4,105	\$3,900
1/2 Page Island	3,240	3,080	2,925
1/2 Page	2,810	2,670	2,540
1/3 Page	2,160	2,055	1,955
1/4 Page	1,730	1,645	1,565
DPS	7,775	7,385	7,015

Four-Colour:	1x	2-3x	4-5x
Full Page	\$5,900	\$5,605	\$5,325
1/2 Page Island	5,015	4,765	4,530
1/2 Page	4,425	4,205	3,995
1/3 Page	3,835	3,645	3,465
1/4 Page	3,245	3,085	2,930
DPS	10,090	9,585	9,105

Covers	1x	2-3x	4-5x
OBC	\$7,375	\$7,005	\$6,655
IBC/IFC	7,080	6,725	6,390

Covers are non-cancellable, full-page, four-colour process.

Inserts & Outserts: Rates on request

Special Positions: 25% surcharge

Goods & Services Tax: Our published rates do not include GST. Five per cent (5%) will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best-earned space rate applicable.

For all advertising opportunities please contact:

Publisher, Christopher Forbes or Janet Jeffery
 Tel.: 905.886.5040
 Fax: 905.886.6615
 E-mail: general@jesmar.com

Dimensions

	(Inches)		
	Width		Depth
Trim Page	8 1/8 (8.125)	x	10 7/8 (10.875)
Bleed Page	8 3/8 (8.375)	x	11 1/8 (11.125)
Live Area	7 (7.0)	x	10 (10.0)
1/2 pg Island	4 5/8 (4.625)	x	7 1/2 (7.5)
1/2 pg Horizontal	7 (7.0)	x	4 7/8 (4.875)
1/3 pg Vertical	2 1/8 (2.125)	x	10 (10.0)
1/3 pg Square	4 5/8 (4.625)	x	4 7/8 (4.875)
1/4 pg Square	3 3/8 (3.375)	x	4 7/8 (4.875)
1/6 Page	2 1/4 (2.25)	x	4 7/8 (4.875)
DPS	16 1/4 (16.25)	x	10 7/8 (10.875)

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

Mechanical Requirements:

Printing Method: Sheet-fed offset
 Binding: Saddle-stitched
 Screen: 133 - 150 line screen

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. Publisher shall not be liable for any advertisements received without a colour proof.

File Transfer Media: DVD, CD, FTP or email. Smaller files can be e-mailed up to a maximum file size of 10MB.
 Send to design@dvtail.com

FTP Site: ftp.jesmar.com. Please send an email to ftp@jesmar.com for password information for the *Bio Business* FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Joanne Somaiya, jsomaiya@dvtail.com or Crystal Himes, chimes@dvtail.com
 Tel.: 905.886.6640



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Jesmar Communications Inc. has been publishing Canada's leading scientific magazines, *LAB Business* and *Bio Business* for 25 years. Jesmar's publications reach the key decision-makers in Canada's biotechnology sector plus laboratories throughout the government, education, medical and private sectors.

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Cancellations and space changes not accepted after closing date.