

Editorial Schedule

LAB Business

Issue/Closing Dates	Focus
January/February Ad space: December 13, 2011 Ad material: January 3	Education
March/April Ad space: February 24 Ad material: March 2	Ethics
May/June Ad space: April 25 Ad material: May 2	Safety
July/August Ad space: June 25 Ad material: July 3	Human Resources
September/October Ad space: August 24 Ad material: August 31	Government Labs
November/December Ad space: October 26 Ad material: November 2	Leadership
In every issue: <ul style="list-style-type: none"> • News • Lab Spotlight • Lab Ware • David Suzuki • Tech Watch • Scientist Profile • Critical Perspectives 	



Bio Business




Issue/Closing Dates	Focus
January/February Ad space: December 13, 2011 Ad material: January 3	Venture Capital
March/April Ad space: February 24 Ad material: March 2	Cancer Research
May/June Ad space: April 25 Ad material: May 2	Pharma
July/August Ad space: June 25 Ad material: July 3	Genomics
September/October Ad space: August 24 Ad material: August 31	Vaccines
November/December Ad space: October 26 Ad material: November 2	IP & Patenting
In every issue: <ul style="list-style-type: none"> • Business Management • Financing • Intellectual Property & Patenting • Regional Profile • Business Leadership: Researcher Profile • Discoveries • News • Business Services 	



We reserve the right to make changes without notice.

Web and e-mail advertising

Our websites provide the latest issues online and an archive of previous issues over the past five years, ensuring users are up-to-speed with the very latest developments in the Canadian marketplace.

E-Newsletter	Online Advertising	Digital Edition Advertising
Our 9,150 subscribers thoroughly enjoy our e-newsletters. <ul style="list-style-type: none"> • 77% find LAB Business informative • 92% find Bio Business informative 	65% of our readers read the current issue online biobusinessmag.com and/or labbusinessmag.com . Increase your ROI by combining print and online advertising!	Customize your link to 9,150 recipients and capture leads, or embed a flash animation linking to your website. As a bonus, purchase a print ad in the magazine and get an ad and hotlink in our digital edition for free!
Choose from our selection of:	Choose from our selection of:	Choose from our selection of:
<ul style="list-style-type: none"> • E-Newsletter Tile Ad • Exclusive sponsorship for E-Newsletter 	<ul style="list-style-type: none"> • Tile Ads • Banner Ads • Flash Animation/Video/Audio 	<ul style="list-style-type: none"> • Digital Edition Tile Ads • Exclusive Sponsorship of the Digital Edition • Flash Animation/Video/Audio 

Source: LAB Business & Bio Business 2011 reader survey

2012 Rates and Data

General Advertising Rates (Gross Rates)

Four-Colour:	1x	3x	6x
Full Page	\$5,550	\$5,270	\$5,005
1/2 Page island	4,160	3,950	3,750
1/2 Page	3,605	3,425	3,255
1/3 Page	2,775	2,635	2,500
1/4 Page	2,220	2,109	1,995
1/6 Page	1,665	1,580	1,500
DPS	9,990	9,490	9,015
Covers	1x	3x	6x
OBC	\$6,940	\$6,590	\$6,260
IBC/IFC	6,660	6,325	6,005

If advertising in both publications, 35% discount on 2nd ad.

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

Black & white rates available upon request.

Inserts & Outserts: Rates on request.

Special Positions: Twenty-five percent (25%) surcharge.

Dimensions (inches)

	width		height
Trim Page	8.125	x	10.875
Bleed Page	8.375	x	11.125
Live Area	7.0	x	10.0
1/2 pg island	4.625	x	7.5
1/2 pg horizontal	7.0	x	4.875
1/3 pg vertical	2.125	x	10.0
1/3 pg square	4.625	x	4.875
1/4 pg square	3.375	x	4.875
1/6 Page	2.25	x	4.875
DPS	16.25	x	10.875

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

Online Rates

Banner advertisements and logo tiles are available on the **LAB Business** and **Bio Business** websites, digital editions and e-newsletter.

Banner ad	\$625 per month
Small banner ad	\$475 per month
Large rectangle ad	\$475 per month
Tile ad	\$260 per month
E-newsletter banner ad.....	\$625 per month
E-newsletter tower ad.....	\$430 per month
E-newsletter tile ad.....	\$430 per month

Dimensions

Banner	488 x 72 pixels
Small banner.....	370 x 70 pixels
Large rectangle.....	370 x 250 pixels
Tile Ad.....	125 x 125 pixels

(SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative)

E-newsletter banner	488 x 72 pixels
E-newsletter tower	125 x 300 pixels
E-newsletter tile	125 x 125 pixels

(GIF or JPEG only, refer to specs above)

Mechanical Requirements

Printing Method: Web

Binding: Saddle-stitched

Screen: 150 lpi

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 color proof must be provided.**

The publisher shall not be liable for any advertisements received without a color proof.

File transfer media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and jforbes@dvtail.com.

FTP Site: ftp.dvtail.com. Please send an e-mail to ftp@dvtail.com for password information for the *Bio Business* and *LAB Business* FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact: Roberta Dick, robertad@dvtail.com or Joanna Forbes, jforbes@dvtail.com, Tel: 905.886.6640

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which 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.

Mail or fax contracts/insertion orders and material to:

Jesmar Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.5040
Fax: 905.886.6615
E-mail: bio.lab@jesmar.com
Website: www.jesmar.com

Cancellations and space changes not accepted after closing date.