

Biotechnology & Bioengineering

Biotechnology & Bioengineering publishes perspectives, articles, reviews, mini-reviews, and communications to the editor that embrace all aspects of biotechnology. These include: enzyme systems, cellular physiology, biocatalysis, biofuels, biomaterials, bioprocess engineering, biosensors, systems biology, metabolic and cellular engineering, animal- and plant-cells, synthetic biology, and tissue engineering. The editors consider papers for publication based on novelty, their impact on biotechnological processes, and their contribution to the advancement of biochemical engineering science

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Editorial Information

Editor: Douglas S. Clark

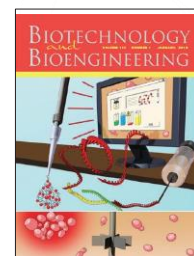
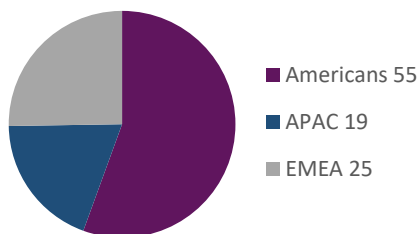
2018 Impact Factor: 4.26

ISI Journal Citation Reports® Ranking 2018:
30/162 (Biotechnology & Applied Microbiology)

Circulation

Total Circulation: 40

Coverage: International
Markets Served:
biotechnologists,
biochemical engineers,
Fermentation
technologists,
enzyme technologists,
microbiologists, combinatorial
chemists, environmental
engineers, food processors



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- Include your URL with ad creative file
- Accepted file formats: GIF, JPG, PNG and HTML5; maximum size: 200 KB



Issue Alerts

Sent to opt-in subscribers, it is a preview of upcoming articles in a mobile friendly email. Four (4) positions are available in each issue.

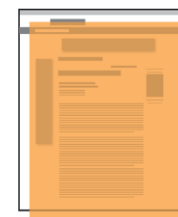
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Electronic PDF Ads (ePDFs)

An exclusive full page (1237 x 1631 pixel) advertisement in PDF format added as a cover page to articles downloaded from this journal.

- Include your URL with ad creative file
- Acceptable file format: non-animated JPG; 150 dots per inch, max. size: < 1 MB
- No 3rd party tags or geo-targeting



For detailed digital specifications: <https://goo.gl/mQJHjV>

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

Contact your Wiley representative for pricing.

2020 Advertising Rate Card

Biotechnology & Bioengineering

Black & White Print Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,438	\$1,578	\$979
6x	\$2,364	\$1,543	\$948
12x	\$2,311	\$1,502	\$923

Color Rates: \$579 in addition to earned B&W rate:

Cover and preferred positions available - contact your Wiley sales representative

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Print Issue Closing Dates

Frequency: 12x per year

Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January	11/25/19	12/2/19	12/7/19
February	12/30/19	1/6/20	1/11/20
March	1/28/20	2/4/20	2/11/20
April	2/26/20	3/4/20	3/11/20
May	3/30/20	4/6/20	4/11/20
June	4/27/20	5/4/20	5/9/20
July	5/28/20	6/4/20	6/11/20
August	6/29/20	7/6/20	7/11/20
September	7/28/20	8/4/20	8/11/20
October	8/28/20	9/4/20	9/11/20
November	9/28/20	10/5/20	10/10/20
December	10/28/20	11/4/20	11/11/20

Mechanical Requirements (Print)

Trim Size: 8.25" x 11"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Spread (facing pages)	16.5"	11.25"
Full page	8.5"	11.25"
1/2 page vertical	4.125"	11.25"
1/2 page horizontal	8.5"	5.5625"

Submission of Print Ads

- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic transfer of ad files via FTP is preferred – contact: PrintAdTraffic@wiley.com prior to submitting file, or send files on CD or DVD by courier.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB colors to CMYK.
- Wiley assures an accurate color match of your color ad file when it is accompanied by a SWOP-certified proof (Chromalin™, match print, IRIS)
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm.
- Covers: 10pt. C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

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