



Genetic Engineering
& Biotechnology News

Website

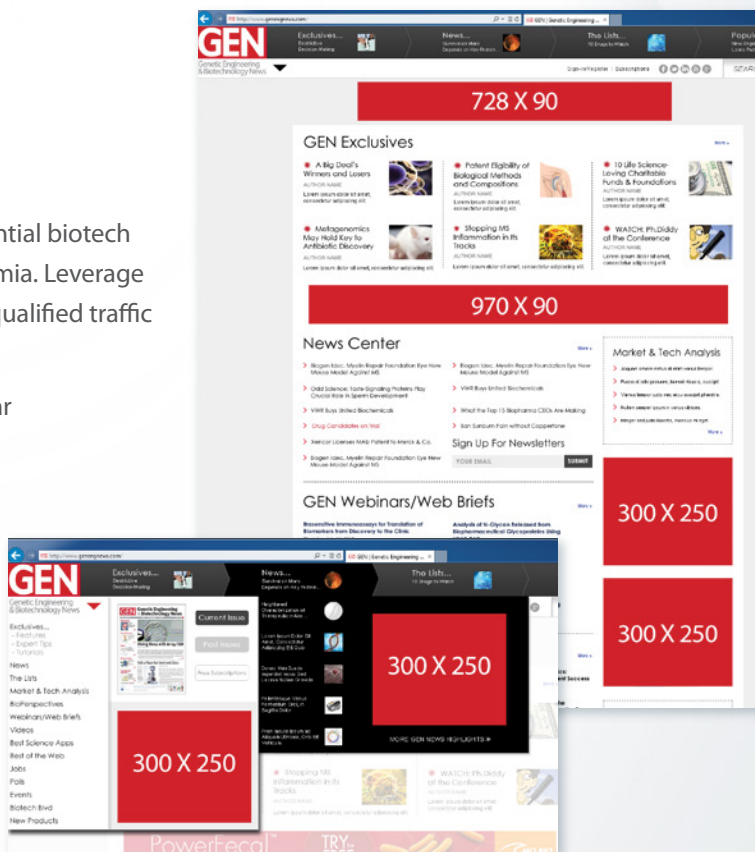
Tap into an engaged audience of industry and academic R&D scientists and biotech business pros who are focused on keeping ahead of industry trends and finding mission critical content. GEN's success metrics include hosting over 1.2 million unique individuals in the past year.

- Page views are up 21% since last year trending to surpass 4 million in 2013.
- International traffic continues to climb at 44.9% of visits, including 19.5% from Asia.
- Loyal GEN site users stay on the site for over 7 minutes and view 4 pages per session.

Source: Google Analytics

Imprint your brand or featured product(s) on the minds of influential biotech research and development personnel across industry and academia. Leverage the investment in your website and digital platforms by driving qualified traffic to your home or product landing pages.

- Strategically placed ad positions surround perennially popular items like daily industry news, GEN Lists, and feature articles.
- Exclusive sponsorships that offer thought leadership and prestige accompany highly regarded content through our new BioPerspectives native advertising program.
- Innovations like GEN's NowBar showcase high visibility display ads inside GEN's primary navigation tool.



Banner Ad Specs

Leaderboard (.swf, .gif, .jpg) Target url	728x90 banner ad
Pushdown (.swf, .gif, .jpg) Target url	970x90 banner ad
Medium Rectangle (.swf, .gif, .jpg) Target url	300x250 banner ad
Sponsored Links (text ad) Target url	Your message with no more than 10 words inserted inside rectangle; left aligned like others.

Maximum file size is 40 KB. Be sure to supply URL to use for link to banner. Special Instructions for SWF (Flash) (Please refer your Flash developer to this section.) Flash files must contain a button instance and the ClickTag code below must be programmed into the button instance. The button in your Flash movie cannot contain any click-thru URLs in the ActionScript. If it does, we will not be able to track clicks. Please revise the code to exclude any URLs and use the ClickTag code below instead.

```
On (release) { getURL (clickTAG, "_blank");}
```

Files must be saved for Flash Player 6 and ActionScript 1.

An accompanying GIF or JPG is required if SWF is used.

Streaming Video

General video-streaming guidelines

All sound must be user-initiated

Must have video play/stop and sound on/off controls as standard

Maximum download for all nonuser-initiated videos is 30 KB

Current accepted third-party video streaming vendors are

Eyewonder (Java) and FlashTalking (Flash). IMPORTANT:

Make sure to submit a backup gif/jpg for your Flash creative.

This is to ensure that all visitors, including those who don't

have Flash- or Javascript-enabled browsers, can see your ad.

Creative should be sent to

web@GENengnews.com seven business days prior to the banner start date.

Contextual Keyword Sponsorships

The specifications are the same as the Banner Ad specifications.

Please refer to that section for specifics.

Creative should be sent to

keyword@GENengnews.com

All creative is due five business days prior to the banner start date.

Rates

GEN website

Ad Type	Size	Net CPM Rate
Leaderboard	728x90	\$60
Pushdown (non-expanding)	970x90	\$60
Medium Rectangle	300x250	\$50

Now Bar	Size	Two week sponsorship
Navigation Sponsorship	300x250	\$3,750
Channel Sponsorship	300x250	\$3,750

Roadblock

Exclusive visibility. The Roadblock gives you 100% share of voice on the GEN website for a 24 hour period (excludes NowBar). Sponsor receives four to six ad positions. One creative for each ad position.*

	Size	Total Price
Leaderboard	728x90	
Pushdown	(2) 970x90	
Medium Rectangle	(3) 300x250 OR (1) 300x750	
Total		\$3,995

**Limited availability.*

Sponsored Text Links	Number of links	Per Link
Three-month sponsorship for each sponsored text link	1-3	\$750
	4-7	\$650
	8-12	\$550
	>12	\$500

Keyword Sponsorships	Number of keyword	Per keyword
One banner ad per keyword	1-3	\$1,800
Your choice of leaderboard, pushdown, or medium rectangle	4-7	\$1,700
	8-12	\$1,600
	>12	\$1,500

Sponsorship Duration is 12 Months