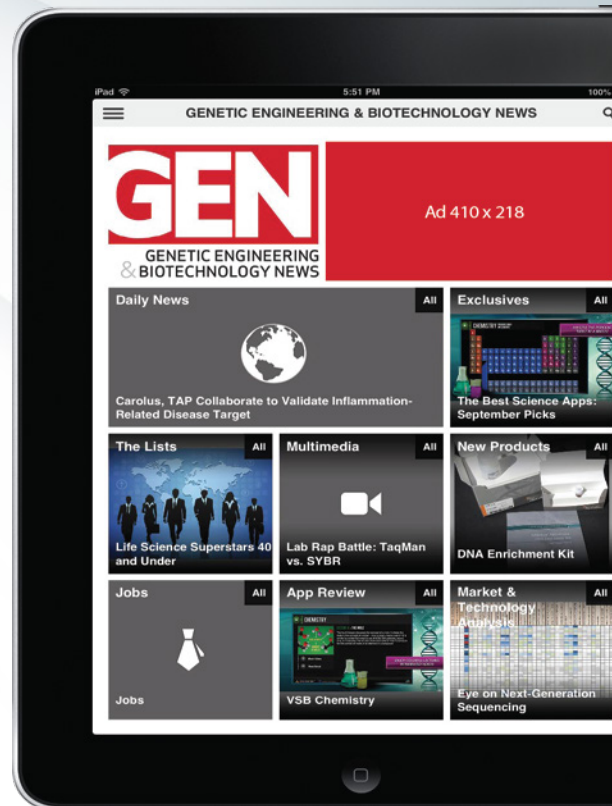# GEN
Genetic Engineering & Biotechnology News

Mobile App

The GEN mobile app is the first news and information source for the life science industry designed specifically for optimal viewing on the iPad and iPhone; as well as Android smartphone and tablet devices.

Mobile apps represent an entirely new canvas for meaningful engagement with your customers and prospects. Reinforce your leadership position by pioneering the activation of your audience targets utilizing mobile devices.

Tablet Home Screen Vertical Banner

Smartphone Home Screen Banner

Smartphone Content Channel Adhension Banner

Life Scientists are rapidly adopting their use of mobile devices at work. A 2012 survey by BioInformatics found that
• one-third of scientists own tablets

• two-thirds of scientists own smartphones

• one-half of scientists want promotions sent to them via mobile

These figures are climbing daily. Follow your prospects and customers to mobile.

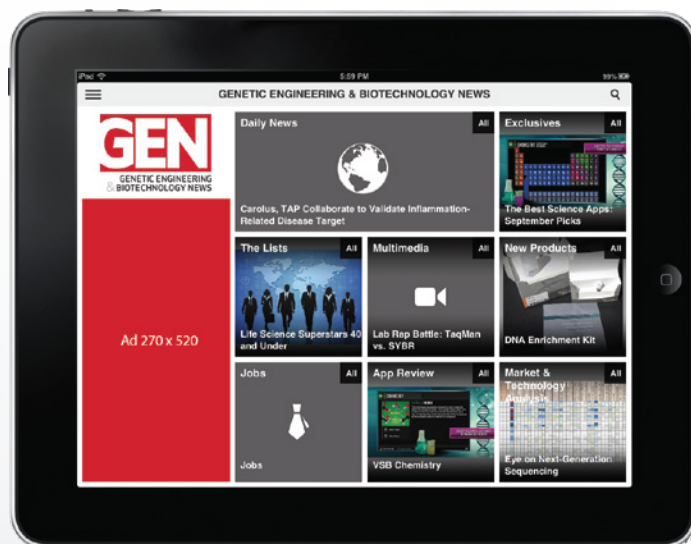Unique content and functionalities in the GEN app:
• Alerts notify readers of GEN exclusives, breaking news, hot life science job postings and more

• Access to videos, webinars and life science app reviews

• Cutting edge design featuring category specific "tiles" that allow readers to select and easily shift between content types

•Readers can control the number of articles downloaded, save their favorites for later or offline viewing, and share articles via email and social media
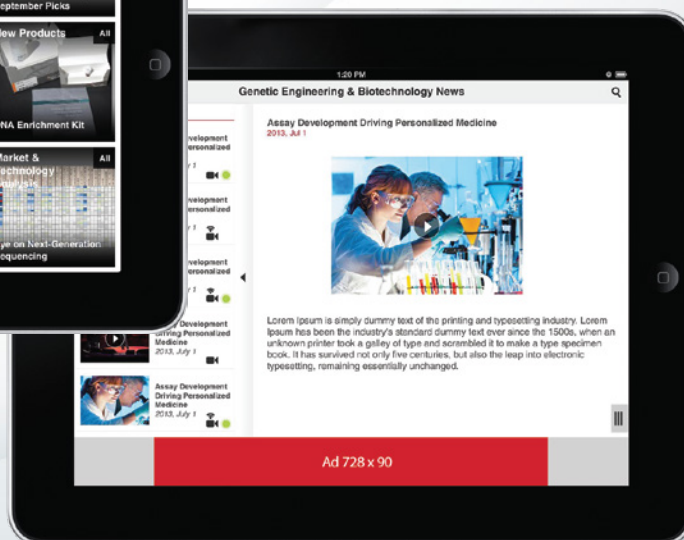
GEN
Genetic Engineering
& Biotechnology News

Specs/Rates

Ad Location	Ad Type	Device	Size	Price	Campaign Length	Sections
Home Screen iOS / Android	Ad Banner	Tablet Portrait Tablet Landscape Smartphone	410 x 218 270 x 520 174 x 64	$3,250	3 months	Home Screen Only
Content Channels (Group #1)	Adhesion Banner*	Tablet Portrait & Landscape Smartphone	728 x 90 320 x 50	$3,250	3 months	Sections included: News, The Lists, New Products, App Review
Content Channels (Group #2)	Adhesion Banner*	Tablet Portrait & Landscape Smartphone	728 x 90 320 x 50	$3,250	3 months	Sections included: Exclusives, Multimedia, Jobs, Market & Tech Analysis
App Library Reviews	Full review of app(s)	IOS/Android		$750	3 months	App Review
Videos	MP4 or YouTube			$750	3 months	Multimedia
New Products	Product Description, Image, Link	IOS/Android		$750	3 months	New Products

*Adhesion Banner is ever-present anchoring the bottom of each article/content type as the page is swiped up or down by the user.

Rates are net

Tablet Home Screen
Horizontal Banner

Tablet Content Channel
Adhesion Banner