



Genetic Engineering  
& Biotechnology News

# BioPerspectives

Participate in GEN's new Native Advertising Program

Fundamental shifts in perceptions of advertising have caused marketers to augment traditional branding and promotional messaging with a content-driven approach to convert prospects and win loyal customers. Story-telling is the foundation of this trend known as "native advertising".

Seizing on this opportunity, GEN is pleased to introduce an innovative, new marketing program to engage our audience with your content through articles and related links that deliver highly qualified prospects to your website.

Content is presented in your company's brand voice and featured prominently on GEN's home page. It's more than sponsored content. This is an invitation-only content-sharing platform that enables you to create or join the conversation with your own narrative or expertise. Use to develop a deep, ongoing dialogue with your prospects within a traditional GEN editorial environment.

## Sponsor Benefits

- Four (4) articles posted in BioPerspectives (sponsored content) section of GEN home page for 2 weeks
- Dedicated GEN branded article landing page featuring links to your website and related content assets
- Consultation with GEN senior editor for help on topic refinement
- Reporting includes: Article Page Views, Clicks on Related Content Links, Ad Impressions & Clicks



## Specs/Rates

### Content Format

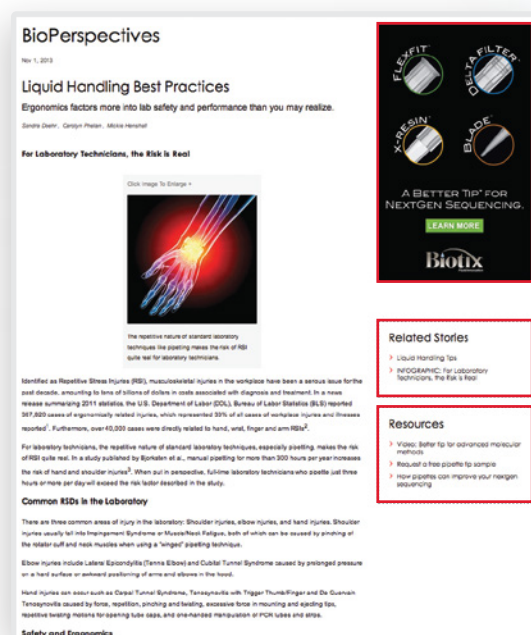
Any combination of four

- 600 to 800 word article
- Expert Tips
- App Note
- Case Study with up to 2 images
- Infographic (charts/graphics/tables)
- Video of up to 3 minutes in length

Must adhere to GEN BioPerspectives content guidelines (non-promotional and subject to GEN editorial review)

### Marketing Program

- A summary of your feature BioPerspective article displayed in a “sidebar” section in GEN magazine
- Article listing and an ad in one week (6 deployments) of **GEN Highlights** e-Newsletter
- One (1) Tweet and one (1) Facebook post



### BioPerspectives (Native Advertising Program)

Educational content presented in your company's brand voice and promoted advertorial style in the editorial stream across GEN's digital properties under the BioPerspectives moniker. Establishes thought leadership around a technology or expertise.

**Base price**

Two-week program  
\$7,750

*Rates are net*