



Genetic Engineering
& Biotechnology News

Magazine

With our unique tabloid format, GEN is the life science reader's choice for in-depth coverage of the technologies and tools used in drug discovery, OMICS, bioprocessing and translational medicine/clinical applications.

The foundation of every successful campaign is a strong brand and it begins with print. GEN print connects you with a loyal audience of 66,250 readers around the world with money to spend and authority to make purchasing decisions. A BIGinsight MBI, Dec 2012 survey found that print magazines were on par with word-of-mouth in triggering action.



GEN offers a number of high-impact display advertising opportunities designed to make your ad stand out from the crowd. Showcase your ads in a highly visible environment utilizing premium positions and unique creative concepts.

- **Cover Tip** – For maximum impact and high visibility, this is a false cover of the entire magazine that garners unparalleled attention.
- **Center Spread Fold Out** – Prominently showcase your ad or technical content, such as workflow solutions or application notes, in a high- impact four- page center spread fold out. Strategic placement at the center of the magazine, this foldout is a perfect way to ensure your message stands out and drives response.
- **Page One Strip Ad** – borrowed from the newspaper industry, this front cover attention grabbing spot provides a road map to a featured promotion inside the issue.
- **Trade show Cover Tip/Post It Note®** – this is a limited distribution promotion geared to specific trade shows directing traffic to your booth, workshop or event.

Print Specs

Electronic Files: GEN works on a Macintosh® platform and can accept many different file types (see below). Additional charges may be incurred if ads are supplied in other formats.

File Types Accepted: Adobe Photoshop 5.0 or greater (TIFF preferred), Adobe Illustrator 8.0 or greater (EPS preferred), Adobe InDesign CS or greater, or Adobe Acrobat PDF 4.0 or greater (press quality). PDF files cannot be altered by our office and must be supplied with fonts embedded.

Graphic Files: All color graphic files must be supplied in CMYK (not RGB), as close to final size as possible, with a resolution of 300 dpi or higher. If Illustrator or EPS files are supplied that include type, make sure type is converted to outlines.

Include crop marks at least 1/4" away from actual trim.

Media: We accept the following forms of media for file submission: CD-ROM or DVD-ROM disks.

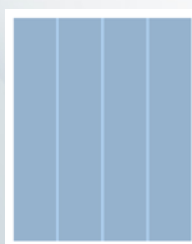
Submitting Ads by email or FTP: All ads that are emailed cannot exceed 3 MB in size and should be "stuffed" or "zipped". Please specify publication month and date in your email subject line. If you wish to upload an ad to our FTP site, please email to request instructions. Mail or fax a proof that represents the ad as it should print. The Publisher will not be responsible for quality of reproduction if materials provided do not meet the listed specifications.

Email Ads to:
e-file@GENengnews.com

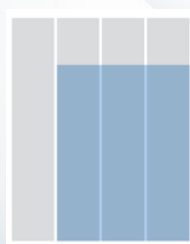
Mail All Materials to:
Genetic Engineering & Biotechnology News
Advertising Production Manager
140 Huguenot Street, Third Floor
New Rochelle, NY 10801

Ad Measurements

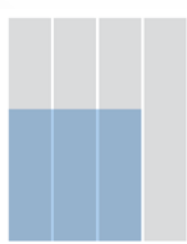
	Inches		Millimeters	
	Width	Height	Width	Height
Cover Tip – first page	7 3/4	10 3/4	197	273
2nd page is Tabloid size – Live area is 9 1/2" x 13" – allow 1" for gutter on right, 1/2" on left				
Page One Strip Ad	10	1	254	26
Tabloid				
no bleed	10	13 1/4	254	337
bleed	11 1/8	14 1/4	283	362
Standard	7 1/2	10 1/8	190	257
2/3 – Standard	7 1/2	8 1/4	190	210
1/2 – Tabloid				
Horizontal	10	6 3/4	254	171
Vertical	5	12 1/4	127	310
1/2 – Standard				
Horizontal	7 1/2	5 1/8	190	130
Vertical	5	7 3/4	127	197
1/3 – Standard				
Horizontal	5	4 1/2	127	114
Vertical	2 3/8	9 5/8	61	245
1/4 – Tabloid Horizontal	10	2 3/8	254	61
1/4 – Standard Horizontal	5	3 1/2	127	89
Standard – Spread	16	10 1/8	406	257
Tabloid – Spread				
no bleed	21	13 1/4	533	337
bleed	22 1/4	14 1/4	565	362
Trim size of publication	11	14	279	355



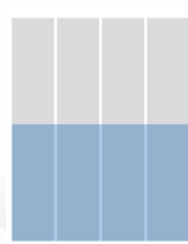
Tabloid



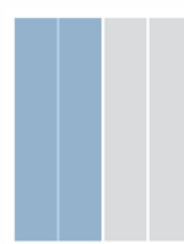
Standard



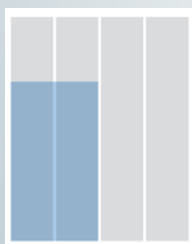
2/3 Standard



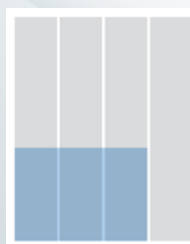
1/2 Tabloid Horizontal



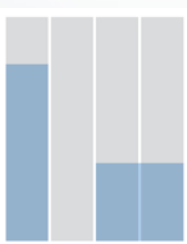
1/2 Tabloid Vertical



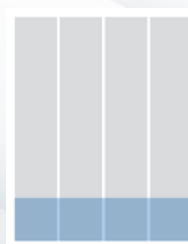
1/2 Standard Vertical



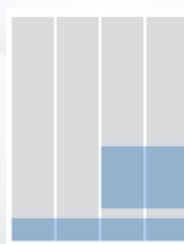
1/2 Standard Horizontal



1/3 Standard Vertical;
1/3 Standard Horizontal



1/4 Tabloid Horizontal



1/4 Standard Horizontal;
Page One Strip Ad

Insert Requirements

Inserts must arrive at the printer no later than three weeks preceding publication of issue.

Trim: Live-matter specifications, allow 1/4" bleed.

Various stock weights acceptable: Maximum weight is 100 lb. book.

For quantity and shipping information, contact:

Wanda Sanchez
914-740-2168

wsanchez@GENengnews.com

Rates

Size	1x-3x	4x-6x	7x-9x	10x-12x	13x-15x	16x-18x	19x-21x
Tabloid	\$7,900	\$7,596	\$7,328	\$6,981	\$6,792	\$6,529	\$6,251
Standard	\$6,409	\$6,015	\$5,858	\$5,584	\$5,343	\$4,943	\$4,617
½ Tabloid	\$6,409	\$6,015	\$5,858	\$5,584	\$5,343	\$4,943	\$4,617
⅔ Page Standard	\$4,428	\$4,218	\$3,997	\$3,787	\$3,551	\$3,315	\$3,015
½ Page Standard	\$3,645	\$3,482	\$3,377	\$3,089	\$2,989	\$2,805	\$2,579
¼ Page Tabloid	\$2,884	\$2,779	\$2,664	\$2,553	\$2,427	\$2,174	\$2,106
⅓ Page Standard	\$2,805	\$2,721	\$2,606	\$2,501	\$2,374	\$2,122	\$2,044
¼ Page Standard	\$2,279	\$2,154	\$2,049	\$1,907	\$1,791	\$1,649	\$1,476

Four color

Size	1x-3x	4x-6x	7x-9x	10x-12x	13x-15x	16x-18x	19x-21x
Tabloid	\$9,625	\$9,322	\$9,054	\$8,707	\$8,517	\$8,254	\$7,976
Standard	\$8,134	\$7,740	\$7,583	\$7,309	\$7,068	\$6,668	\$6,343
½ Tabloid	\$8,134	\$7,740	\$7,583	\$7,309	\$7,068	\$6,668	\$6,343
⅔ Page Standard	\$6,153	\$5,943	\$5,723	\$5,513	\$5,277	\$5,040	\$4,740
½ Page Standard	\$5,370	\$5,208	\$5,103	\$4,814	\$4,714	\$4,530	\$4,304
¼ Page Tabloid	\$4,609	\$4,504	\$4,389	\$4,279	\$4,152	\$3,900	\$3,832
⅓ Page Standard	\$4,530	\$4,447	\$4,331	\$4,226	\$4,099	\$3,847	\$3,769
¼ Page Standard	\$4,005	\$3,879	\$3,774	\$3,632	\$3,516	\$3,374	\$3,201

Agency Commission: 15% discount to above gross rates can be applied by recognized agencies on space, color, and position, provided account is paid within 30 days of invoice date. Other charges such as insert handling and other special production charges are noncommissionable.

Preferred Positions

Page 1 Strip Ad	\$5,295
Cover Tip	\$4,950 *
Trade show Cover Tip/Post It® Note	\$1,795
Center-Spread Fold-Out	\$1,000 **
Cover 4	\$775
Cover 3	\$475
Cover 2	\$525
Opposite Cover 2	\$475
Opposite TOC	\$525
Opposite Masthead	\$475
Opposite Section Opener	\$475
Pages 9, 11, 13, 15, 17	\$375

Color Rates

Two-Color Rate	\$675
Five-Color Rate (in addition to four-color)	\$1,050
Corporate Capabilities***	
Per placement (print and online)	\$3,495
Per placement (print only)	\$2,995
Application Notes***	
Per placement (print and online)	\$3,495
Per placement (online only)	\$995

Rates are net.

*** Must be accompanied by a half-page or larger paid ad in the same issue.

* Cover Tip charges also include two four color tabloid page ads at earned frequency plus a production charge.

** Center-Spread Fold-Out charges also include four color tabloid page ads at earned frequency plus a production charge.