



Genetic Engineering  
& Biotechnology News

# e-Newsletters

Put your brand and products directly before readers who have registered for one or more subscriptions from GEN's popular e-Newsletters suite. Advertising choices include our flagship daily news Highlights, weekly feature positions in the content-rich "Editor's Select Package", or highly targeted opportunities in the GEN Tech Focus series.

## GEN Highlights

If frequent exposure is a goal of your campaign, our GEN Highlights e-Newsletters is an ideal vehicle. It is GEN's most time-sensitive content featuring company, industry, basic research, product news, new jobs, and webinar listings delivered daily. As a bonus, your banner or text ad will also be included in the weekly roundup sent every Saturday. That's a total of six deployments each week. Four available positions give you a choice based on location, content proximity and budget.

$$90,000 + 35,000 = 125,000$$

18,000 Mon-Fri      Weekly Edition      Sends per week

## GEN Editor's Select package

Take advantage of the extensive reach of three popular specialty GEN e-Newsletters in one ad program bundle that includes the GEN eTOC (magazine preview), Editors' Picks (top GEN content), and New Products Watch (new product descriptions) – giving you a total of three content-rich deployments a month.

$$23,900 + 26,600 + 25,000 = 75,500$$

New Product Watch      TOC Alert      Editors Pick      Sends per month

## GEN Tech Focus

Precision-targeted e-Newsletters are sent to GEN community members who are actively involved with specific technologies. Choose two options based on your budget and marketing objectives:

- **Single Sponsor** - You pick the topic, and GEN will provide the content and showcase your message exclusively. Sponsor can also highlight related products, videos and application notes with form to collect leads.
- **Multi Sponsor** - Your ad will be one of up to five (5) presented adjacent to curated content.

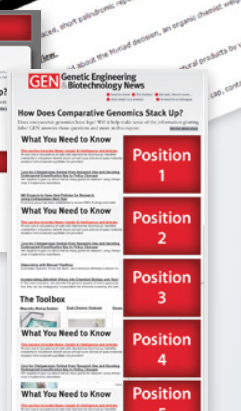
### GEN Highlights



### Editor's Select Package



### Single Sponsor



### Multi Sponsor

## GEN e-Newsletter Specs - 2014

	Leaderboard	Primary	Midway	Base
GEN Highlights 18,000 Daily plus 35,000 Weekly Subscribers (125,000 sends per week)	728x90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url

## Editor's Select Package (75,500 Subscribers)

Editors' Picks 25,000 Subscribers	728x90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url
ETOC 26,600 Subscribers				
New Product Watch (unlimited number of positions) 23,900 Subscribers	Product image (200 x 150 pixels) Headline (75 characters) Descriptive copy (75 words maximum) Target url			

	Position 1	Position 2	Position 3	Position 4	Position 5
Tech Focus multi sponsored (5 positions) up to 40,000 Subscribers	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url

	Leaderboard	Primary	Toolbox Section
Sponsored Tech Focus single sponsored up to 40,000 Subscribers	728x90 banner ad (.jpg or non-animated .gif) Target url	Text ad with: Headline and 45 word description (maximum 45-words) Target url	For the Toolbox section: Up to 4 items can be placed in the toolbox section. Screenshots of video or banner ads with accompanying links to the respective video or ad. 100x100 (.jpg or non-animated .gif). Target urls for each image

All e-Newsletter Creative should be sent to: [enewsletter@GENengnews.com](mailto:enewsletter@GENengnews.com)  
All creative is due five business days prior to Newsletter deployment

## Rates

	Leaderboard	Primary	Midway	Base	Frequency
<b>GEN Highlights</b>	\$2,095	\$2,095	\$1,395	\$995	6 deployments per week
<b>Editors Select Package</b> <ul style="list-style-type: none"> <li>• Editors' Picks</li> <li>• 1 ETOC (the 1st of every month)</li> <li>• New Product Watch</li> </ul>	\$2,095	\$2,095	\$1,395	\$995	3 deployments per month (combined)
<b>Tech Focus</b> (multi-sponsored) (5 positions)	\$2,095				Refer to planning calendar for schedule
<b>Sponsored Tech Focus</b> (single-sponsored)	\$6,500				Custom

Frequency discounts available. Contact your rep.

*Rates are net*