



Genetic Engineering
& Biotechnology News

GEN Topics: e-Book series

GEN readers have a big appetite for information on cutting-edge tools and technologies. That's why we've created GEN Topics. It's a collection of GEN's most popular articles on a specific subject. GEN Topics is a perfect vehicle to piggyback your message and provide exposure to your related multimedia content and educational resources.

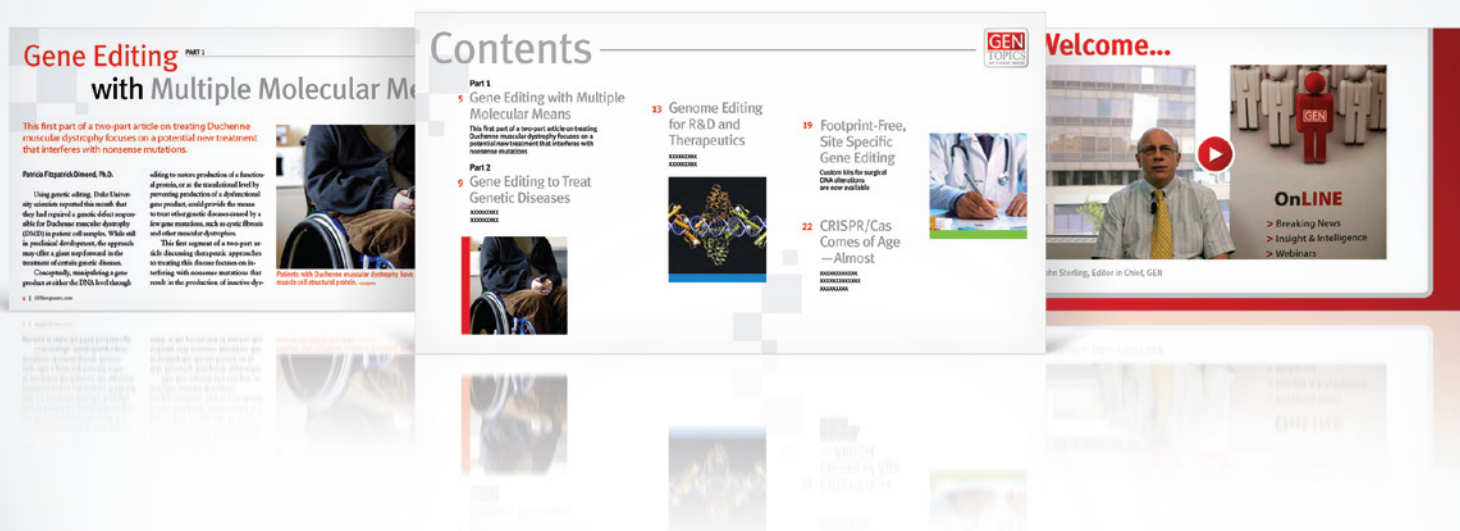
GEN Topics is delivered in a digital "e-Book" format that is optimized for easy viewing on desktop as well as tablets and smartphones. Leads are generated as readers are required to provide their contact information and basic demographics prior to downloading the e-Book on the device of their choice.

An exclusive sponsorship opportunity, GEN Topics is an approximately 25-page e-Book with four or five high impact articles. Each GEN Topics publication will contain a combination of repurposed and original articles and other content published by GEN. A brief video will introduce the topic and content.

The e-Book will also prominently feature information about your product or service and educational resources. We highly encourage and will provide guidance on developing interactive, multimedia formatted content and other assets including videos, podcasts, slide shows, polls, quizzes and expert tips.

Reporting includes traffic volume, reader engagement, device usage and ad performance in aggregate and for each registrant.





GEN Topics Marketing Program

- Registration with one (1) custom registration question
- Lead generation from registrant downloads
- One (1) sponsor video, podcast, app note or enhanced graphic in each article (displayed as a sidebar)
- 2 full screen ads OR 1 full screen ad and 1 article written by sponsor (and approved by GEN)
- Logo identification (as e-Book exclusive sponsor) on cover of e-Book and in promotional materials
- Report includes: Registrants, Device Views, Unique Visitors, Page Views, Content Links, Ad Impressions & Clicks

Specs/Rates

e-Book

A themed digital magazine containing a combination of topic-specific editorial content in addition to corresponding and complimentary advertiser content. Viewable on desktop, mobile and smartphone.

Base price

\$12,000

Rates are net