

## Specs/Rates

### Content Format

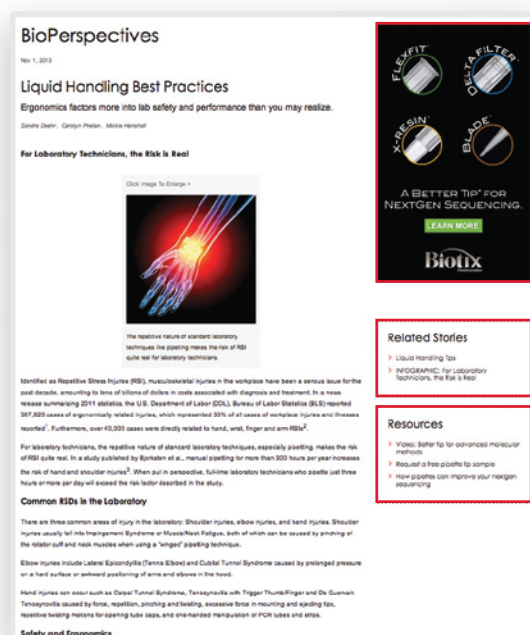
Any combination of four

- 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



Your 300x500 banner ad

Your other native ad stories

Links to your website and/or content

### 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*