

2017 Editorial Calendar

JANUARY/FEBRUARY

Bonus Distribution: PITTCON 2017

ad space: January 30th
ad material deadline: February 6th

Theme: Suicide Genes

BIO

Regional Focus: B.C.

LAB

New product review

MAY/JUNE

ad space: May 8th
ad material deadline: May 15th

Theme: The Human Microbiome

BIO

Regional Focus: Prairies

LAB

New product review

SEPTEMBER/OCTOBER

ad space: September 11th
ad material deadline: September 18th

Theme: Neuropsychopharmacogenetics

BIO

Regional Focus: Atlantic

LAB

New product review

MARCH/APRIL

Bonus Distribution: BIO 2017

ad space: March 27th
ad material deadline: April 3rd

Theme: Alzheimer's

BIO

Regional Focus: Ontario

LAB

New product review

JULY/AUGUST

ad space: July 10th
ad material deadline: July 17th

Theme: Allergies

BIO

Regional Focus: Quebec

LAB

New product review

NOVEMBER/DECEMBER

ad space: November 6th
ad material deadline: November 13th

Theme: Cosmeceuticals/Skin Care Biotech

BIO

Regional Focus: NF/Lab

LAB

New product review

General Advertising Rates (Gross Rates)

Four-Colour	1X	3X	6X
Full Page	\$5,635	\$5,350	\$5,080
1/2 Page island	4,220	4,010	3,805
1/2 Page	3,660	3,475	3,305
1/3 Page	2,815	2,675	2,540
1/4 Page	2,255	2,140	2,025
1/6 Page	1,690	1,605	1,520
DPS	10,140	9,630	9,150
Covers	1x	3x	6x
OBC	\$7,045	\$6,690	\$6,355
IBC/IFC	6,760	6,420	6,095

If advertising in both publications, 35% discount on 2nd ad. Covers are non-cancellable, full page, four-colour process. Black & white rates available upon request.

Inserts & Outserts: Rates on request.

Special Positions: Twenty-five percent (25%) surcharge.

Dimensions (inches)	width		height
Trim Page	8.125	x	10.875
Bleed Page	8.375	x	11.125
Live Area	7	x	10
1/2 pg. island	4.625	x	7.5
1/2 pg. horizontal	7	x	4.875
1/3 pg. vertical	2.125	x	10
1/3 pg. square	4.625	x	4.875
1/4 pg. square	3.375	x	4.875
1/6 pg.	2.25	x	4.875
DPS	16.25	x	10.875

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim

Online Rates

Banner advertisements and logo tiles are available on the **LAB Business** and **Bio Business** websites, digital editions and e-newsletter.

Banner	\$635 per month
Small banner	\$480 per month
Large rectangle	\$480 per month
Tile.....	\$265 per month
Digital Edition Skyscraper	\$635 per month
E-newsletter banner.....	\$635 per month
E-newsletter tower.....	\$435 per month
E-newsletter tile	\$435 per month

Dimensions

Banner	488 x 72 pixels
Small banner	370 x 70 pixels
Large rectangle	370 x 250 pixels
Tile.....	125 x 125 pixels
Digital Edition Skyscraper	120 x 600 pixels

(SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative)

E-newsletter banner.....	488 x 72 pixels
E-newsletter tower.....	125 x 300 pixels
E-newsletter tile	125 x 125 pixels

(GIF or JPEG only, refer to specs above)

Mechanical Requirements

Printing Method: Web

Binding: Saddle-stitched

Screen: 150 lpi

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**).

To ensure the accuracy of all advertisements, a full-size color proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB.

Send to design@jesmar.com and chimes@jesmar.com.

FTP Site: [ftp.jesmar.com](ftp://jesmar.com). Please send an e-mail to ftp@jesmar.com for password information for the FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact: Roberta Dick, robertad@jesmar.com or Crystal Himes, chimes@jesmar.com, Tel: 905.886.6640

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

LAB Business and *Bio Business* will consider content that reflects our editorial position. Editorial is subject to change. To submit content for consideration, contact Theresa Rogers at trogers@dvtail.com.

Mail or fax contracts/ insertion orders and material to:

JESMAR
COMMUNICATIONS INC.

30 East Beaver Creek Road, Suite 202

Richmond Hill, ON L4B 1J2

Tel: 905.886.5040

Fax: 905.886.6615

E-mail: bio.lab@jesmar.com

Website: www.jesmar.com

Cancellations and space changes not accepted after closing date.