

# Editorial Calendar 2022

## BioLAB BUSINESS

Each edition tackles topics of interest that delve into a wide range of innovations in Canada, and abroad, through interviews, case studies and new products.



### Spring 2022

Ad Space: February 4 | Ad Material: February 11

#### Theme: The Trackers

*Since the global pandemic, interest in disease tracking has surged.*

In this issue, we look at the latest techniques and technologies in monitoring outbreaks. We also look at how scientists are tracking animal migrations in an effort to understand climate change and we talk to scientists who study dangerous pathogens and the measures that some labs take to ensure safety.



### Summer 2022

Ad Space: May 11 | Ad Material: May 18

#### Theme: Genomics

From drug discovery to resiliency in the face of climate change, in this issue we explore game changing technologies and applications in molecular research that leads to improvements in human health, agriculture, fisheries and the environment. We speak to Canadian researchers and profile leading labs and businesses in this field.



### Fall 2022

Ad Space: August 19 | Ad Material: August 26

#### Theme: New Materials

Solving big science problems with new materials, we look at how Canada's research community has contributed to the development and use of emerging functional and sustainable materials - from biocompounds and highly sensitive microsensors to revolutionizing semiconductors and smart technologies. We profile leading Canadian laboratories and explore the latest technological advances that enable new material discovery.



### Winter 2022

Ad Space: October 12 | Ad Material: October 19

#### Theme: On Ice

How Canada's sub-arctic environments offer valuable lessons for the changing world. In this issue we tour a leading northern laboratory, dive deep with living organisms that thrive in the cold, explore slumping permafrost and look at the work Canadian northern researchers are doing to better understand the impact of climate change.

## Enewsletters

Month	Ad Space	Ad Material	Deployment Date
March	March 2, 2022	March 9, 2022	March 25, 2022
August	July 20, 2022	July 27, 2022	August 15, 2022

*Editorial content subject to change*

# Editorial Calendar 2022



We are the place to come for the latest on food and beverage science, consumer trends, industry news and food safety innovation.



## Spring 2022

Ad Space: February 4 | Ad Material: February 11

### Theme: Innovation in the Canadian Food Safety Space - Fighting listeria

The latest in food tracking and boosting safety with innovative packaging, labelling, transport and storage.



## Summer 2022

Ad Space: May 11 | Ad Material: May 18

### Theme: Ethics Based Food

Reducing the carbon foot print from farm to fork, disruptive packaging that eliminates the need for plastic, a showcase of ethical food start ups.



## Fall 2022

Ad Space: August 19 | Ad Material: August 26

### Theme: Functional Foods and Nutraceuticals

The latest research into phytochemicals; bio-oils; developments of new products with health benefits and enhancement of food antioxidant capacity.



## Winter 2022

Ad Space: October 12 | Ad Material: October 19

### Theme: Food Alchemy

The science and technology behind food textures, mouth feel, and bioingredients, research into flavors, aromas, and colorants.

## Enewsletters

Month	Ad Space	Ad Material	Deployment Date
February	January 25, 2022	February 1, 2022	February 25, 2022
June	May 25, 2022	June 1, 2022	June 17, 2022
September	September 7, 2022	September 14, 2022	September 30, 2022
December	November 9, 2022	November 16, 2022	December 5, 2022

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# Rates & Specs

## ADVERTISING RATES (Gross Rates)

4-Colour	1x	2x	3x	4x
Full Page	\$3,945	\$3,750	\$3,565	\$3,385
1/2 Page Island	3,355	3,185	3,025	2,875
1/2 Page	2,960	2,810	2,670	2,535
1/3 Page	2,565	2,440	2,320	2,200
1/4 Page	2,170	2,060	1,955	1,855
1/2 DPS	5,030	4,780	4,540	4,615
DPS	6,700	6,365	6,050	5,750
<b>Covers</b>				
OBC	\$4,930	\$4,685	\$4,450	\$4,230
IBC/IFC	4,735	4,500	4,275	4,060

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.

## UNIQUE ADVERTISING OPPORTUNITIES

Inserts and Belly Bands	Embedded Flash
Audio	Embedded Video

Call for details.

## ONLINE ADVERTISING

Banner advertisements and logo available on the **websites and e-newsletter**

	PER MONTH
660 x 90 Leaderboard	\$995
300 x 250 Big Box \$650	\$650
300 x 125 Medium Rectangle	\$500

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.

## SPONSORED CONTENT

Including white paper and reports

Exclusive Opportunities	Call for details
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## DIMENSIONS (Inches)

	WIDTH	HEIGHT
Trim Page	8.125"	10.875"
Bleed Page	8.375"	11.125"
Live Area	7"	10"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Square	4.625"	4.875"
1/4 Page Square	3.375"	4.875"
1/6 Page	2.25"	4.875"
DPS	16.25"	10.875"

## MECHANICAL REQUIREMENTS

**Electronic material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 10, InDesign CC, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, a full-size colour 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 email. Smaller files can be emailed up to a maximum file size of 10 MB. Send to [chimes@jesmar.com](mailto:chimes@jesmar.com).

**FTP site:** Please send an email to [ftp@jesmar.com](mailto:ftp@jesmar.com) for login information for the FTP site.

**Design services:** Complete design services are available at an additional charge. For details, please contact:

**Crystal Himes, [chimes@jesmar.com](mailto:chimes@jesmar.com) at 905.886.5040**

## DIGITAL REQUIREMENTS

We can accept rich media. Please see below for accepted file formats  
Advertisement animation of any format may run for a maximum of 30 seconds.  
Audio clips will play automatically.

**Audio:** mp3: mpeg1, audio layer 3, wav: uncompressed audio file, wma: windows media file.

**Video:** ogg: a file type capable of video, audio and subtitles, avi: audio video interleave, mpg or mpeg: moving picture experts group,

**Flash:** flv: flash video file, swf: shockwave file

## 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.

## Email contracts/insertion orders & material to:



Jesmar Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
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Email: [canadianfoodbusiness@dvital.com](mailto:canadianfoodbusiness@dvital.com)

Cancellations and space changes not accepted after closing date.

## Targeted Emails

Contact your rep for more information.

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