

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 2024

Ad Space: February 19, 2024

Ad Material: February 26, 2024

THEME: **Fighting Against the Superbug of the Future**

Study and research concerning viruses capable of impacting large portions of the world's population have been conducted for decades. However, the COVID-19 global pandemic advanced the work being done in order to better understand these viruses, their strains, and ways in which their spread can be slowed or stopped. This issue will look at the ground-breaking research and innovations that are taking place across the country in efforts to combat against the next global superbug.

### FALL 2024

Ad Space: August 28, 2024

Ad Material: September 4, 2024

THEME: **Artificial Intelligence and the Power of Data**

Recent advancements around artificial intelligence and the tools that it can help power have transformed the way in which many things around the world are done today. Within this issue, we examine the current state of artificial intelligence-driven biotechnologies, and how the confluence of these innovations with smart data are revolutionizing the future of life sciences.

### SUMMER 2024

Ad Space: May 9, 2024

Ad Material: May 16, 2024

THEME: **Protecting our Water Supply**

The need for efficient and sustainable sources of water continues to increase in significance, both globally, as well as here at home. This issue will explore the biotechnological breakthroughs - including enzyme technology, specialized microbes, and bio-based filters - which help remove pollutants and protect Canada's waters today and into the future.

### WINTER 2024

Ad Space: October 25, 2024

Ad Material: November 1, 2024

THEME: **Alternative Energy Sources for a Better Future**

There are many crises currently blighting global progress and the future health of our planet. However, none poses a greater threat than our continued use of harmful energy sources. This issue will highlight the detrimental impact that petroleum-based energy is having on the earth's environment while featuring a number of alternate sources that could help pave the way toward a healthier, more sustainable future for life on the planet.

## Enewsletters

Month	Ad Space	Ad Material	Deployment Date
March	February 28, 2024	March 6, 2024	March 21, 2024
August	July 19, 2024	July 26, 2024	August 14, 2024

## 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@dvtail.com](mailto:chimes@dvtail.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@dvtail.com](mailto:chimes@dvtail.com) at 905.886.6640

## 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**  
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Markham, ON L3R 5J8  
Tel: 905.886.6640 Fax: 905.886.6615  
Email: [bio.lab@jesmar.com](mailto:bio.lab@jesmar.com)

Cancellations and space changes not accepted after closing date.

## TARGETED EMAILS

Contact your rep for more information.

# BioLAB BUSINESS

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