

# GEN

Genetic Engineering & Biotechnology News

CLASSIFIED & MARKETPLACE 2009

SINCE 1981

# GEN

Genetic Engineering & Biotechnology News

Volume 28, Number 13 July 2008

Molecular Diagnostic  
Rapid detection of respiratory and central nervous system infections from genetic and proteomic biomarkers



bench to business

Clinical Research & Diagnostics

Bioprocessing

RNAi Delivery Challenges

Innovative Solutions  
Nanoparticles and  
beyond

# GEN Classifieds

## Real Estate

**CGMP Bio Pharmaceutical Manufacturing Facility**  
Lawrence, Kansas

44,800 SF Facility Building on 12.3 Acres

State of the Art Facility, Government DMG, Validated 2005, cGMP certified, 2004 Engineering, 2002 WHO Class 1, 7 and 8 standards, Process room air all Class 44,000 or better.

For More Information: [Wlad@Rugb.com](mailto:Wlad@Rugb.com) 484.407.2044 [www.rugb.com](http://www.rugb.com)

## Employment

**Others call it biotech.**  
We call it improving and extending people's lives.

**Genentech**  
IN BUSINESS FOR LIFE  
[www.gen.com](http://www.gen.com)

**Advancing people is what we do best.**

Responsible for improving the Company's bottom line in the field of core products, the top people must also excel in their ability to lead and inspire people in all functions in their division. This position is a dual impact role that both personally and professionally.

**Protein Delivery Laboratory Head**

Responsible for improving the Company's bottom line in the field of core products, the top people must also excel in their ability to lead and inspire people in all functions in their division. This position is a dual impact role that both personally and professionally.

Qualifications include: PhD in Pharmaceutical Science, Drug Delivery Systems, Immunology, Chemistry of Protein or related fields, several years of "hands-on" laboratory experience, including: identifying, characterizing, and optimizing protein delivery systems; formulating, developing, and optimizing protein delivery systems; and managing the development of protein delivery systems from concept to commercialization. The position number 210447. To learn the salary range for this position, please visit [www.gen.com](http://www.gen.com).

Because life is worth waiting for.

**serono**

## Meetings

Conference: 13-16 March 2009  
Exhibition: 14-15 March 2009  
Novotel West London, UK

**DRUG DISCOVERY TECHNOLOGY**

**INFOTECH<sup>®</sup> pharma**

**ONLINE AUCTION**

100's of Lab Equipment  
Model R&D  
from ABL, PerkinElmer, BD, Bioscience  
EVERYTHING  
BE SOLD

INSPECTION: Monday 9 AM to 5 PM  
BUYER'S PREMIUM

For more information visit [www.gen.com](http://www.gen.com)

The leading news provider to the global biotechnology industry

[www.genengnews.com](http://www.genengnews.com)

Mary Ann Liebert, Inc. publishers

# The GEN brand works harder for you

Genetic Engineering & Biotechnology News is the most widely read publication in biotechnology. GEN publishes a wide array of print and online vehicles and is the leading news provider to the global biotechnology industry.

**ONLY**

**GEN**

## Only GEN offers all this:

### CIRCULATION

The deepest industry reach to biotechnology industry scientists

### AUDIENCE

Active R&D professionals who work in small to large biotech & pharmaceutical companies

### REACH

21 issues a year—the highest frequency of any biotech publication

### RATES

Lowest CPM makes GEN the best buy in biotechnology

### MULTIPLE CHANNELS

Print and online exposure opportunities

# GEN Circulation & Reach

## CONTENT

GEN provides the latest news and technological developments in five critical areas in every issue:

- OMICS
- Drug Discovery
- Bioprocessing
- Clinical Research & Diagnostics
- Biobusiness

## CIRCULATION <sup>◇</sup>

- Circulation of 59,534 BPA-qualified subscribers
- The widest global reach—30.4% of readers (17,514) live outside the U.S.

## ONLINE TRAFFIC

(Source: Doubleclick, January through June 2008)

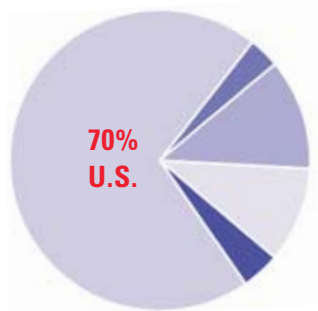
- Visitor sessions/month: **142,000**
- Number of countries: **159**
- Visitors from U.S.: **60%**

## REACH <sup>◇</sup>

- GEN offers the largest biotech industry reach—59.7% (35,541) of its subscribers work in industry.
- GEN readers have been employed in the biotech industry an average of 13 years.
- 21 issues a year—the highest frequency of any biotechnology publication.
- Unparalleled trade show distribution—GEN is distributed at more than 100 meetings and conferences each year.

## Global reach <sup>◇</sup>

30% of GEN's readers are outside the United States

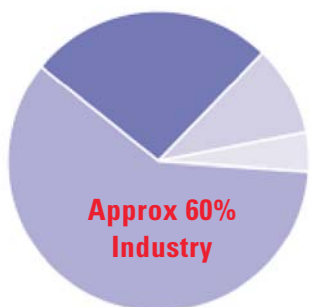


41,486	70.1%	U.S.
1,998	3.3%	Canada
6,952	11.8%	Europe
6,161	10.4%	Asia/Asia Pacific
2,403	4.4%	Rest of World

Access more life scientists worldwide. GEN provides the information that more researchers around the world want. Leverage GEN's global reach to expand your international customer base.

## The deepest industry penetration <sup>◇</sup>

GEN's readers work mainly in industry



59.7%	Industry
21.5%	Academic/Government
9.3%	Clinical Research*
9.5%	Financial & others allied to the field

<sup>◇</sup> GEN June 2008 BPA-analyzed issue

\* Includes hospital/medical school/private practice and private research institute

Only GEN reaches as many life scientists in the industrial sector. That provides GEN advertisers access to some of the largest budgets and earliest adopters.

## GEN REACHES BEYOND ALL OTHER PUBLICATIONS

Qualified Subscribers	59,534*
Pass-Along Readers/Copy: 1.7 <sup>†</sup>	101,208
Other Distribution	15,723*
<b>Total Market Reach</b>	<b>176,465</b>

\* GEN June 2008 BPA-analyzed issue  
<sup>†</sup> Publisher's data

The Genetic Engineering and Biotechnology News Classified & Marketplace section puts your advertisement in front of the largest audience of biotech professionals in the world. Whether you are recruiting, promoting an industry conference, selling used equipment, or looking for potential real estate tenants, you can be sure that the best candidates and most likely prospects will see your ad.

*GEN's frequency—21x a year, unparalleled industry reach and online exposure make it the ideal place for promoting a wide range of opportunities within the biotechnology industry.*



GEN's Online Career Center and Classified Opportunities provide advertisers access to a well-educated, highly professional audience. Whether you want to post a job, announce a meeting, new grant, or award, showcase a service, or let viewers know of real estate opportunities, GEN's Online Career Center and Classified section offers it all!

## Leverage a Media Mix

Choose from a variety of options to meet your recruitment or classified advertising needs. Every classified and marketplace ad that is placed in GEN can also be posted online for a nominal fee. Online-only options and banner advertising are also available.

NEW!

## GEN Career Center

The new GEN Career Center [genengnews.com/careercenter](http://genengnews.com/careercenter), powered by Beyond.com, offers a highly educated and experienced talent pool, from a multitude of disciplines, ranging from basic research to drug discovery, development through to bioprocessing and clinical research. The Career Center offers job posting opportunities and a robust resume-searching platform. Use the Career Center to assist you in your candidate search!

When you post a job on the GEN Career Center, you also receive postings throughout the extensive Beyond.com nationwide job network. Posting a job is simple and cost effective. You can post a job by going to [genengnews.com/careercenter](http://genengnews.com/careercenter), log on and follow the instructions listed in the Employer section of the site.



Career Center on [www.genengnews.com](http://www.genengnews.com)

## GEN Classified Section

**INDUSTRY MEETINGS & CONFERENCES** Announce meetings and conferences.

**ANNOUNCEMENTS** Promote fellowships, awards, and grants.

**MARKETPLACE** Showcase products, services, and used equipment.

**REAL ESTATE** Highlight real estate listings and leasing opportunities.

# Mechanical Specifications

## Electronic Files

GEN works on a Macintosh® platform and can accept the following types of files. Additional charges may be incurred if ads are supplied in other formats.

File Types Accepted: QuarkXPress 3.3 or greater, Adobe Photoshop 5.0 or greater (TIFF preferred), Adobe Illustrator 8.0 or greater (EPS preferred), Adobe InDesign CS or greater, or Adobe Acrobat PDF 4.0 or greater (press-ready). PDF files cannot be altered by our office and must be supplied with fonts embedded.

Graphic Files: All color graphic files must be supplied in CMYK (not RGB), as close to final size as possible, with a resolution of 300 dpi or higher. If Illustrator or EPS files are supplied that include type, make sure it is converted to outlines. Include all fonts for text and graphic files used in ad. You must include both screen and printer fonts. We support Adobe Type 1 and Open Face fonts. If an ad is received with True Type fonts, we will match the font as closely as possible.

Media: We accept the following forms of media for file submission: CD-ROM or DVD-ROM disks.

Submitting Ads by e-mail or FTP: All ads that are e-mailed cannot exceed 3MB in size, and should be "stuffed" or "zipped". Please specify publication month in your email subject line. If you wish to upload an ad to our FTP site, please call for instructions. Mail or fax a proof that represents the ad as it should print. The Publisher will not be responsible for quality of reproduction if materials provided do not meet the listed specifications.

## Print Materials Submission

➔ Send files to:

[e-file@genengnews.com](mailto:e-file@genengnews.com)

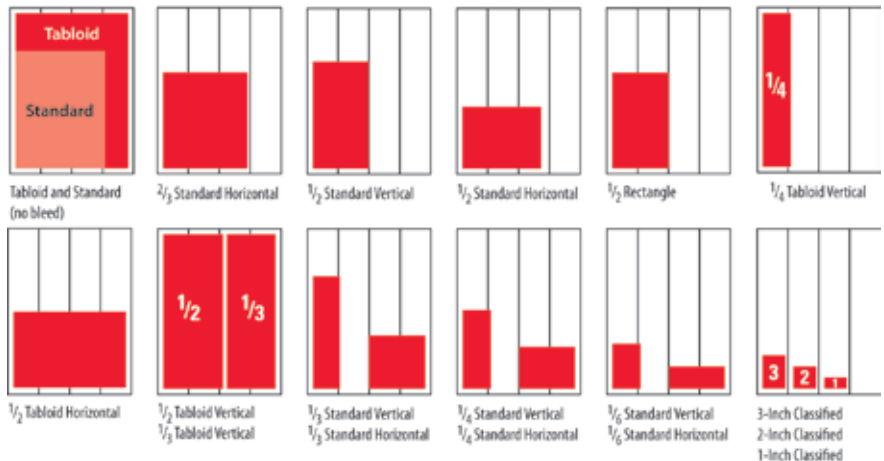
### Submissions by Mail:

Genetic Engineering & Biotechnology News  
 Director of Advertising Production  
 140 Huguenot Street, Third Floor  
 New Rochelle, NY 10801

## Ad Sizes

	INCHES		MILLIMETERS	
	Width	Height	Width	Height
Cover Wrap, 1st page (2nd page is tabloid size)	10	8	254	203
Tabloid	10	13 1/4	254	337
Standard	8	10 1/8	203	257
1/2 Tabloid Horizontal	10	6 3/4	254	171
1/2 Tabloid Vertical	5 1/2	13 1/4	140	337
1/3 Tabloid Vertical	4 1/2	13 1/4	114	337
1/4 Tabloid Vertical	2 3/8	12	55	304
2/3 Standard	7 1/2	8 1/2	190	216
1/2 Standard Vertical	5	9 1/8	125	232
1/2 Standard Horizontal	7 1/2	5 1/8	190	130
1/3 Standard Vertical	2 3/8	9 5/8	61	245
1/3 Standard Horizontal	5	4 1/2	127	114
1/4 Standard Vertical	2 3/8	6 5/8	61	167
1/4 Standard Horizontal	5	3 1/2	127	88
1/6 Standard Vertical	2 3/8	4	61	101
1/6 Standard Horizontal	5	2	127	50
3-inch Classified	2	3	51	78
2-inch Classified	2	2	51	51
1-inch Classified	2	1	51	25
<b>Standard Spread</b>	<b>16</b>	<b>10 1/8</b>	<b>406</b>	<b>257</b>
<b>Trim size of publication</b>	<b>11</b>	<b>14</b>	<b>279</b>	<b>355</b>

\* Keep all crop marks and registration marks at least 1/2" (13mm) away from actual trim.



## Banner Guidelines

- All images must be jpg or gif format
- File size may not exceed 30k
- Ad sizes are 768 x 60, 120 x 600, 468 x 60, 120 x 240
- Supply URL to use for link to banner

➔ Send files to:

[web@genengnews.com](mailto:web@genengnews.com)



DELIVERING THE PULSE OF THE BIOTECHNOLOGY  
INDUSTRY TO SCIENTISTS WORLDWIDE

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