

GEN Magazine Specs

Electronic Files: GEN works on a Macintosh® platform and can accept many different file types (see below). Additional charges may be incurred if ads are supplied in other formats.

File Types Accepted: 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 quality). 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 type is converted to outlines. Include crop marks at least 1/4" away from actual trim.

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

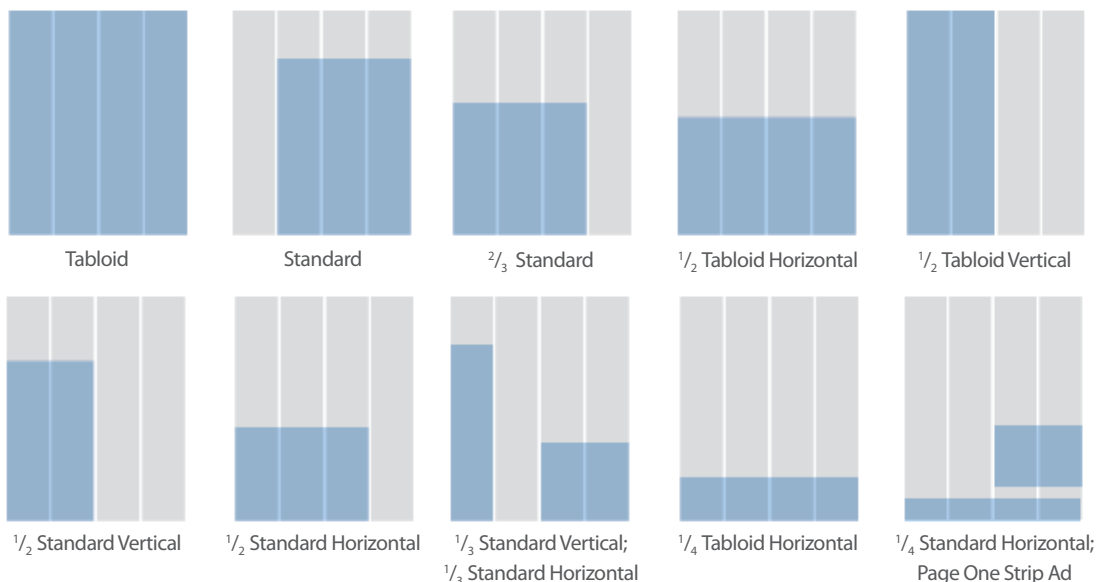
Submitting Ads by email or FTP: All ads that are emailed cannot exceed 3 MB in size and should be "stuffed" or "zipped". Please specify publication month and date in your email subject line. If you wish to upload an ad to our FTP site, please email to request instructions. Mail or fax a proof that represents 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.

Email Ads to:
efile@GENengnews.com

Mail All Materials to:
 Genetic Engineering & Biotechnology News
 Director of Advertising Production
 140 Huguenot Street, Third Floor
 New Rochelle, NY 10801

914-740-2100

	Inches		Millimeters	
	Width	Height	Width	Height
Cover Tip – first page	7 ¾	10 ¾	197	273
2nd page is Tabloid size – Live area is 9 ½" x 13" – allow 1" for gutter on right, ½" on left				
Show Cover Tip – add 1/8" for bleed	11	7	279	177
Page One Strip Ad	9 ½	1 ½	242	38
Tabloid				
no bleed	10	13 ¼	254	337
bleed	11 1/8	14 ¼	283	362
Standard	7 ½	10 1/8	190	257
2/3 – Standard	7 ½	8 ¼	190	210
1/2 – Tabloid				
Horizontal	10	6 ¾	254	171
Vertical	5	12 ¼	127	310
1/2 – Standard				
Horizontal	7 ½	5 1/8	190	130
Vertical	5	7 ¾	127	197
1/3 – Standard				
Horizontal	5	4 ½	127	114
Vertical	2 3/8	9 5/8	61	245
1/4 – Tabloid Horizontal	10	2 3/8	254	61
1/4 – Standard Horizontal	5	3 ½	127	89
Standard – Spread	16	10 1/8	406	257
Tabloid – Spread				
no bleed	21	13 ¼	533	337
bleed	22 ¼	14 ¼	565	362
Trim size of publication	11	14	279	355



Insert Requirements

Inserts must arrive at the printer no later than three weeks preceding publication of issue.

Trim: Live-matter specifications, allow 1/4" bleed.

Various stock weights acceptable: Maximum weight is 100 lb. book.

For quantity and shipping information, contact:

Wanda Sanchez
 914-740-2168

wsanchez@GENengnews.com

Banner Ad Specs

Leaderboard (.swf, .gif, .jpg) Target url	728x90 banner ad
Pushdown (.swf, .gif, .jpg) Target url	970x90 banner ad
Medium Rectangle (.swf, .gif, .jpg) Target url	300x250 banner ad

BANNER ADS

Maximum file size is 40 KB. Be sure to supply URL to use for link to banner. Special Instructions for SWF (Flash). (Please refer your Flash developer to this section.) Flash files must contain a button instance and the ClickTag code below must be programmed into the button instance. The button in your Flash movie cannot contain any click-thru URLs in the ActionScript. If it does, we will not be able to track clicks. Please revise the code to exclude any URLs and use the ClickTag code below instead.

On (release) {getURL (clickTAG, "_blank");} Files must be saved for Flash Player 6 and ActionScript 1.

*An accompanying .gif or .jpg is required if .swf is used.

Deadline

Creative must be submitted

5 business days prior to run date.

RICH MEDIA

Expandable Ads (970x90 only)

GEN accepts expandable ads from established services such as PointRoll

Streaming Video Banner Ads (728x90, 970x90, 300x250)

GEN adheres to IAB guidelines for rich media banners. Creative must also include a .gif or .jpg as backup. If the rich media ad does not function properly, the backup creative will be used for the remainder of the campaign or until the rich media functionality is re-established.

All sound must be user-initiated and must have video play/stop and sound on/off controls as standard. Maximum download size: 60KB

Maximum video length: 20 seconds

Maximum looping: 2

Maximum FPS: 24fps

Flash version: 10.1 or lower

Deadline

All rich media creative must be submitted

10 business days prior to run date. This will allow GEN to properly test the ad functionality prior to going live.

Contextual Keyword Sponsorship

The specifications are the same as the Banner Ad specifications.

Creative should be sent to

web@GENengnews.com

GEN eNewsletter Specs

GEN Highlights

	Leaderboard	Primary	Midway	Base
18,000 Daily plus 35,000 Weekly Subscribers (125,000 sends per week)	728x90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url

Editor's Select Package

	Leaderboard	Primary	Midway	Base
Editors' Picks 28,000 Subscribers	728x90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url
eTOC 23,500 Subscribers				
New Product Watch (unlimited number of positions) 23,600 Subscribers	Product image (200 x150 pixels) Headline (75 characters) Descriptive copy (75 words maximum) Target url			

Tech Focus

	Position 1	Position 2	Position 3	Position 4	Position 5
Multi sponsor (5 positions) up to 26,000 Subscribers	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url

	Leaderboard	Primary	Toolbox Section
Single sponsor up to 26,000 Subscribers	728x90 banner ad (.jpg or non-animated .gif) Target url	Text ad with: Headline and 45 word description (maximum 45-words) Target url	For the Toolbox section: Up to 4 items can be placed in the toolbox section. Screenshots of video or banner ads with accompanying links to the respective video or ad. 100x100 (.jpg or non-animated .gif). Target urls for each image.

All eNewsletter Creative should be sent to: enewsletter@GENengnews.com.
All creative is due five business days prior to eNewsletter deployment.

GEN BioPerspectives Native Advertising Specs

Content Format

Any combination:

- 600-800 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

- Article listing and an ad in four weekly deployments of GEN Highlights eNewsletter
- One (1) Tweet and one (1) Facebook post

GEN Mobile App Specs

Ad Location	Ad Type	Device	Size	Campaign Length	Sections
Home Screen	Ad Banner	Tablet Portrait	410 x 218	2 months	Home Screen Only
		Tablet Landscape	270 x 520		
		Smartphone	174 x 64		
Content Channels	Adhesion Banner*	Tablet Portrait & Landscape	728 x 90	2 months	Content Channels: News, The Lists, New Products, App Review
		Smartphone	320 x 50	2 months	Content Channels: Exclusives, Multimedia, Jobs, Market & Tech Analysis

*Adhesion Banner is ever-present anchoring the bottom of each article/content type as the page is swiped up or down by the user.