

**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 trim.

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

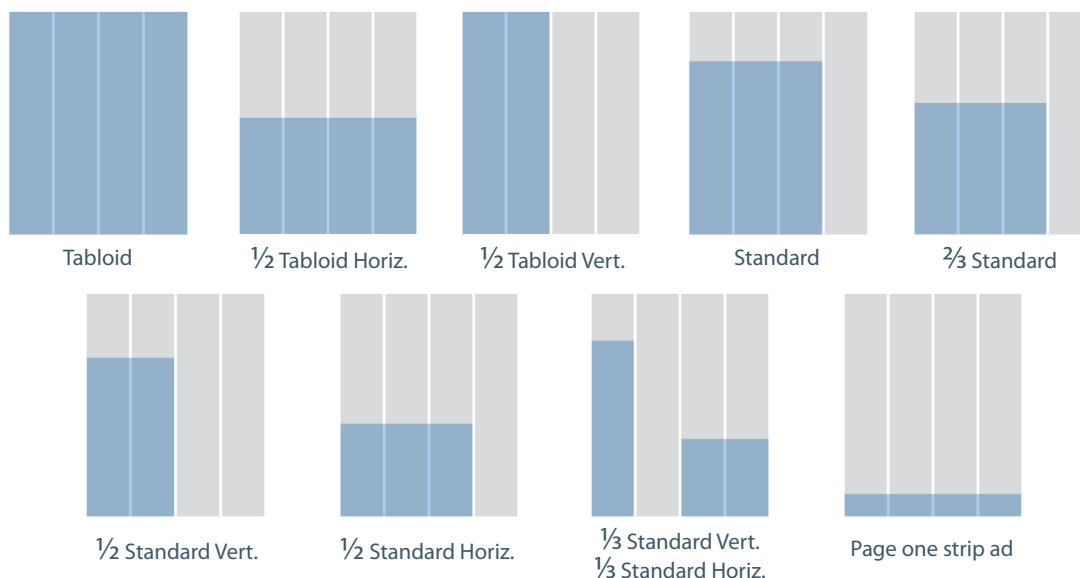
**Submitting Ads by email or FTP:** All ads that are emailed cannot exceed 3 MB in size and should be "stuffed" or "zipped". Please specify publication month and date in your email subject line. If you wish to upload an ad to our FTP site, please email to request instructions. Mail or fax a proof that 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](mailto: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
<b>Cover Tip</b> – first page Second page is <b>Full Tabloid</b> bleed size — Live area is 9½" x 13" For text and art allow ½" margin on left; 1" margin on right for gutter and glue tip	7¾	10¾	197	273
<b>Show Cover Tip</b> – add ⅛" bleed	11	7	279	177
<b>Page One Strip Ad</b>	9½	1½	242	38
<b>Full Tabloid</b> – no bleed	10	13¼	254	337
<b>Full Tabloid</b> – bleed	11⅛	14¼	283	362
<b>Full Tabloid Spread</b> – no bleed	21	13¼	533	337
<b>Full Tabloid Spread</b> – bleed	22¼	14¼	565	362
<b>½ Tabloid</b> – Horizontal	10	6¾	254	171
<b>½ Tabloid</b> – Vertical	5	12¼	127	310
<b>Standard</b>	7½	10⅛	190	257
<b>Standard Spread</b>	16	10⅛	406	257
<b>⅔ Standard</b>	7½	8¼	190	210
<b>½ Standard</b> – Horizontal	7½	5⅛	190	130
<b>½ Standard</b> – Vertical	5	7¾	127	197
<b>⅓ Standard</b> – Horizontal	5	4½	127	114
<b>⅓ Standard</b> – Vertical	2⅜	9⅝	61	245
<b>Trim size of publication</b>	11	14	279	355



**Insert Requirements**

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

**Trim:** If GEN to print, 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](mailto:wsanchez@GENengnews.com)

## Banner Ad Specs

Leaderboard (.gif, .jpg) Target url	728 x 90 banner ad
Large Leaderboard (.gif, .jpg) Target url	970 x 90 banner ad
Medium Rectangle (.gif, .jpg) Target url	300 x 250 banner ad

### BANNER ADS

Maximum file size is 40 KB.

Be sure to supply URL to use for link to banner.

#### 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 Sizmek.

#### 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

#### 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](mailto:web@GENengnews.com)

## GEN Highlights

	Leaderboard	Medium Rectangle Position 1	Medium Rectangle Position 2
18,000 Daily plus 35,000 Weekly subscribers (125,000 sends per week)	728 x 90 banner ad (.jpg or non-animated .gif) Target url	300 x 250 banner ad (.jpg or non-animated .gif) Target url	300 x 250 banner ad (.jpg or non-animated .gif) Target url

## Editor's Select Package

	Leaderboard	Primary	Midway	Base
Editors' Picks 28,000 subscribers	728 x 90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45 words (maximum) 90 x 40 pixel logo Target url OR 468 x 60 pixel banner Target url	Headline accompanied by 45 words (maximum) 90 x 40 pixel logo Target url OR 468 x 60 pixel banner Target url	Headline accompanied by 45 words (maximum) 90 x 40 pixel logo Target url OR 468 x 60 pixel banner Target url
eTOC & Mid-Month eTOC 23,500 subscribers				
New Product Watch 23,600 subscribers	Product Image (200 x 150 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 31,000 subscribers	300 x 250 ad (.jpg or non-animated .gif) Target url	300 x 250 ad (.jpg or non-animated .gif) Target url	300 x 250 ad (.jpg or non-animated .gif) Target url	300 x 250 ad (.jpg or non-animated .gif) Target url	300 x 250 ad (.jpg or non-animated .gif) Target url
	Leaderboard	Primary	Toolbox Section		
Single Sponsor up to 31,000 subscribers	728 x 90 banner ad (.jpg or non-animated .gif) Target url	Text ad with Headline and 45 word description (maximum 45 words) Target url	<b>For the Toolbox section:</b> 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. 100 x 100 (.jpg or non-animated .gif). Target urls for each image.		

All eNewsletter Creative should be sent to: [enewsletter@GENengnews.com](mailto:enewsletter@GENengnews.com).

All creative is due five business days prior to eNewsletter deployment.

**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 two 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	Banner ad	Tablet portrait Tablet landscape Smartphone	410 x 218 270 x 520 174 x 64	2 months	Home screen only
Content Channels	Adhesion banner*	Tablet portrait Tablet 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.