



REACH YOUR AUDIENCE IN 2009 WITH BIO NEWS

As the official publication of the Biotechnology Industry Organization (BIO), BIO News is distributed to over 18,000 industry executives. Published bi-monthly, BIO News reports on the world of biotechnology and life sciences with in-depth and timely editorial coverage of worldwide events and trends. BIO News consistently delivers your advertising message to the BIO C-level executive audience. Benefits include:

- 18,000 total circulation
- Thousands of senior executives with purchasing power and the influence to make decisions
- In-depth coverage of industry news, state and federal government regulations, and academic institutions
- International readership for global exposure

Industry leaders consider BIO News an important source of information, so make it a “must buy” in your advertising strategy.

BIO NEWS 2009 RATES – DISPLAY ADVERTISING

4/Color	Member			Non-Member		
	1x	3x	6x	1x	3x	6x
Full Page (Tabloid)	\$4,840	\$4,345	\$3,870	\$6,260	\$5,625	\$5,005
Junior Page (7 x 10)	\$3,420	\$2,360	\$2,740	\$3,895	\$3,500	\$3,110
5 x 7 page	\$1,545	\$1,400	\$1,245	\$2,000	\$1,790	\$1,585
5 x 5 page	\$1,275	\$1,110	\$1,030	\$1,750	\$1,485	\$2,330
Black and White	Member			Non-Member		
	1x	3x	6x	1x	3x	6x
Full Page (Tabloid)	\$3,070	\$2,760	\$2,450	\$4,490	\$4,030	\$3,485
Junior Page (7 x 10)	\$2,190	\$1,865	\$1,485	\$2,585	\$2,360	\$2,040
5 x 7 page	\$ 980	\$ 875	\$ 770	\$1,410	\$1,265	\$1,130
5 x 5 page	\$ 895	\$ 795	\$ 690	\$1,280	\$1,165	\$1,010

2009 BIO NEWS EDITORIAL CALENDAR

Issue	Editorial	Specific Topics	Bonus Distribution	Closing Date	Published Material Due Date
Dec. 2008- Jan. 2009	Legislative Outlook	Legislative and Regulatory Priorities under the New Administration/Congress	BIO-Asia Partnering Conference 2009 Jan. 19–20 Tokyo	Nov. 10, 2008	Nov. 14, 2008
Feb.- March 2009	Capital Markets/ Investment Banking Trends	Partnering/Mergers	2009 BIO CEO & Investor Conference Feb. 9–11 New York	Jan. 9, 2009	Jan. 16, 2009
April- May 2009	Economic Development	Regional Economic Development Consumer Benefits of Biotechnology	BIO National Venture Conference April Boston 2009 BIO International Convention May 18–21 Atlanta	March 10, 2009	March 17, 2009
June- July 2009	Industrial Biotechnology	BIO International Convention Review, Biobased Economy, Environment & Low-Carbon Fuels	World Congress on Industrial Biotechnology and Bioprocessing July 19-22 Montreal	May 18, 2009	May 22, 2009
Aug.- Sept. 2009	Agricultural Biotechnology	Animal Biotech, Biofuels, Sustainability	BIO-India Partnering Conference September Hyderabad	July 13, 2009	July 20, 2009
Oct.- Nov. 2009	Clinical/Drug Development	Key Regulatory Issues for Small Companies	BIO Investor Forum 2009 October 28-30 San Francisco	Sept. 8, 2009	Sept. 14, 2009



AD DIMENSIONS AND PRODUCTION SPECIFICATIONS FOR BIO NEWS

Trim Size

11" x 17"

Tabloid (bleed)

11 1/4" x 17 1/4"

Image (Live) Area

10 1/2" x 16 1/2"

Tabloid (non-bleed)

10" x 16"

Outside Back Cover (non-bleed)

10" x 14"

Outside Back Cover (top & sides bleed)

11 1/4" x 14 1/8"

Fractional ad sizes are exactly as indicated. All fractional ads are non-bleed. Available colors: Black & white, black & one process color, 4-color process. *PMS colors are not available.*

Preferred Material: Electronic digital files (in high-end formats supplied on CD). All electronic files should be submitted as single pages, not spreads. Single page image area should be no more than trim plus bleed. Include all fonts, images/scans, logos/artwork. All images/scans must be in CMYK mode. Four-colors solids should not exceed SWOP density of 300%.

Acceptable File Formats Preferred: High-resolution PDF (300 dpi or greater), formatted as CMYK, MacIntosh preferred. This is the only file type acceptable via email. We cannot accept zipped e-mail files.

Accepted on CD w/color proof: Quark Collected Files, InDesign Packaged Files, Illustrator EPS, Photoshop TIFF or JPEG

Acceptable Element Formats: TIFF, EPS, DCS (Images/Scans), PostScript Type (fonts)

Acceptable Disk Formats: CD-ROM

Proof: Color proof required. We will not be held responsible for color, positioning or accuracy if a proof is not provided. All proofs must be 100% size and made to SWOP specifications. Provide registration and copy marks outside of live area.

Acceptable Proof Formats: MatchPrint, Cromalin, Fuji, Signature, etc. (Laser proof accepted for positioning only, color match not guaranteed).

Shipping Instructions:

BIO News (issue date)
ACS Publications
Attn: Production Dept.
676 E. Swedesford Rd., Ste 202
Wayne, PA 19087
Phn: 610-964-8061

Need more details?

Contact our regional sales offices.

East Coast
Lisa Kerr
PHN: 610-964-8061
kerr@acs.org

Mid-West
Tom Scanlan
PHN: 847-441-6383
scanlan@acs.org

West Coast
Bob LaPointe
PHN: 925-277-1259
lapointe@acs.org