

# Chem & Bio News

Pharmaceutical, Biotechnology and Chemical Industry News



## PRINT

800,000  
Copies

## WWW

100 Million  
Page Views



## EMAIL

20 Million  
Emails



## DVD

100,000  
Copies

Only ChemBioNews.Com has:

- COMPLETE COVERAGE PRINT, DVD, WWW
- LARGEST CIRCULATION Over 250,000 Scientists
- LOWEST COST Under 5¢ per Scientist
- EDITORIAL COVERAGE Products, People, Company

## MEDIA GUIDE

Specifications

Advertising Highlights

Demographics

# SPECIFICATIONS

## Advertising Page Sizes

Size	Non-Bleed	Full Bleed*
Full Page	7 1/2 x 10 in. 191 x 254 mm	8 1/2 x 11 216 x 279
Spread	15 3/4 x 10 400 x 254	16 3/4 x 11 425 x 279
1/2 Horiz.	7 1/2 x 4 3/4 191 x 121	8 1/2 x 5 1/4 216 x 133
1/2 Vertical	3 1/2 x 10 89 x 254	4 x 11 102 x 279
1/3 Horiz.	7 1/2 x 3 191 x 76	8 1/2 x 3 1/2 216 x 89
1/3 Vertical	2 3/16 x 10 55 x 254	2 11/16 x 11 68 x 279
1/4 Horiz.	7 1/2 x 2 1/8 191 x 54	
1/4 Vertical	3 1/2 x 4 3/4 89 x 121	
1/6 Vertical	2 3/16 x 4 3/4 55 x 121	

\* The type area must be 3/8 inch from trim on head, foot, face and gutter.

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**Trim Size** 8 1/4 x 10 3/4 inches, 210 x 273 mm

**Printing Process** Web Offset **Binding Method** Saddle Stitch

**Editorial Type Specifications** 10/12 Adobe Garamond x 13p5  
( 1/3-column width); 11/14 Adobe Garamond x 28p1 ( 2/3-column width)

## Print Specifications

**Film:** Negatives, right-reading, emulsion-side down, 133 line screen. All films must be supplied with a proof on "Publication Base" stock. Match Prints are recommended. Positives, right-reading, emulsion-side up will be converted to negatives.

**Electronic Files:** Files must be formatted in the current version of QuarkXPress for the Macintosh. All images (cmyk—TIFF or EPS required), screen and printer fonts, and a laser proof of the file must also be included. Files may be submitted on Mac-formatted ZIP 100 MB disks. Advertisers who request design work, or whose files require production work will be billed at \$75/hour. Special scheduling deadlines apply when design work is needed.

## HTML & PDF Specifications

Supply your advertisements in HTML format and PDF format (for use with Adobe Acrobat), and we will place them on our *ChemBioNews.Com* web site and DVD for even broader coverage. This extra exposure is at no cost to those already placing a print advertisement.

**HTML:** Please provide an HTML files using standard fonts such as Arial and Helvetica. The width available for articles and images (GIF or JPG required) is 500 pixels. Please make sure your advertisement looks acceptable at this width.

**PDF:** Please provide an Adobe PDF file. The file should not contain any crop marks, registration marks, or other layout artifacts. Alternatively, please provide an EPS file for conversion to PDF. *CambridgeSoft* makes no guarantees about the integrity of your fonts or formatting if you provide us with an EPS file. PDF files are preferred.

## Shipping Instructions

All insertion orders and advertising material should be sent to:

*ChemBioNews.Com* Editor TEL 617 588-9100  
CambridgeSoft Corporation FAX 617 588-9190  
100 CambridgePark Drive EMAIL info@chembionews.com  
Cambridge, MA 02140 USA WWW www.ChemBioNews.com

# ADVERTISING HIGHLIGHTS

- **Bonus 50,000 Distribution!**  
25% increase at no extra cost! Now reaches over 250,000 scientists world-wide!
- **English, French, German & Japanese DVD version!**  
*ChemBioNews.Com* is distributed on a 4 language, 25,000 copies per quarter, chemistry DVD at no extra cost!
- **English, French, German & Japanese WWW version!**  
*ChemBioNews.Com* is posted on a 25,000 hits per day, 4 language, chemistry web site at no extra cost!
- **Editorial Coverage for your Products and Announcements!**  
Our editorials are focused on communicating your product messages to scientists world-wide!
- **Top Lead Generating, World-Wide, Scientific Publication!**  
Generate leads that result in global sales, including Europe, North America, & the Pacific Rim, like never before!

## Advertiser Feedback

“*ChemBioNews.Com* is generating more leads than any other ad placement. It's the best value for reaching chemists with computers ...An excellent complement to our own mailings.”

—Matt Clark, Director of  
Marketing and New Product  
Development,  
Institute for Scientific  
Information

“*ChemBioNews.Com* produces more leads in the world chemistry market, including Japan, than any other publication.”

—Makoto Ogura, Deputy General  
Manager of Science Systems  
Division, Fujitsu Ltd.

“*ChemBioNews.Com* is enabling us to provide both product and technical information to a wide variety of chemists world-wide, helping us to build and maintain a loyal customer base.”

—Michael J. Frisch, President,  
Gaussian, Inc.

“*ChemBioNews.Com* produces more leads in the world chemistry market, including Europe, than anything we've ever done.”

—Peter Ullrich, Sales Manager,  
Chemical Concepts, A Wiley  
Company

“There is no other publication on the market that gives us as many high quality leads—leads that result in the sale of our product.”

—Brian Stafford, President,  
ChemSW Software

“Maybe it's the quantity of distribution. Perhaps it's the international circulation. Or, possibly it's the specific focus of *ChemBioNews.Com*. But whatever it is, *ChemBioNews.Com* brings in more sales per advertising dollar, and that, after all, is every advertisers' goal.”

—Gus Alonso, Marketing Manager,  
Electronic Publishing Division,  
CRC Press LLC

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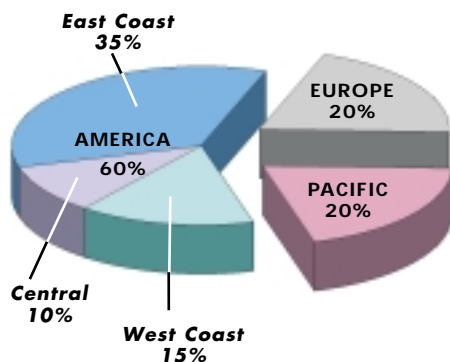
## Less than 5¢ per Scientist

SCIENTIFIC PUBLICATION	TOTAL CIRCULATION	SCIENTIST CIRCULATION	4-COLOR PAGE RATE	SCIENTISTS PER ADVERTISING \$	COST PER SCIENTIST (¢)
<i>ChemBioNews</i>	250,000	250,000	\$7,900	32	3
Today's Chemist	120,000	120,000	9,880	12	8
C & E News	141,000	141,000	15,020	9	11
American Lab	114,000	43,447	8,650	5	20
R & D	101,000	43,447	11,790	4	27
S C & I	53,000	26,500	8,445	3	32



## ChemBioNews.Com Demographics

### • GEOGRAPHY

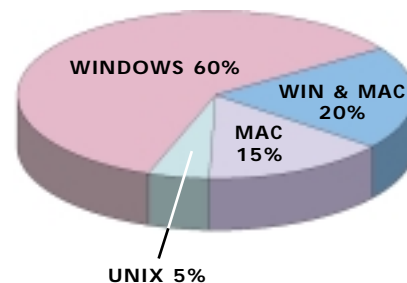


### • DISCIPLINE %

Commercial	70
Organic	60
Medicinal	40
Education	30
Analytical	25
Biotechnology	25
Biochemistry	20
Polymer	20
Physical	10

\* Figures do not total 100% due to overlap in disciplines

### • SYSTEM



## ChemBioNews.Com Editorial Coverage:

### EDITORIAL

Molecular Modeling

Chemical Information

Chemical Suppliers

World Wide Web

• **PRODUCTS** Announcements, Reviews  
User Applications

• **PEOPLE** Scientific Positions  
Executive Profiles

• **COMPANY** Corporate Overviews  
Future Directions

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## ChemBioNews.Com Schedule for Q2 - Q4 2005

### Q2

Materials Due: **February 25, 2005**

Issue Date: **April 2005**

Special Distribution:

- **BioIT World, Boston**
- **Special Libraries, Toronto**

Editorial Features:

- **Scientific Software**
- **Enterprise Solutions**
- **Chemical Databases**
- **Instrumentation**
- **Chemical Reagents**

### Q3

Materials Due: **June 24, 2005**

Issue Date: **August 2005**

Special Distribution:

- **Fall ACS, Washington DC**
- **Drug Discovery, Boston**

Editorial Features:

- **Scientific Software**
- **Enterprise Solutions**
- **Chemical Databases**
- **Instrumentation**
- **Chemical Reagents**

### Q4

Materials Due: **September 16, 2005**

Issue Date: **November 2005**

Special Distribution:

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Editorial Features:

- **Scientific Software**
- **Enterprise Solutions**
- **Chemical Databases**
- **Instrumentation**
- **Chemical Reagents**

# RATES & TERMS

## PRINT

### Advertisements & Editorials

Size	1x	2x	3x	4x
<b>Color Advertising Rates</b>				
Full Page	\$ 7,900	\$ 7,500	\$ 7,200	\$ 6,900
Spread	14,900	13,900	13,500	12,900
3 Pages	21,900	20,900	19,900	18,900
½ Page	4,900	4,500	4,200	3,900
⅓ Page	3,900	3,500	3,200	2,900
¼ Page	2,900	2,500	2,200	1,900

### Black & White Ad Rates

Full Page	5,900	5,500	5,200	4,900
½ Page	4,500	3,900	3,700	3,500
⅓ Page	3,500	2,900	2,700	2,500
¼ Page	2,500	1,900	1,700	1,500
⅙ Page	1,500	1,500	1,200	1,000

Rates based on circulation of 200,000 chemists per quarter. Special position sold on a first-come, first-served basis. Consult publisher for availability. No charge for bleeds. Prices in \$US. 15% discount for recognized agencies. Prices are for supplied film negatives. Production work will be billed at \$75/hour. Call for schedule.

## EMAIL

### Interactive Communications

Sponsorship	7,900	7,500	7,200	6,900
Advertisement	4,900	4,500	4,200	3,900
Announcement	2,900	2,500	2,200	1,900

Rates based on 200,000 email subscribers per issue. Prices are for completed work. Production work will be billed at \$125/hour. Call for schedule.

## WWW

### Interactive Communications

Banner Ad	4,900	4,500	4,200	3,900
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Rates based on 300,000 impressions over three month period. Prices are for completed work. Production work will be billed at \$125/hour. Call for schedule.

## DVD

### Demos & Presentations

Up to 10 MB	2,500	1,900	1,700	1,500
Add'l 10 MB	1,500	1,500	1,200	1,000

Rates based on 10,000 circulation over three months, to requesters and target chemists. Prices are for completed work. Production work will be billed at \$125/hour. Call for schedule.

### Advertising Terms

Agency commission: 15% of gross billing to recognized agencies when bill paid within 30 days from date of invoice. No commission allowed on mechanical or other production charges. Payment with order for new accounts not from recognized national agencies. Orders are due on or before closing date. All prices are subject to change. Cancellations or changes in orders will not be accepted after closing date. "Add'l" rates are for no changes. The publisher reserves the right to reject any advertisement or editorial deemed contrary to the best interests of *CambridgeSoft Corporation*. Advertisers and advertising agencies assume responsibility for content of advertisements, and for any claims arising therefrom made against the publisher.

## ChemBioNews.Com Insertion Order

**Advertiser Information**

**Contact** \_\_\_\_\_  
**Company Name** \_\_\_\_\_  
**Street Address** \_\_\_\_\_  
**City, State, Zip, Country** \_\_\_\_\_  
**Telephone** \_\_\_\_\_ **Fax** \_\_\_\_\_  
**Email** \_\_\_\_\_ **WWW** \_\_\_\_\_  
**Ad Agency** \_\_\_\_\_

### Print Schedule

Issue Number	Materials Due	Issue Date
15.1	January 7, 2005	February 2005
15.2	March 18, 2005	May 2005
15.3	June 24, 2005	August 2005
15.4	September 16, 2005	November 2005
16.1	January 6, 2006	February 2006

See *ChemBioNews.Com* Guide for rates and terms.

**Ad Specifications**

**Starting Issue Number** \_\_\_\_\_  
**Number of Runs** \_\_\_\_\_  
**Size of Ad** \_\_\_\_\_ **Color** \_\_\_\_\_  
**Rate** \_\_\_\_\_  
**Preferred Placement** \_\_\_\_\_  
**Contact Person** \_\_\_\_\_  
**Media** (circle one or more) **PRINT** **EMAIL** **DVD** **WWW**

**Payment Information**

**Purchase Order No.** (req'd) \_\_\_\_\_  
**Credit Card** i [ q  
**Card Number** \_\_\_\_\_  
**Name on Card** \_\_\_\_\_  
**Expiration Date** \_\_\_\_\_  
**Signature** (req'd) \_\_\_\_\_ **Date** \_\_\_\_\_

### Advertising Terms

The Publisher (*CambridgeSoft*) reserves the right to exclude any advertisement. Signature of this document implies acceptance of the terms given in the *ChemBioNews.Com* Media Guide. Advertiser and/or agency hereby indemnify and hold the publisher harmless from any loss or expense resulting from claims or suits for libel, violation of rights of privacy, plagiarism and copyright or trademark infringement. No contract, insertion orders, or copy changes will be accepted without written confirmation. Only those conditions appearing here and in the Media Guide are binding on the publisher. 15 day net terms to advertisers who are found to have acceptable credit. Issue dates are subject to change without notice. Payment is net 15 from issue date. All prepress work required due to incomplete materials will be billed at \$75 per hour. See Media Guide for details of this and other contractual obligations.

**Fax or Mail this Form by Closing Date.**

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