

Editorial Calendar 2023

BioLAB BUSINESS

Each edition tackles topics of interest that delve into a wide range of innovations in Canada, and abroad, through interviews, case studies and new products.



Spring 2023

Ad Space: February 20 | Ad Material: February 27

Theme: Precision Medicine

Given the falling costs of gene editing and gene sequencing tools and resources, their application has become more common within clinical practice, enabling precision medicine – an approach that allows physicians to determine which treatment and prevention strategies will work for a particular group. This issue will explore advances in biotechnology and biomanufacturing that have laid a foundation to facilitate the development of precision medicines that result in the creation of personalized treatments of several diseases, including cancers, identification of new drug targets, discovery of novel drugs, creation of gene therapies, and development of new drug delivery technologies



Summer 2023

Ad Space: May 11 | Ad Material: May 18

Theme: Building Sustainability with Biotechnology

Few issues today bear greater significance concerning the future of our planet than that of environmental sustainability. This issue will explore some of the most recent biotechnology breakthroughs and developments that the work of researchers within the field has yielded – particularly with respect to resource use, agriculture in the way of improving crop yields, and efforts around recovery and recycling, and hazardous-waste disposal – casting a light on the ways in which science is helping to provide and protect the resource-base that supports all of society.



Fall 2023

Ad Space: August 30 | Ad Material: September 6

Theme: A Bioprint of the Future

As a result of recent advances with respect to 3D printing technology, additive manufacturing in biotechnology has really gained momentum. By utilizing bioprinters that work with bio-inks developed from bio-based materials or biomaterials, scientists and researchers are afforded the opportunity to develop and offer a wide range of materials and products to professionals working within life sciences. This issue will delve into the fascinating use of bioprinting and the ways the innovation is serving to improve medical applications, enabling the production and execution of more personalized medicine, increase the speed of prototyping and the enhance the development of biopolymers.



Winter 2023

Ad Space: October 27 | Ad Material: November 3

Theme: AI-enabled Discovery

Artificial intelligence has helped to transform a number of different sectors and industries around the world, improving and optimizing a range of processes and modes of execution. This is no truer than within the biotechnology and life sciences fields. By examining the advancement in technologies, this issue will dive deep into the ways artificial intelligence is helping to scale up operations and speed up the drug discovery process, highlighting some of the incredible breakthroughs within life science that artificial intelligence has facilitated for researchers and scientists.

Enewsletters

Month	Ad Space	Ad Material	Deployment Date
March	February 28, 2023	March 3, 2023	March 21, 2023
August	July 20, 2023	July 27, 2023	August 14, 2023

Editorial content subject to change

Rates & Specs

ADVERTISING RATES (Gross Rates)

4-Colour	1x	2x	3x	4x
Full Page	\$3,945	\$3,750	\$3,565	\$3,385
1/2 Page Island	3,355	3,185	3,025	2,875
1/2 Page	2,960	2,810	2,670	2,535
1/3 Page	2,565	2,440	2,320	2,200
1/4 Page	2,170	2,060	1,955	1,855
1/2 DPS	5,030	4,780	4,540	4,615
DPS	6,700	6,365	6,050	5,750
Covers				
OBC	\$4,930	\$4,685	\$4,450	\$4,230
IBC/IFC	4,735	4,500	4,275	4,060

Covers are non-cancellable, full page, four-colour process.

Black & white rates **available upon request.**

Inserts & Outserts: Rates on request.

Special Positions: Twenty-five percent (25%) surcharge.

UNIQUE ADVERTISING OPPORTUNITIES

Inserts and Belly Bands	Embedded Flash
Audio	Embedded Video

Call for details.

ONLINE ADVERTISING

Banner advertisements and logo available on the

websites and e-newsletter

PER MONTH

660 x 90 Leaderboard	\$995
300 x 250 Big Box	\$650
300 x 125 Medium Rectangle	\$500

SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative.

SPONSORED CONTENT

Including white paper and reports

Exclusive Opportunities	Call for details
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DIMENSIONS (Inches)

	WIDTH	HEIGHT
Trim Page	8.125"	10.875"
Bleed Page	8.375"	11.125"
Live Area	7"	10"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Square	4.625"	4.875"
1/4 Page Square	3.375"	4.875"
1/6 Page	2.25"	4.875"
DPS	16.25"	10.875"

MECHANICAL REQUIREMENTS

Electronic material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 10, InDesign CC, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10 MB.

Send to chimes@jesmar.com.

FTP site: Please send an email to ftp@jesmar.com for login information for the FTP site.

Design services: Complete design services are available at an additional charge. For details, please contact:

Crystal Himes, chimes@jesmar.com at 905.886.5040

DIGITAL REQUIREMENTS

We can accept rich media. Please see below for accepted file formats Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

Audio: mp3: mpeg1, audio layer 3, wav: uncompressed audio file, wma: windows media file.

Video: ogg: a file type capable of video, audio and subtitles, avi: audio video interleave, mpg or mpeg: moving picture experts group,

Flash: flv: flash video file, swf: shockwave file

TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

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Contact your rep for more information.

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