

BIOSCIENCE TECHNOLOGY PRINT ADVERTISING RATES & SPECS

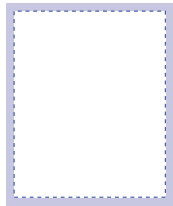
Black and white rates are based on total number of insertions used during the calendar year. Agency Commission: 15% of gross billing allowed to recognized agencies on space, color, bleed, and position, provided account is paid within 30 days of invoice date. Other charges such as insert handling, special binding or trimming of inserts, reprints, or other mechanical charges are non-commissionable. Terms: Net 30 days.

Full Page

Bleed: 9 1/4" x 11 1/8"

Trim: 9" x 10 7/8"

Live: 8 1/4" x 10"



Black & White

Insertions	Rate
1 x	\$7,995
3 x	\$7,775
6 x	\$7,500
12 x	\$7,295
18 x	\$7,020
24 x	\$6,795

4-Color

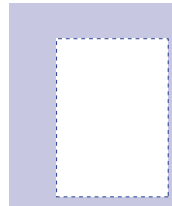
1 x	\$9,100
3 x	\$8,850
6 x	\$8,425
12 x	\$8,200
18 x	\$7,895
24 x	\$7,500

2/3 Page

Bleed: 6 5/8" x 8 3/4"

Trim: 6 1/2" x 8 1/4"

Live: 6" x 8 1/2"



Black & White

Insertions	Rate
1 x	\$6,795
3 x	\$6,610
6 x	\$6,375
12 x	\$6,200
18 x	\$5,965
24 x	\$5,775

4-Color

1 x	\$7,725
3 x	\$7,525
6 x	\$7,150
12 x	\$6,970
18 x	\$6,710
24 x	\$6,375

1/2 Page

Vertical Bleed: 4 5/8" x 11 1/8"

Trim: 4 3/8" x 10 7/8"

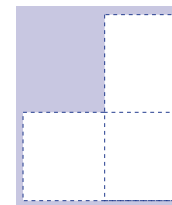
Live: 3 7/8" x 10"

Horizontal

Bleed: 9 1/4" x 5 1/4"

Trim: 9" x 5"

Live: 8 1/4" x 4 3/4"



Black & White

Insertions	Rate
1 x	\$5,195
3 x	\$5,050
6 x	\$4,875
12 x	\$4,740
18 x	\$4,565
24 x	\$4,415

4-Color

1 x	\$5,915
3 x	\$5,750
6 x	\$5,475
12 x	\$5,330
18 x	\$5,125
24 x	\$4,875

1/3 Page

Square: 3 7/8" x 6 1/2"

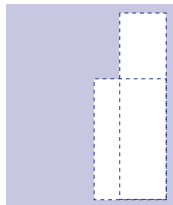
No Bleed

Vertical: 2 1/2" x 10"

No Bleed

Horizontal: 8 1/4" x 3"

No Bleed



Black & White

Insertions	Rate
1 x	\$3,595
3 x	\$3,500
6 x	\$3,375
12 x	\$3,285
18 x	\$3,160
24 x	\$3,050

4-Color

1 x	\$4,095
3 x	\$3,985
6 x	\$3,795
12 x	\$3,690
18 x	\$3,550
24 x	\$3,375

1/4 Page

Square: 3 7/8" x 4 3/4"

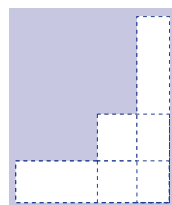
No Bleed

Vertical: 1 3/4" x 10"

No Bleed

Horizontal: 8 1/4" x 2 1/8"

No Bleed



Black & White

Insertions	Rate
1 x	\$2,800
3 x	\$2,725
6 x	\$2,625
12 x	\$2,550
18 x	\$2,457
24 x	\$2,375

4-Color

1 x	\$3,165
3 x	\$3,095
6 x	\$2,950
12 x	\$2,870
18 x	\$2,760
24 x	\$2,625

ADDITIONAL MAGAZINE RATES

Gatefold Ads, Inserts: Rates on request.

Preferred Position:

(requires a minimum of 6 insertions)

Cover 4	\$10,200
Cover 2	\$9,700
Cover 3	\$9,450

THE MARKETPLACE

CLASSIFIEDS BY THE INCH

Column x Height	Size	1x	3x	6x	9x	12x
1 x 1	2 1/2" x 1"	\$280	\$265	\$255	\$245	\$235
1 x 2	2 1/2" x 2"	\$560	\$530	\$510	\$490	\$470
1 x 3	2 1/2" x 3"	\$840	\$795	\$765	\$735	\$705
1 x 4	2 1/2" x 4"	\$1,120	\$1,060	\$1,020	\$980	\$940
2 x 1	5 1/4" x 1"	\$560	\$530	\$510	\$490	\$470
2 x 2	5 1/4" x 2"	\$1,120	\$1,060	\$1,020	\$980	\$940
2 x 3	5 1/4" x 3"	\$1,680	\$1,590	\$1,530	\$1,470	\$1,410
2 x 4	5 1/4" x 4"	\$2,240	\$2,120	\$2,040	\$1,960	\$1,880
3 x 1	8" x 1"	\$840	\$795	\$765	\$735	\$705
3 x 2	8" x 2"	\$1,680	\$1,590	\$1,530	\$1,470	\$1,410
3 x 3	8" x 3"	\$2,520	\$2,385	\$2,295	\$2,205	\$2,115

Above pricing is B&W • 2nd color add \$100 • 4-color add \$150 (to any size ad).

All Marketplace and Classified Rates are net per insertion. All discounts, incentives are applied. Non-commissionable.

