

Print Specifications

	Width	Height
Full Page		
Trim Area:	8.25" 209.55 mm	10.812" 274.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

1/2 pg Island		
Trim Area:	5.1028" 29.61 mm	7.3672" 187.13 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

1/2 pg Horizontal		
Trim Area:	8.25" 209.55 mm	5.2794" 134.1 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

1/2 pg Vertical		
Trim Area:	3.9212" 99.6 mm	10.812" 274.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

1/3 pg Square		
Trim Area:	5.1028" 129.61 mm	5.1028" 129.61 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

1/3 pg Vertical		
Trim Area:	2.7306" 69.36 mm	10.812" 274.62 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

1/3 pg Horizontal		
Trim Area:	8.25" 209.55 mm	3.605" 91.567 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

	Width	Height
1/4 pg		
Trim Area:	3.5" 88.9 mm	5.00" 127 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

Filler/Baby		
Trim Area:	4.5903" 116.594 mm	1.8125" 46.037 mm
Live Area:	0.125" (3.175 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

Full Page Internal Insert Tip (Perfect Bound)		
Trim Area:	7.875 in" 200.025 mm	10.8125" 274.638 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

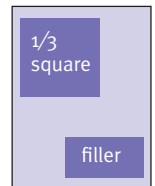
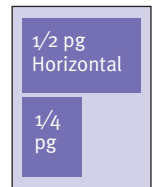
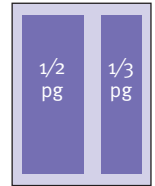
Full Page Internal Insert Tip (Saddle Stitch)		
Trim Area:	8.1875" 207.962 mm	10.8125" 274.638 mm
Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

Covertip #1		
Trim Area:	8.00" 203.2 mm	5.00" 203.2 mm
Live Area:	.05" (12.7 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

Covertip #2		
Trim Area:	8.00" 203.2 mm	8.00" 203.2 mm
Live Area:	.05" (12.7 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area	

Belly Band
Contact your sales representative for details.
All tips need to be trimmed to final before sending to printer.

NOTE:
All text/logos should fit within the live area. Crop marks should be outside the bleed area. Live bleed area for fractional ads along outer-edge only.



File Preparation Guidelines

File Format

- PDF
- Standard high resolution of at least 300 dpi
- Fonts embedded
- Images embedded – resolution at least 300 dpi and in CMYK
- No RGB, Color Management, ICC profiles, or LAB
- Do not use security/password options

Fonts

- Must be embedded
- No multiple master fonts

Color

- CMYK only
- No Spot/PMS (Pantone) colors
- No RGB, Color Management, ICC profiles, or LAB

Images

- Resolution of at least 300 dpi
- Color format in CMYK
- No RGB, Color Management, ICC profiles, or LAB

Ad Submission Details

Electronic – Please inform Production with the month that the ad will run.

For email and ftp email submissions: adproduction@biotechniques.com and please copy christine.briglia@informausa.com

FTP: zip all files before uploading, and notify adproduction@biotechniques.com and christine.briglia@informausa.com after upload with advertiser name, file name, and location.

Site address: [ftp.informahelpdesk.com](ftp://ftp.informahelpdesk.com)
User name: `biotechftp` Password: `D@ta`

CD: Please label CD with name of advertiser, month the ad will run, contact information, name of advertisement, file name.

Please mail CD to: Production Department – *BioTechniques*
c/o Informa Healthcare, 52 Vanderbilt Ave, 7th Floor, New York, NY 10017
Tel: 212.520.2714, Fax: 646.666.9870

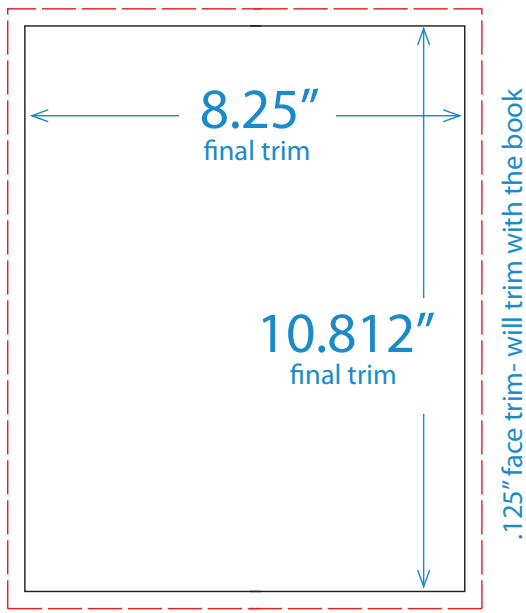
Proofs

A contract digital proof is defined as a proof with output at 2400 dpi and contains print from a true halftone dot. Publisher is not responsible for color quality without acceptable contract digital proof.

Please send contract proof to: Production Department – *BioTechniques* c/o Informa Healthcare, 52 Vanderbilt Ave, 7th Floor, New York, NY 10017
Tel: 212.520.2714, Fax: 646.666.9858

Full-Page Insert Perfect-Bound

.125" head trim- will trim with the book

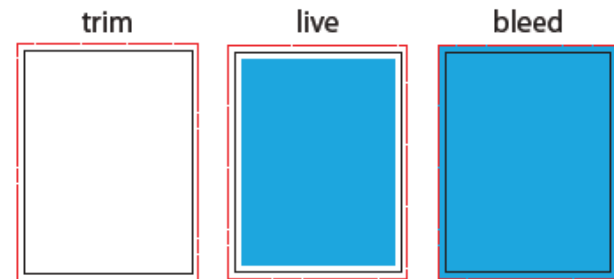


.125" foot trim- will trim with the book

SIZE	WIDTH	HEIGHT
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FULL PAGE INSERT

Trim Area	8.25"	10.812"
	209.55 mm	274.62 mm
Live Area	0.25" (6.35mm) inside the trim	
Bleed	extend 0.125" (3.175mm) from trim	



Key

- Live/Safe Area
- Trim Area
- Bleed Area

