



www.chromatographyonline.com

solutions for separation scientists



2016
Media Planner

**#1 PUBLICATION SERVING THE
CHROMATOGRAPHY
MARKETPLACE**

OUR MISSION

LCGC's mission is to enhance the productivity, efficiency, and the overall value of separation science globally. Through unbiased peer-reviewed content, trusted troubleshooting advice, and best-practice applications solutions, we serve as a mentor to laboratory-based analytical chemists so they can enhance their proficiency in modern chromatographic technique and instrumentation. This, in turn, provides them with a competitive advantage for the real-world analysis issues they face.



Why partner with LCGC?

Leader

Continues to be the leading brand dedicated to the field of chromatography

Essential

Provides unbiased technical information, trusted troubleshooting advice and best-practices application solutions that chromatographers need to help them with their daily jobs

Community

Facilitates interaction between scientists and suppliers

Reach

Maintains the largest audited circulation of influential chromatographers

Innovation

Delivers not only traditional advertising but integrated marketing solutions for suppliers to reach their customers

Why do readers like LCGC?*

"Straightforward topics; no apparent supplier bias"

Research and Development Director/Research Manager

"Tutorials and troubleshooting advice, interesting articles from a variety of authors"

LCGC Reader

"Dependability - I can find what I want and it is clear and concise"

Bench Chemist/Scientist

"It is a foremost and authoritative magazine"

LCGC Reader

"Very helpful in solving everyday problems"

Senior Chemist/Scientist

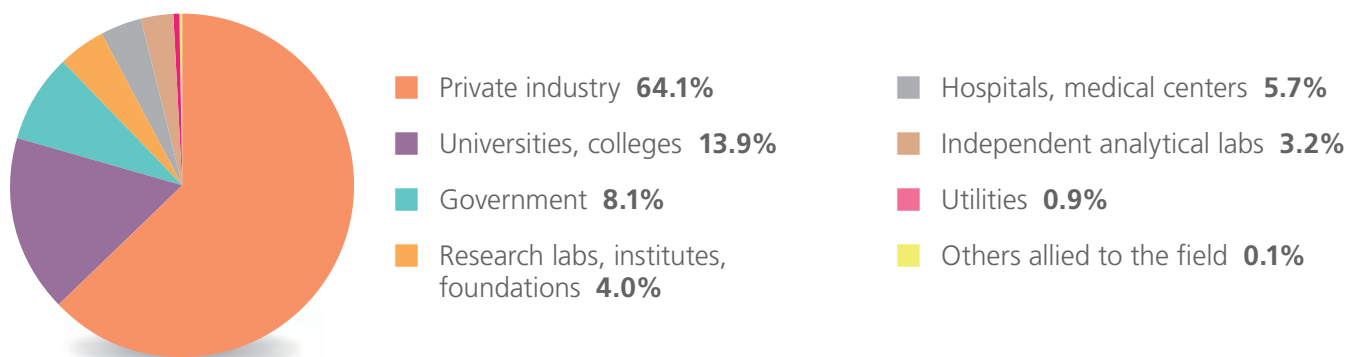
*July 2015 Readership Survey

AUDIENCE | PUBLICATION

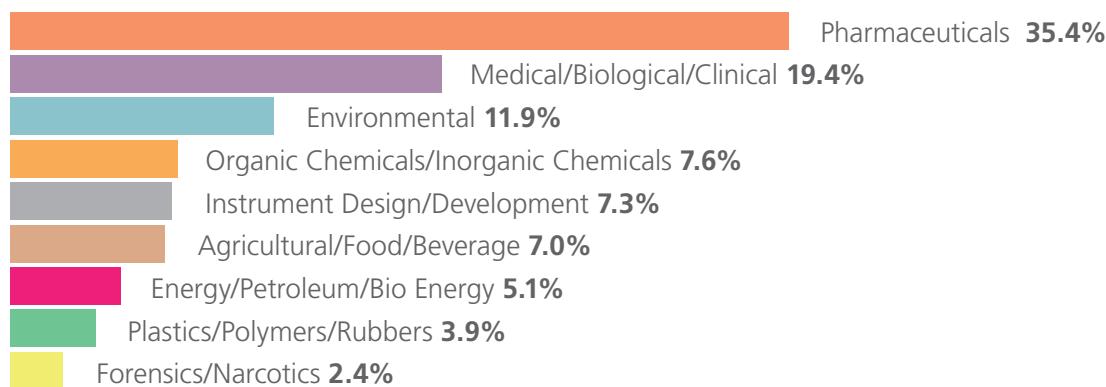


Advertising in an AAM-audited publication ensures your message is reaching a qualified, quantifiable group of subscribers. With our audience of **50,384 qualified subscribers[†]**, you can be sure your message is being seen by subscribers in the industries and functions integral to the field of chromatography.

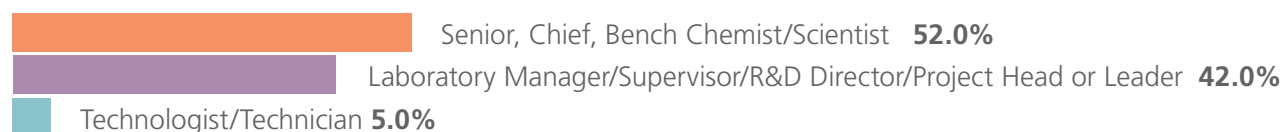
Primary Business[†]



Field of Work^{**}



Top 3 Job Titles^{**}



[†]AAM Audit, June 2015

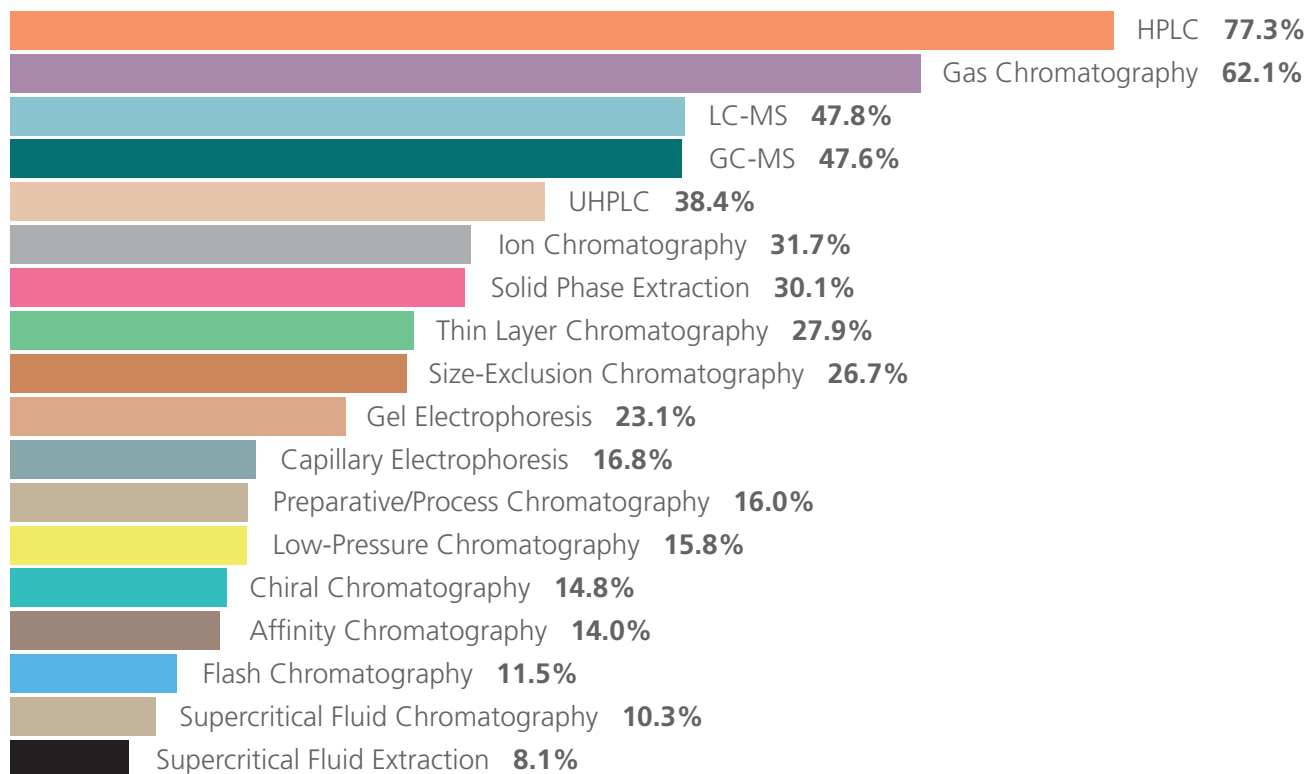
^{**}Publisher's Readership Survey Results July 2015

AUDIENCE | PUBLICATION

Job Functions[†]



Techniques Used^{**}



[†]AAM Audit, June 2015

^{**}Publisher's Readership Survey Results July 2015

AUDIENCE | DIGITAL

WEBSITE

www.chromatographyonline.com

Average Audited Unique
Browsers[†]

32,978

Average Audited Page
Impressions[†]

98,418

E-NEWSLETTERS

e-Separation Solutions

Average Audited Distribution[†]

26,581

e-Application Note Alert

Average Audited Distribution[†]

24,545

AVAILABLE OPPORTUNITIES

Website

www.chromatographyonline.com

- Banner Ads
- Expandable Video Banner Ads
- Interstitials
- Page Peel
- Page Push
- Videos
- Sponsored Content
- Sponsored Link
- Sponsored Content Block
- Ad Retargeting
- Geotargeting

e-Separation Solutions

- Banner Ads
- Text Ads
- Featured Products
- Featured Videos

Issue Alerts

- Banner Ads
- Text Ads
- Featured Products
- Featured Videos

Single Sponsored

e-Application Note Alert

- Banner Ads
- Application Notes

e-Application Note Alert

- Banner Ads
- Application Notes

INTEGRATED MARKETING SOLUTIONS

Why integrated marketing?

All print readers do not use digital products and all digital product users do not read print. Reach the entire market using LCGC's integrated marketing approach.

Marketing Channels*



*Special integrated marketing packages available, contact your sales rep for more information.

WORLD-RENOWNED COLUMNISTS

With their unparalleled knowledge and technical expertise in the field of separation science, our well-known and highly respected columnists share insights, provide practical advice, and keep readers updated on the latest methods and techniques.

DAVID S. BELL — "COLUMN WATCH"



David S. Bell is Ron Majors's trusted successor and the new editor of "Column Watch." Dave spent the first 10 years of his career in the pharma industry, and the last 15 in the chromatography industry. In his current role, he conducts research on molecular interactions that contribute to retention and selectivity in an array of chromatographic processes.

DOUGLAS RAYNIE — "SAMPLE PREP PERSPECTIVES"



For most analytical chemists, sample preparation is the least-favorite part of their work. Not so for Doug Raynie, who has been performing sample preparation research in industry and academia for over 25 years. Improving sample preparation is an important focus of his current research and teaching at South Dakota State University, along with his passion for green chromatography and other aspects of separations. In this column, he shares the fruits of his these labors with the readers of LCGC.

JOHN DOLAN — "LC TROUBLESHOOTING"



John Dolan travels around the world training chromatographers and helping them solve problems. He has a gift for breaking complex processes down into manageable concepts and explaining them clearly—for both novices and experts. He has also co-authored two authoritative books and written more than 100 papers.

JOHN HINSHAW — "GC CONNECTIONS"



John Hinshaw has worked in industrial gas chromatography R&D and applications for more than 30 years and has authored the "GC Connections" column since 1988. Author of six patents, several books, and more than 200 papers and articles, he teaches national and international professional training courses as well. John currently works in process analytical R&D.

MICHAEL DONG — "PERSPECTIVES IN MODERN HPLC"



Michael Dong has more than 20 years of experience in chromatography R&D in academia and industry. He has taught numerous short courses on HPLC, HPLC method development, drug quality, and drug development. In this column, he brings fresh scientific perspectives to chromatography practitioners, covering new trends, technical issues, innovative ideas to make chromatography less arduous, and overviews of less-familiar approaches.

KATE YU — "MS—THE PRACTICAL ART"



Kate Yu has a wealth of experience in applying LC-MS technologies in fields such as metabolite identification, metabolomics, quantitative bioanalysis, natural products, and environmental analysis. She keeps a close eye on the field of mass spectrometry and brings the latest developments to our readers.

IRA KRULL AND ANURAG RATHORE — "BIOTECHNOLOGY TODAY"



During his 30 years at Northeastern University, Ira Krull wrote more than 300 scientific publications on analytical method development and applications, with a focus on pharmaceutical and biopharmaceutical analysis. He continues that work today as a professor emeritus. Anurag S. Rathore is a professor at the Indian Institute of Technology and a consultant on biotech CMC. Previously, he held management positions at Amgen and Pharmacia Corporation. He has authored more than 200 papers and edited five books on topics such as process development, technology transfer, process analytical technology, and quality by design.

TONY TAYLOR — "THE ESSENTIALS"



Tony Taylor spent the early years of his career in the pharmaceutical industry, carrying out R&D for small-molecules using LC, GC, and hyphenated MS techniques. Today, he is actively involved in developing LC-MS and GC-MS methods for structural characterization. He has also spent more than 20 years developing and delivering classroom training and on-line education materials for analytical chemists.

2016 EDITORIAL CALENDAR

Month	Editorial	Columns	Targeted Opportunities	Bonus Distribution
JANUARY	<ul style="list-style-type: none"> ➤ Pharmaceutical Analysis ➤ Pre-Pittcon issue 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Sample Prep Perspectives ➤ GC Connections ➤ Biotechnology Today ➤ The Essentials 		<ul style="list-style-type: none"> ➤ CMC Strategy Forum ➤ WCBP ➤ SLAS ➤ The Emerald Conference
FEBRUARY	<ul style="list-style-type: none"> ➤ Pittcon Issue ➤ Latest Chromatography Techniques 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Column Watch ➤ History of Chromatography ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Application Notebook Supplement ➤ Chromatography and Sample Preparation Terminology Guide Supplement 	<ul style="list-style-type: none"> ➤ Pittcon ➤ MSACL
MARCH	<ul style="list-style-type: none"> ➤ UHPLC/HPLC ➤ Food & Beverage ➤ Readex Ad Performance Study 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Sample Prep Perspectives ➤ GC Connections ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Current Trends in Mass Spectrometry Supplement ➤ Pittcon e-Show Daily ➤ Pittcon Poster Alert 	<ul style="list-style-type: none"> ➤ INTERPHEX ➤ Higher Order Structure of Protein Therapeutics
APRIL	<ul style="list-style-type: none"> ➤ Annual Review of New LC Columns & Accessories ➤ Annual Review of HPLC Systems & Accessories 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Column Watch: Annual Product Review ➤ MS—The Practical Art ➤ Perspectives in Modern HPLC/UHPLC: Annual Product Review ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Recent Developments in LC Columns 	<ul style="list-style-type: none"> ➤ Minnesota Chromatography Forum ➤ Analytica
MAY	<ul style="list-style-type: none"> ➤ Annual Review of New Sample Prep Products & Accessories ➤ Annual Review of GC Systems & Accessories 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Sample Prep Perspectives: Annual Product Review ➤ GC Connections: Annual Product Review ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Current Trends in Mass Spectrometry Supplement ➤ Sample Prep Wall Chart ➤ ASMS e-Show Daily 	<ul style="list-style-type: none"> ➤ ISCC ➤ ASMS
JUNE	<ul style="list-style-type: none"> ➤ HPLC Conference Issue 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Column Watch ➤ MS—The Practical Art ➤ Perspectives in Modern HPLC/UHPLC ➤ Biotechnology Today ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Application Notebook Supplement ➤ ASMS Poster Alert 	<ul style="list-style-type: none"> ➤ HPLC

2016 EDITORIAL CALENDAR

Month	Editorial	Columns	Targeted Opportunities	Bonus Distribution
JULY	<ul style="list-style-type: none"> ➤ Clinical ➤ Sample Prep ➤ Readex Ad Performance Study 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Column Watch ➤ GC Connections ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Current Trends in Mass Spectrometry Supplement ➤ Targeted e-Book 	<ul style="list-style-type: none"> ➤ PREP ➤ COSMOS ➤ AACC ➤ NEMC & NACRW
AUGUST	<ul style="list-style-type: none"> ➤ Annual Industry Trends & Directory featuring Vendor Perspectives ➤ Pharmaceutical Analysis ➤ Forensics 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Sample Prep Perspectives ➤ Perspectives in Modern HPLC/UHPLC ➤ The Essentials 	<ul style="list-style-type: none"> ➤ ACS Fall e-Show Daily 	<ul style="list-style-type: none"> ➤ ACS Fall ➤ All shows that <i>LCGC</i> attends from August 2016-2017
SEPTEMBER	<ul style="list-style-type: none"> ➤ HPLC/UHPLC ➤ LC-MS ➤ HPLC Conference Review 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Column Watch ➤ MS—The Practical Art ➤ Biotechnology Today ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Application Notebook Supplement ➤ Targeted e-Book 	<ul style="list-style-type: none"> ➤ SFC ➤ CE Biotech ➤ AOAC ➤ Mass Spectrometry
OCTOBER	<ul style="list-style-type: none"> ➤ GC & GC-MS ➤ Environmental ➤ Pharmaceutical Analysis 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Column Watch ➤ GC Connections ➤ Perspectives in Modern HPLC/UHPLC ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Current Trends in Mass Spectrometry Supplement ➤ Food Analysis Supplement ➤ Gulf Coast Conference Poster Alert 	<ul style="list-style-type: none"> ➤ Gulf Coast Conference ➤ Chromatography Forum of Delaware Valley ➤ ACIL ➤ SETAC North America ➤ Society of Forensic Toxicology
NOVEMBER	<ul style="list-style-type: none"> ➤ AAPS Show Issue ➤ EAS Show Issue ➤ Food & Beverage 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Sample Prep Perspectives ➤ GC Connections ➤ History of Chromatography ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Biopharmaceutical Analysis Supplement 	<ul style="list-style-type: none"> ➤ AAPS ➤ EAS
DECEMBER	<ul style="list-style-type: none"> ➤ Biopharmaceutical Applications ➤ HPLC/UHPLC 	<ul style="list-style-type: none"> ➤ LC Troubleshooting ➤ Column Watch ➤ MS—The Practical Art ➤ The Essentials 	<ul style="list-style-type: none"> ➤ Annual Corporate Capabilities & Application Notebook Supplement ➤ EAS Poster Alert 	<ul style="list-style-type: none"> ➤ All shows that <i>LCGC</i> attends in 2017

Four Color Rates - US Dollars

	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	11,645	11,510	11,305	11,170	10,985	10,695	10,500	10,400
2/3 Page	10,835	10,725	10,675	10,095	9,930	9,675	9,485	9,390
1/2 Page Island	9,740	9,675	9,615	9,130	8,975	8,780	8,610	8,545
1/2 Page	9,535	9,460	9,405	8,915	8,770	8,570	8,395	8,330
1/3 Page	7,660	7,580	7,515	7,215	7,115	6,945	6,835	6,775
1/4 Page	6,665	6,605	6,535	6,325	6,210	6,105	6,010	5,965

Ad Dimensions	Width	Depth
Trim Size	7 3/4"	10 1/2"
Full Page Bleed	8"	10 3/4"
Full Page Live Area	7 1/4"	10"
Full Page Non-Bleed	6 3/4"	9"
2/3 Page	4 1/2"	9 1/2"
1/2 Page Island	4 1/2"	7"
1/2 Page Horizontal	6 3/4"	4 5/8"
1/2 Page Vertical	3 3/8"	9 1/2"
1/3 Page Square	4 1/2"	4 5/8"
1/3 Page Vertical	2 1/8"	9 1/2"
1/4 Page	3 3/8"	4 5/8"

Special Positions	
Cover 2	1,720
Cover 3	1,720
Cover 4	3,295
Preferred Pos.	1,370

Publication Dimensions	Width	Depth
Spread Size	14 1/2"	9 1/2"
Bleed (Spread)	15 3/4"	10 3/4"

Digital Ad Requirements

- Digital data** is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to www.AdsAtAdvanstar.com or contact the production manager.
- Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
- Accepted Method of Delivery:** The preferred method of delivering ad files to UBM Life Sciences is via a web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.
- Ad Proofs:** To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

DIGITAL OFFERINGS

ChromatographyOnline.com

www.ChromatographyOnline.com is the premier

global information source for unbiased, peer-reviewed technical information in the chromatography field and the separation sciences.

Using all resources from the regional editions of our award-winning brands (*LCGC North America*, *LCGC Europe*, and *LCGC*

Asia Pacific), we deliver practical, nuts-and-bolts information to help our audience of scientists and lab managers utilize chromatographic techniques and instrumentation, thereby making laboratories more productive and businesses around the world more successful.



e-Newsletter: e-Separation Solutions

e-Separation

Solutions, delivered

three times a month, features news, practical troubleshooting tips, technique focuses, market trends, application notes and new product information to keep you up-to-date with current happenings within the separation science industry.



e-Newsletter:

e-Application Note Alerts

LCGC's e-Application

Note Alert is a compilation

of application notes

deployed on a monthly

basis to thousands of opt-

in subscribers. Interested

readers register to download

each application note,

facilitating quality lead generation.



e-Newsletter: Issue Alert

LCGC's monthly Issue

Alert is a preview to the

monthly print/digital edition.

Included in the Issue Alert

are current feature articles

and columns.



e-Newsletter: Current Trends in Mass Spectrometry

Current Trends in Mass

Spectrometry delivers

practical information for

scientists in the field of mass

spectrometry along with

market trends, application

notes and new product

information to keep you up-

to-date with the industry.



DIGITAL OFFERINGS

Digital Edition: The Column

The Column is a global magazine delivered twice monthly to readers throughout North America, Europe, Asia and the Middle East. Subscribers benefit from a global magazine with a global perspective whilst retaining regular content including news, incognito, tips and tricks, events and training, interviews and products.



Dedicated Dialogue

LCGC will conduct an interview with an expert from your company (scientist, corporate manager, etc). This interview will be marketed through a multimedia program that includes a podcast and a two page article in an issue of LCGC.



Webcasts/Webinars

Combining the immediacy and the impact of cutting edge, interactive web technologies, LCGC's quality webcast programs (Exclusively Sponsored or Educational Series) strategically showcase your company as a significant industry leader.

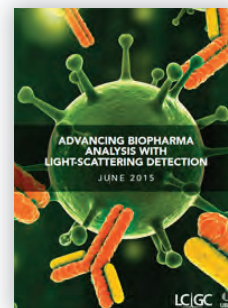
Enhanced Webcast Programs

Our new content marketing program allows you to extend the reach of your webcast. We transcribe the webcast and write a comprehensive technical brief which we promote through our online channels and also provide a pdf of the paper to you.



Sponsored e-Books

A sponsored custom e-book or e-book series on topic(s) of your choice or collaborative topic in conjunction with LCGC's editorial team. This program is designed to deliver high quality leads.



LCGC TV

LCGC TV is a global weekly video program on the internet which features interviews from industry leaders, news and updates. This new digital platform focuses on different techniques each month and will refresh content weekly.



Lead Nurturing

Inbound marketing is a proven strategy that fills your lead funnel and accelerates the conversion of leads to sales. Guided by our state-of-the art audience behavioral analysis, UBM Life Sciences' content creation team can do the heavy lifting for you, drafting a strategic campaign and developing content that will get results. In addition to using this content in your UBM Life sciences Inbound campaign, you keep all rights to the material to use as you see fit.

DIGITAL OFFERINGS

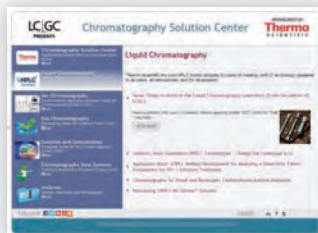
Video Poster Alerts

One of the challenges companies have in our industry today is the use of their content and how to promote it to a large targeted audience. Using posters from a tradeshow is a great option to maximize and generate leads to a broad audience that we can provide.

Chromatography Solution Center

A single-sponsored video channel that highlights:

- Product launches
- Application notes & whitepapers
- Company announcements
- Tutorials & demonstrations
- Tradeshows & conferences



ChromTube

Use our unique web video program to show and tell how your products and services solve problems for chromatography-related applications.

Viewers who find your web video useful can forward it to a friend, enabling your message to be easily shared with other prospective buyers and influencers.



Audio Podcast

LCGC offers a variety of podcasts to provide our audiences with keen insights on current news, new products, applications and important trends. Our editorial staff works with you to customize programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic(s).

CAST™ (Custom Audience Segmentation Tool)

CAST™ is the highly targeted, data driven, Custom Audience Segmentation Tool from the UBM Life Sciences Pharma/ Science group. CAST™ contains over 900,000 unduplicated decision makers

involved in the pharmaceutical and scientific industries served by our leading publications and conference brands.



Sponsored Survey Package

LCGC's sponsored web-based surveys can be used to better understand your client's business issues. These survey projects include a written report of findings, and can provide individual data on each survey respondent's habits and preferences.

Infographics

Use a past webinar or relevant content to create an informative, eye-catching infographic.



PRODUCT	TYPE	MONTHLY RATE
WEBSITE		
Home Page/Other Site Pages	728x90	\$3,200
	300x250	\$3,200
	300x100	\$1,900
	Interstitial	\$7,000
	Peel Back	\$7,000
	Page Push	\$7,000
Floating Footer		\$7,000
Run of Site (ROS)	Sponsored Link	\$1,000
Technique Zones/Sections	728x90	\$1,000
	300x250	\$1,000 net
	300x100	\$800
Expandable Video Banner Ads		Contact your sales rep
Ad Retargeting		Contact your sales rep
Geotargeting		Contact your sales rep
Sponsored Content Block		Contact your sales rep

PRODUCT	TYPE	MONTHLY RATE
CUSTOM DIGITAL PRODUCTS		
Microsite		Custom quotes available
Newsletter		Custom quotes available
E-Books/Digital Magazines		Custom quotes available
CAST		Contact your sales rep
Sponsored Survey Package		Contact your sales rep
The Solution Center		Contact your sales rep
LCGC TV	Multi Sponsor (up to 5)	\$4,500 (net per month)

PRODUCT	TYPE	MONTHLY RATE
NEWSLETTER		
e-Separation Solutions	728x90	\$2,700
	300x250	\$2,700
	468x60	\$2,500
	Text - 65 words	\$1,700
	Featured Products	\$1,200
	Application Notes	\$1,200
	Featured Video	\$2,200
Issue Alert	728x90	\$2,700
	300x250	\$2,700
	468x60	\$2,500
	Text - 65 words	\$1,700
Application Note Alert	728x90	\$2,700
	Featured Note	\$2,100
	Application Note	\$1,575
	468x60	\$2,100
Single e-App Note Alert		Contact your sales representative for pricing
eSolution Broadcast	For 5,000 selects	\$3,000

DIGITAL PUBLICATION					
		1x	2x	3x	4x
The Column	Belly Band/Cover Tip	\$8,126	\$6,486	\$5,674	\$4,682
	Full Page	\$5,442	\$4,348	\$3,803	\$3,260
	1/2 Page	\$3,628	\$2,899	\$2,536	\$2,174
	1/3 Page	\$2,902	\$2,319	\$2,029	\$1,740
	Skyscraper	\$2,835	\$1,905	\$1,665	\$1,429
	Banner	\$2,071	\$1,657	\$1,449	\$1,243

WEBCAST	
Live audio w/ slides	Contact your sales representative for pricing

PODCASTS ala carte	
Minimum 3	\$6,300
4 to 7	\$9,975

CHROMTUBE - WEB VIDEOS		
Web Videos	We produce video	\$2,625/3 months
Web Videos	Advertiser supplies video	\$1,575/3 months



UBM

www.ubmlifesciences.com