

LCIGC[®] 2023

GLOBAL MEDIA PLANNER

#1 SOURCE FOR PRINT, DIGITAL, AND
CONTENT MARKETING SOLUTIONS





Dedicated to improving quality of life through life sciences communications, education and research.

As the largest privately held medical and life sciences media company in the United States, MJH Life Sciences™ provides unparalleled reach to key decision-makers from all facets of the life sciences industry. Our multichannel platform extends to more than 3.5 million within the health care and science industries across 60+ brands, delivering the information that matters most, when and where they need it. We are committed to meeting the needs of our audience and our partners with innovative solutions that allow us to adapt and pivot quickly during times of rapid change.

Partner with us to stay connected with your audience, no matter the circumstances.

60+

Brands

3.5M+

Active Reach

7.6M+

Unique Visitors
per Month

20.9M+

Average Page Views
per Month

1.9M+

Print Circulation

1000s

KOLs on
Editorial board

Our Global Brand

LCGC™, an MJH Life Sciences™ brand, is the leading provider of digital and print content to the separation science market, enhancing the productivity, efficiency, and the overall value of separation techniques globally. With our commitment to editorial excellence, we have pioneered innovation across a broad portfolio of digital and print platforms. LCGC covers all key growth areas in the field of separation science, providing unbiased peer-reviewed content, educational webinars, trusted troubleshooting advice, and best-practice applications solutions. Laboratory-based analytical chemists and influential chromatographers can improve their productivity and enhance their proficiency through LCGC's practical information, giving them a competitive advantage for the real-world analysis they face.



Why partner with LCGC?

Leader

LCGC continues to be the leading brand dedicated to the field of chromatography.

Essential

LCGC provides unbiased technical information, trusted troubleshooting advice, and best-practices application solutions that chromatographers need to help them with their daily work.

Community

LCGC facilitates interaction between scientists and suppliers.

Reach

LCGC maintains the largest audited circulation of influential chromatographers.

Innovation

LCGC delivers not only traditional advertising but integrated marketing solutions for suppliers to reach their customers.

What do you consider to be LCGC's most unique attribute or feature?*

Clear and focused articles, on subjects in the current analytical science trends.

Senior chemist/scientist

It's dedication to primarily chromatography.

Chief chemist/scientist

It keeps up with latest equipment and covers a wide range of separation topics.

Senior chemist/scientist

Keeps abreast of latest advances in LC/GC and presents timely research findings and studies

Group/section/project head or leader

Very searchable and great for different levels of knowledge

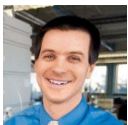
Technologist/technician

The columns, especially troubleshooting are unique and insightful.

Bench chemist/scientist

Thought Leaders

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.



"LC TROUBLESHOOTING" – DWIGHT STOLL

Dwight Stoll, a professor at Gustavus Adolphus College, is a recognized leader in liquid chromatography, with a primary research focus on 2D-LC. Here, he focuses on the fundamentals of HPLC, providing essential guidance to all practitioners of the technique.



"GC CONNECTIONS" – NICHOLAS H. SNOW

Nicholas H. Snow is the Founding Endowed Professor of the Department of Chemistry and Biochemistry at Seton Hall University. Here, he addresses fundamental concerns and best practices in gas chromatography—demystifying common areas of confusion.



"SAMPLE PREP PERSPECTIVES" – DOUGLAS RAYNIE

Douglas Raynie has been performing sample preparation research in industry and academia for over 25 years. In his current role as a chemistry professor at South Dakota State University, improving sample preparation is an important focus of his research.



"COLUMN WATCH" – DAVID S. BELL

Over the past 20+ years, David S. Bell has worked on the design, development, and application of chromatographic stationary phases to advance liquid chromatography, gas chromatography, and related techniques. In "Column Watch" he keeps readers abreast of the latest developments.



"PERSPECTIVES IN MODERN HPLC" – MICHAEL DONG

Michael Dong has more than 20 years of experience in chromatography R&D in academia and industry and has taught numerous short courses on HPLC method development and pharmaceutical analysis. In this column, he brings fresh scientific perspectives to chromatography practitioners.

"THE LCGC™ BLOG"

"The LCGC Blog" has two threads. In one, Tony Taylor, the technical director of CHROMacademy, LCGC's online learning partner, offers practical tips on separations. In the other, members of the American Chemical Society Analytical Division Subdivision on Chromatography and Separations Chemistry (ACS AD SCSC) share perspectives on a range of topics in separation science.

Thought Leaders



"FOCUS ON BIOPHARMACEUTICAL ANALYSIS" – ANURAG S RATHORE & JARED R. AUCLAIR

Anurag Rathore of the Indian Institute of Technology and Jared R. Auclair of Northeastern University team up to explore the latest developments in techniques, technologies, methods, and approaches for analyzing biopharmaceuticals.



"FOCUS ON FOOD ANALYSIS"

Invited experts share the latest methods and best practices for food and beverage analysis, on topics such as pesticide analysis, migration of compounds from packaging, authentication of origin, and more.



"FOCUS ON ENVIRONMENTAL ANALYSIS"

Leading environmental scientists address current topics of concern in environmental analysis, in the context of regulatory oversight, addressing a wide range of contaminants, like PFAS, pharmaceuticals and personal-care products, pesticides, and more, in matrices like soil and water.



"BIOPHARMACEUTICAL PERSPECTIVES" – KOEN SANDRA

Koen Sandra, of the RIC group in Belgium, continues his popular "Biopharmaceutical Perspectives" column, which covers cutting-edge methods and trends involving chromatography in the constantly evolving biopharmaceutical sector.



"PHARMACEUTICAL PERSPECTIVES" – ADRIAN CLARKE

Adrian Clarke, an Analytical Network Leader in Technical R&D at Novartis Pharma, in Basel, Switzerland, keeps readers abreast of cutting-edge practical developments in pharmaceutical analysis.



"QUESTIONS OF QUALITY" – ROBERT MCDOWALL

"Questions of Quality" offers guidance on quality issues relevant to all separation scientists. Method development, data handling, chromatography data systems, and laboratory information management systems are covered by leading industry consultant Robert McDowall.

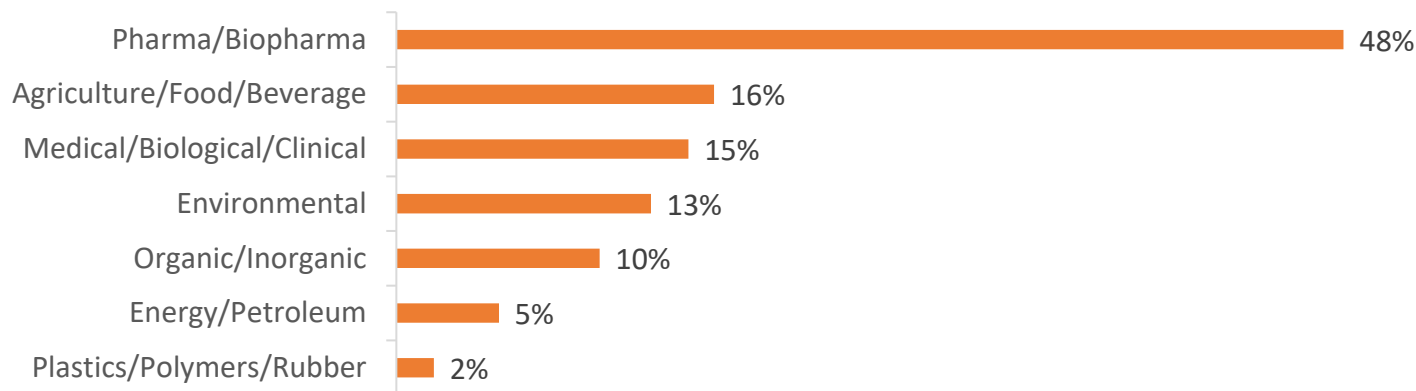


"ANALYSIS FOCUS"

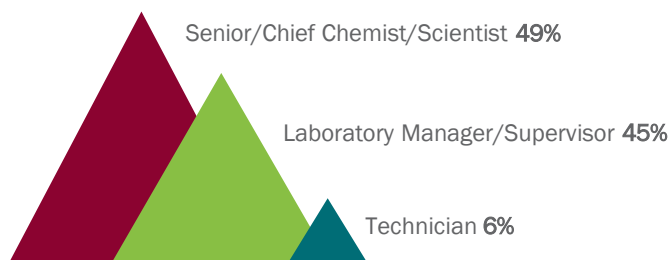
Key opinion leaders share the latest methods and developments in important application areas and discuss cutting-edge trends.

Audience - Publication

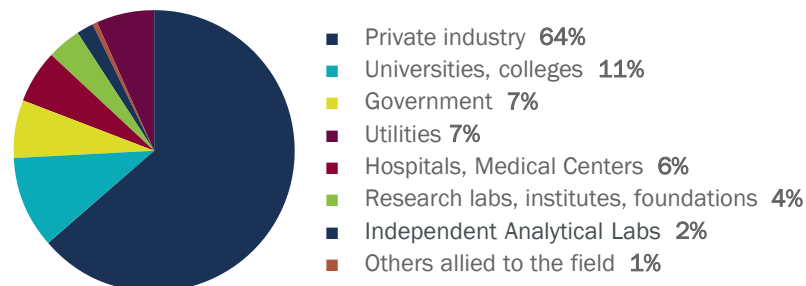
Field of Work*



Top 3 Job Titles*

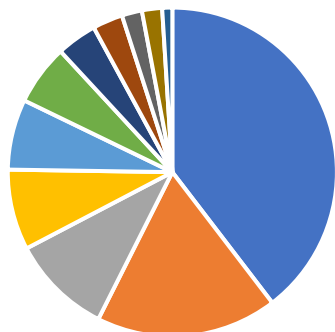


Primary Business†



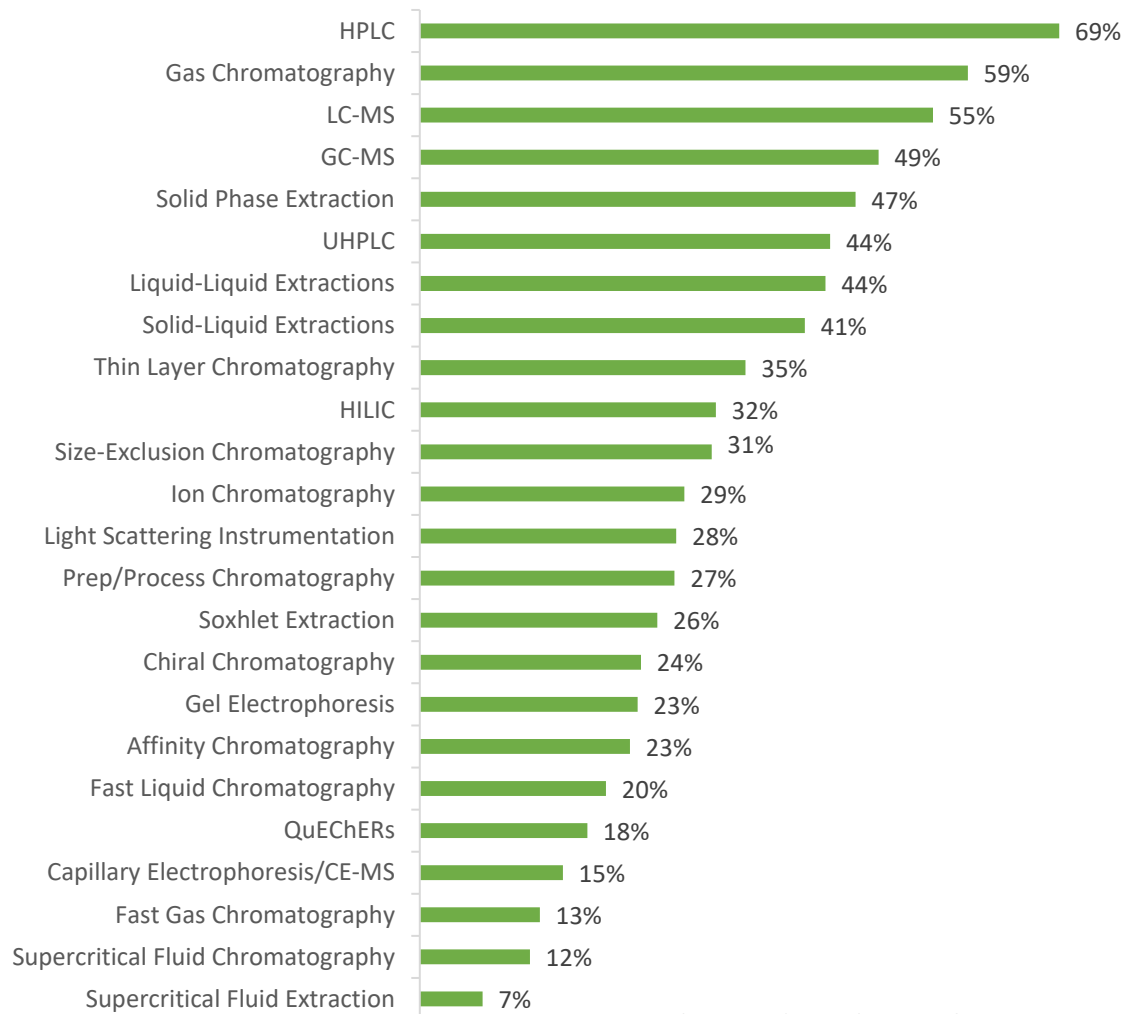
Audience - Publication

Job Functions*



- Research and development 40%
- Lab management 18%
- Quality control/assurance 10%
- Teaching 8%
- Technical services 7%
- Analysis 6%
- Marketing/sales 4%
- Corporate management 3%
- Regulatory 2%
- Validation 2%

Techniques Used*



* Publisher's Own Data/Readership Survey, August 2022

Our Regular Issues

Advertising in an AAM-audited publication ensures your message will reach a qualified, quantifiable group of subscribers. You can be sure your message is being seen by subscribers in the industries and functions integral to the field of chromatography.

LCGC North America

LCGC North America is a monthly magazine delivered to an audience of over **51,249† Alliance for Audited Media (AAM)-audited subscribers**, providing peer-reviewed technical articles, troubleshooting advice, and practical information covering all important areas of separation science. The magazine provides answers to real problems to improve the efficiency and productivity of our readers in the laboratory chromatography community.

LCGC Europe

LCGC Europe is a monthly magazine delivered to a pan-European audience of over **26,513† Alliance for Audited Media (AAM)-audited subscribers**, providing peer-reviewed technical articles, troubleshooting advice, and practical information covering all important areas of separation science. The magazine provides answers to real problems to improve the efficiency and productivity of our readers in the laboratory chromatography community.

Available Opportunities

High Impact Options

- Cover Tips
- Inserts
- Polybagged Outserts
- French Gate Covers
- Cover Stickers

Ad Types

- Display Advertising
- Product Profiles
- Vendor Perspectives
- Vendor Tips & Tricks
- Application Notes

LCGC Asia Pacific

LCGC Asia Pacific is published four times a year. Each edition currently reaches more than **27,600 recipients** across 11 countries in the Asia-Pacific region including China, Japan, India, Australia, and Malaysia. Articles on innovation technologies and key applications are accompanied by the best of LCGC's popular columns on troubleshooting, problem solving, sample preparation, and new products. No other publication in the region provides this much in-depth information on techniques like high-performance liquid chromatography, gas chromatography, and mass spectrometry.

Each of our print magazines is also distributed as a digital edition.

†AAM Audit, December 2021
As filed with Alliance for Audited Media, subject to audit

Audience - Digital

Website*

chromatographyonline.com

Average Monthly Unique Browsers

59,200

Average Monthly Page Impressions

177,952

eNewsletters**

e-Separation Solutions

Average Audited Distribution

26,044

LCGC North America

e-Application Note Alert

Average Audited Distribution

37,385

LCGC Europe Weekly Update

Average Audited Distribution

15,681

LCGC Europe

e-Application Note Alert

Average Audited Distribution

17,647

LCGC Asia Pacific

Monthly Update

Average Audited Distribution

10,000

Available Opportunities

Website

chromatographyonline.com

- Banner Ads
- Expandable Video Banner Ads
- Interstitials
- Pre-roll Videos
- Page Push
- Videos
- Sponsored Content
- Sponsored Link
- Ad Retargeting
- Geotargeting
- Native Advertising

e-Separation Solutions

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

Issue Alerts

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

e-Application Note Alert

- Banner Ads
- Application Notes

Poster or Video Alert

- Banner Ads
- Posters or Videos

ChromTube Alert

- Videos



*AAM Audit, December 2021 **AAM Audit, December 2020
As filed with Alliance for Audited Media, subject to audit

Digital Offerings

ChromatographyOnline.com

Chromatography Online is the premier global information source for unbiased, peer-reviewed technical information in chromatography and the separation sciences.

- Sponsored Content Block
- Banner Ads
- Expandable Video Banner Ads
- Rich Media
- Geotargeting
- Application Notes
- Native Advertising



[Visit website »](#)

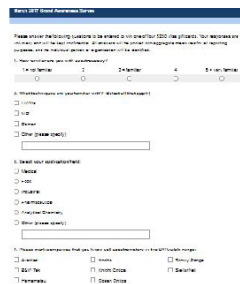
Native Advertising

This program gives you the opportunity to inject thought leadership, insight, and brand awareness within the context of *LCGC's* trusted, editorial communities. You will receive a choice of topics, and in-article links to your gated content are served within relevant editorial content.



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.



ChromTube

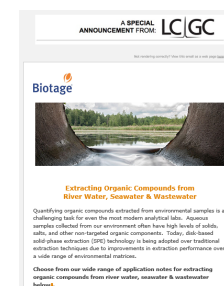
Use our unique video program to show and tell how your products and services solve problems for chromatography-related applications. Viewers who find your video useful can forward it to a friend, enabling your message to be easily shared with other prospective buyers and influencers.

[View ChromType »](#)



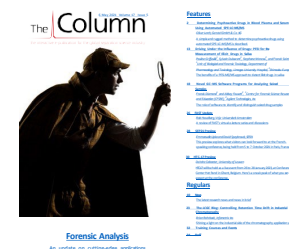
Email Solutions

Our highly targeted, data-driven database contains decision-makers in the scientific industry you can use to reach your potential buyers.



Global Digital Publication: The Column

The Column is a global digital magazine delivered to readers throughout North America, Europe, Asia and the Middle East. Subscribers benefit from a global perspective through technical articles and regular sections including news, Incognito, tips and tricks, events and training, interviews and product information.

[View sample »](#)

LCGC North America E-newsletters

e-Separation Solutions

e-Separation Solutions, delivered twice 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 in the field of separation science.

[View sample »](#)



e-Application Note Alert

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.

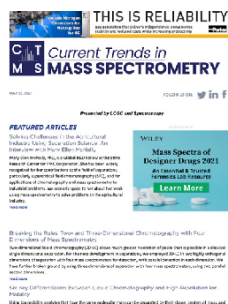
[View sample »](#)



Current Trends in Mass Spectrometry

The Current Trends in Mass Spectrometry newsletter delivers practical information for scientists in the field of mass spectrometry globally along with market trends, application notes and new product information to keep you up-to-date with the industry.

[View sample »](#)



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.

[View sample »](#)



The Column

The Column newsletter deploys monthly to engaged separation scientists across the globe. Key topics include food and beverage, environmental, and biopharmaceutical analysis, offering opportunities to target your company's promotions to sector-specific audiences.

[View sample »](#)



Poster or Video Alerts

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

[View sample »](#)



LCGC Europe and Asia Pacific E-newsletters

LCGC Europe Weekly Update

The Weekly Update keeps readers up to date with the latest techniques and technology in separation science, as well as updates on new content from *LCGC Europe's* extensive print and digital portfolio.

[View sample »](#)



e-Application Note Alert

LCGC Europe'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.

[View sample »](#)

The Column

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[View sample »](#)

Current Trends in Mass Spectrometry

The Current Trends in Mass Spectrometry newsletter delivers practical information for scientists in the field of mass spectrometry globally along with market trends, application notes and new product information to keep you up-to-date with the industry.

[View sample »](#)

LCGC Europe Issue Alert

LCGC Europe's monthly Issue Alert is a preview of the monthly print/digital edition. Included in the Issue Alert are current feature articles and columns.

[View sample »](#)



LCGC Asia Pacific™ Monthly Update

The Monthly Update keeps readers informed about the latest techniques and technology in separation science, as well as providing updates on new content from *LCGC Asia Pacific's* extensive print and digital portfolio.



LCGC Asia Pacific™ Issue Alert

LCGC Asia Pacific's quarterly Issue Alert is a preview to the print/digital edition. Included in the Issue Alert are current feature articles and columns.

[View sample »](#)



Video Programs and Events

As an alternative to trade shows, conferences and face-to-face events you can deliver your message through our virtual communication platforms that include dedicated traffic drivers, lead generation and content engagement. Through our experience, expertise and state of the art in-house Studios, the transition from in-person to online is seamless and timely.

Virtual Conferences and Symposium

Virtual Conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities of a live trade show or meeting, including a lobby, auditorium, exhibit hall, networking lounge, and resource center.



Virtual Presentation Showcase

Is your company missing out on delivering a presentation at an industry event? Reach the same audience by delivering the presentation virtually through our webcast tool. Our Presentation Showcase program is comprised of a series of short, topic driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.



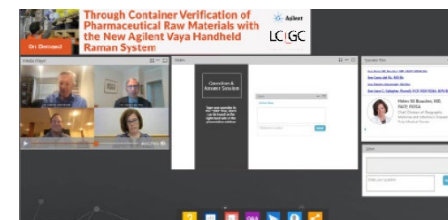
Virtual Thought Leadership Interviews/ Roundtable

Using advanced video conference technology, our internal Studios team will coordinate a remote interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.



Virtual Press Conference

LCGC will give your company the opportunity to deliver the press conferences your company planned for this year's industry events to a targeted audience. Feature topics such as your company's new product launches, M&A activity, restructuring, or market trends. Each program includes promotion to our audience.



Video Programs and Events

Video Programs

Extend your ROI at industry events with video content that can strengthen your brand reach post show with editorialized videos by *LCGC* and audience engagement with the *LCGC* community.

Presentation Showcase

Our Presentation Showcase program is comprised of a series of short, topic driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.

Thought Leadership Interview

Our internal Studios team will coordinate an interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.

Exhibit Booth Interview

Extend your ROI at industry trade shows with custom video content that can strengthen your brand reach post show. We'll conduct an interview at your booth and edit it into a 3–5-minute video with promotions to the *LCGC* community.

Virtual Symposiums

Virtual Conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities of a live trade show or meeting, including a lobby, auditorium, exhibit hall, networking lounge, and resource center.

Live Events

Partner with *LCGC* to create your custom live events. Our editorial and events teams work with you to develop and execute best-in-class programs that meet your business and educational goals. What makes *LCGC* your partner of choice?

Content Development:

The *LCGC* team works with your team to produce a program based on your needs.

KOL Recruitment:

We find the speakers who will attract your target attendees at the event as well as post event.

Attendee Recruitment:

Using our extensive databases and relationships with our audiences, *LCGC* will find and attract the people you want to attend your live event.

Post-Event Content:

Our team will create video, audio and written content based on the program. And not only do we create the content, but we also provide marketing programs to get the content out to both attendees and non-attendees.

Turnkey Logistics:

Besides the expertise of *LCGC*, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



Dedicated Video Placement

Our Dedicated Video Placement promotional program offers significant exposure to our audience right as they enter our website. This premium space places your video on our homepage as users scroll through content.

The homepage video is expandable to a larger screen and a dedicated landing page that places your video next to additional relevant content from your company.

The screenshot displays the homepage of Chromatographyonline.com. At the top is the LC|GC logo with the tagline 'SOLUTIONS FOR SEPARATION SCIENTISTS'. Below the logo is a dark blue navigation bar containing links: PUBLICATIONS, COLUMNS, NEWS, APP NOTES, E-BOOKS, WEBCASTS, RESOURCES, SUBSCRIBE, and DIRECTORY. To the right of these links are social media icons for LinkedIn, Twitter, Facebook, YouTube, and RSS. A search icon is also present. Below the navigation bar is a large banner for 'FREE Biochromatography Training' with a background image of green chromatography columns. Underneath the banner is a 'Featured Content' section. On the left of this section is a 'Spotlight' box with the title 'Chromatography' and a video player showing a wind turbine. Below the video player is the word 'Where'. To the right of the video player is a large, semi-transparent hexagonal graphic with the text 'Advances in Small Molecule Analysis' and 'A Virtual Symposium'. On the far right of the featured content section is a 'FlexFire' advertisement for HPLC & UHPLC Columns, featuring the text 'Detect a 1-base Difference in RNA' and a 'Try it FREE' button. Below the FlexFire ad is a small image of a chromatography column.

Program Features

- Your video featured on our website's home page
- Video expands to dedicated page with your branding and chosen related content
- Features your related content (whitepaper, additional videos, website, ebook, etc.)
- Exclusive branding, including your company's display ads

Content Marketing

Custom Content Creation

Demonstrate thought leadership

Our dedicated content editor will develop and write thought-provoking, insightful content about your products and services such as, but not limited to:

- Whitepapers
- Webcast summaries
- Conference presentation overviews
- Case studies
- Technical articles
- Roundtable discussions
- Infographics
- Thought leadership interviews
- Digital primers
- Product profiles
- Market research reports
- Company profiles



[SAMPLE 1 »](#)



[SAMPLE 2 »](#)

Podcasts

Podcast series regularly recorded by our editorial team that provides insights on news, new products, applications, and important trends in the industry. Our staff works with you on episodic programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic.

- Segmented by category
- Highlights important editorial topics
- New topics monthly
- Special coverage of industry events

Sponsored eBooks

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

[View sample »](#)



This custom eBook is sponsored by Avantor and produced in partnership with LCGC.

Lead Nurturing

Topic-driven programs that capture prospects and nurtures them by deploying high-quality content via strategically-timed communications. These programs are designed to deliver sales-ready leads.



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.

[View sample »](#)



Webcasts

Position your company as a thought leader with interactive web technology

Our educational webcasts are led by credible moderators and offer exclusive sponsorship to a qualified audience while embracing digital engagement.

Experience — More than 500 educational webcasts produced by MJH Life Sciences each year

Credibility — LCGC has been in the separation science industry for over 40 years

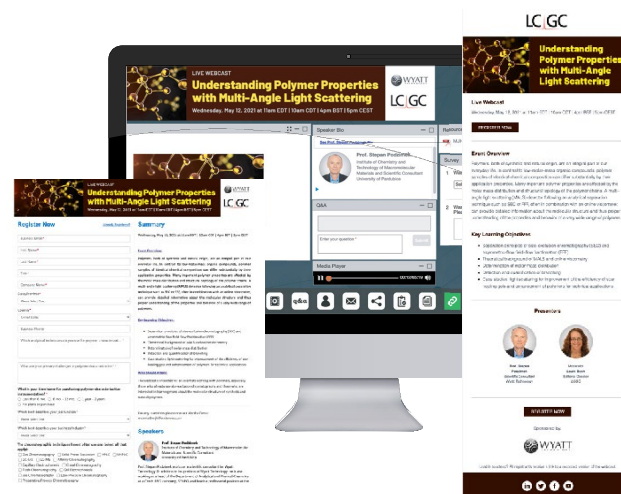
Talent — Respected speakers, moderators, and LCGC's editorial director, Laura Bush

Audience/Reach — Select from 700,000 qualified pharma/science professionals

Marketing & Promotion — Targeted audience development: print, digital, and social media

Analytics — Comprehensive lead capture, lead nurturing, and data reporting for every event

Turnkey — Full-service management, marketing, training, production, and hosting



[View webcasts »](#)

Enhanced Webcasts

Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program. Utilizes social media, print and online marketing to amplify the content across the LCGC community.

- Repurposes webcast content cross-platform
- Delivers the content across multiple channels
- Extends reach, duration, and brand visibility
- Increases access and engagement

[View sample »](#)

Turn Your Webcast into Short-Form Easily Digestible Videos

- Post trailer on registration page
- Imbed clips into email marketing and social media posts
- Unpack long-form content into consumable moments to drive interest
- On-demand viewing

Industry Insights

Your opportunity to share a point of view

Industry Insights is a native marketing program that gives you the platform to introduce thought leadership and insights within the context of our trusted editorial. This is content marketing at its best with articles by your subject experts, integrated alongside valued content in LCGC.

A native, branded content opportunity

- Articles, press releases, videos, etc. are included within the digital content feed and/or the print edition of LCGC
- An expandable offering from one article to a complete content center with your branding
- Featured on the chromatographyonline.com home page as well as in appropriate topic areas
- An integrated promotional program provides significant exposure to our audience



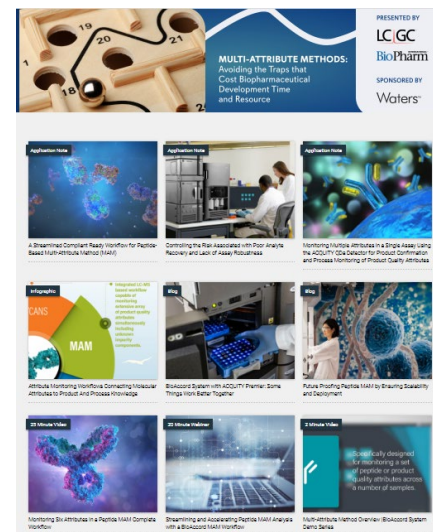
[View sample »](#)

Content Engagement Hub

Showcase a key topic and promote your brand

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. Driven by a multitouch marketing campaign and single-sign-on access to generate quality leads. The always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time consuming your content.

- End-to-end project management including setup of a branded environment, creative design of all materials, turnkey promotion, and reporting
- 6-12 related assets, including white papers, app notes, videos, webcasts, research and web links
- Hosted and promoted for three months
- Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing.



[View sample »](#)

Need help developing content?

Our expert content marketing team can work with you to develop engaging content that resonates with your target audience

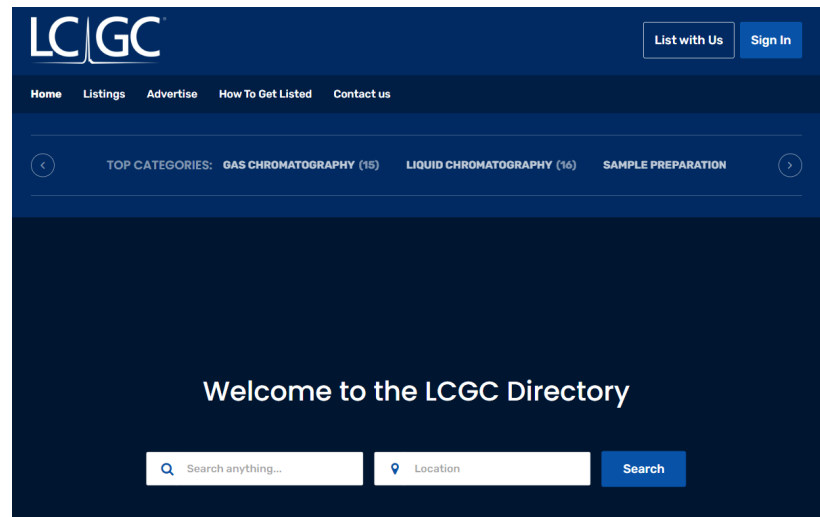
LCGC Online Directory

Connecting buyers to chromatography suppliers around the world.

Feature your company's information along with content such as webcast links, videos, downloadable documents and more! Visitors browse the online directory by company name, product, category or search by keyword. Information about each supplier includes a company description and detailed contact information.

Visitors browse global suppliers and resources for:

- Liquid Chromatography
- Gas Chromatography
- Supercritical Fluid
- Chromatography
- Thin-Layer Chromatography
- Electrophoresis
- Reagents, Solvents, Standards
- Data Handling, Calibration
- Chromatography Services
- Sample Preparation and Handling
- General Scientific Equipment and Accessories



2023 Supplements

The LC Troubleshooting Wall Chart

February 2023

This beloved flow chart walks users through the most likely causes of and solutions to the most common problems in LC, such as lack of sensitivity, changing retention times, drifting baselines, and ghost peaks. A favorite for hanging on the lab wall and in our handy digital format.

Advances in Column LC Technology

April 2023

This curated edition of technical articles brings readers up to speed on the latest advances in liquid chromatography column technology and relevant applications.

Current Trends in Mass Spectrometry

May 2023

Technical articles from leading analytical chemists in academia and industry highlight important developments in mass spectrometry technologies, techniques, methods, and applications.

Advances in (U)HPLC

May 2023

High performance liquid chromatography (HPLC) is at the core of the analytical laboratory, and continued advancement and optimization are critical. A leading luminary in separation science will select key practitioners in the field of liquid chromatography to keep readers abreast of the latest advances and practical applications.

Focus on PFAS Analysis

June 2023

Advances and best practices in analyzing per- and polyfluoroalkyl substances (PFAS), addressing the challenges presented by different matrices; approaches for identifying different types of PFAS, including novel PFAS; and the latest techniques for improving the speed, reproducibility, and sensitivity of these analyses.

The HPLC 2023 Show Guide

June 2023

A special supplement previewing what HPLC 2023 has in store for chromatographers who attend the event.

Hot Topics in GC

July/August 2023

Insights into the new approaches, technological advances, and best practices in gas chromatography, from fundamentals of the technique to relevant applications.

Hot Topics in Mass Spectrometry

October 2023

Get up to speed on important developments in mass spectrometry, on topics like ion mobility, native mass spectrometry, MS imaging, data handling, data-independent analysis, and non-targeted screening, as well as applications in areas like biopharmaceutical, environmental, and food analysis.

Advances in Biopharmaceutical Analysis

October 2023

This special supplement will focus on the state-of-the-art chromatography advances and practical solutions in biopharmaceutical analysis that are used by key opinion leaders and practitioners in this cutting-edge application area.

Advances in Sample Preparation

November 2023

Technical updates on the latest sample preparation techniques, such as microextraction, ionic liquids, multiple-cumulative trapping, metal-organic frameworks, stir-bar sorption, and more, along with topics like green chemistry and sustainability, dealing with matrix effects, and automation, along with critical applications.

2023 Virtual Symposiums

The PFAS Summit 2023

February 2023

The PFAS Summit is back! Leading analytical chemists will share advances in analyzing per- and polyfluoroalkyl substances (PFAS), addressing the challenges of various matrices (environmental, food, and blood samples); approaches for identifying PFAS types, including novel PFAS; and ways to improve speed, reproducibility, and sensitivity.

Sustainability in Pharmaceutical Separation Science

March 2023

Sustainability is a driving force across the globe, but what steps are separation scientists taking to reduce the environmental impact of their activities? Leading experts involved in separation science in the pharmaceutical sector will reveal what steps they are taking to reduce the environmental impact of their chromatographic activities. The principles of “greener” analysis discussed can also be considered for other industry sectors.

Focus on Data Integrity

April 2023

For regulated laboratories, managing all the factors involved in ensuring data integrity can be overwhelming. Our experts provide the information and guidance you need, with ample opportunity to test your understanding and raise your questions during the interactive workshop activities.

ChromTalks 2023

May 2023

ChromTalks is back again! This year's event will provide highly practical advice for chromatography practitioners, as global experts share hard-won insights and loads of practical tips, troubleshooting, and best practices.

Chromatography Trends

July 2023

A virtual symposium focusing on important advances in separation science. Stay tuned for details!

The Future of Mass Spectrometry

August 2023

Scientists from leading manufacturers will give tech talks that bring you up to date on the latest technologies, addressing what the advances mean for improved performance, practical implementation, and expanded applications.

Separation Science: The State of the Art in Life Science Analysis

October 2023

Life sciences are essential for health and longevity and chromatography plays a pivotal role. This symposium will focus on practical aspects and advances in pharmaceutical and biopharmaceutical analysis with presentations from leading practitioners in these important areas.

Advances in Food & Environmental Analysis

November 2023

Experts will address important developments in the analysis of food and environmental samples, looking at a wide range of analytes and matrices and using a range of techniques, including HPLC GC, MS and other types of detection, and a variety of sample preparation techniques.

Advances in Gas Chromatography

December 2023

GC is often regarded as a mature technique, but GC continues to play a pivotal role in key application areas and continues to evolve. This symposium will focus on practical developments in GC that are helping analysts achieve the results they desire, with practical insights from leading GC practitioners.

2023 Multimedia Planner – LCGC North America

CELEBRATING

January

Topics: Pharma/Biopharma, Pre-Pittcon Issue

Columns: LC Troubleshooting, Sample Prep Perspectives, GC Connections, Focus on Biopharmaceutical Analysis

Bonus Distribution: Cannabis Conference West, Multidimensional Chromatography Workshop

February

Topics: Latest Chromatography Techniques, Pittcon Issue

Columns: LC Troubleshooting, Column Watch, GC Connections, Focus on Environmental Analysis

Special section: Application Notebook

Special Advertorial Opportunity: Vendor Perspectives

Supplements: LC Troubleshooting Wall Chart

Bonus Distribution: Pittcon

Virtual Symposium: The PFAS Summit

March – *Ad Study Issue*

Topics: GC, Sample Prep

Columns: LC Troubleshooting, Sample Prep Perspectives, GC Connections, Focus on Food Analysis

Bonus Distribution: AOAC, MSACL

Virtual Symposium: Sustainability in Pharmaceutical Separation Science

April

Topics: Annual Product Reviews: New HPLC Systems & Accessories; New GC Products & Accessories

Columns: LC Troubleshooting, GC Connections (product review), Perspectives in Modern HPLC/UHPLC (product review), Focus on Biopharmaceutical Analysis

Supplement: Advances in LC Column Technology

Bonus Distribution: Minnesota Chromatography Forum, PREP Symposium

Virtual Symposium: Focus on Data Integrity

May

Topics: Annual Products Reviews: New LC Columns & Accessories; New Sample Prep Products & Accessories

Columns: LC Troubleshooting, GC Connections, Sample Prep Perspectives (product review), Column Watch (product review)

Supplement: Current Trends in Mass Spectrometry

Supplement: Advances in (U)HPLC

Bonus Distribution: HTC, Cannabis Science Conference, ISCC & GCxGC, ASMS

Virtual Symposium: ChromTalks 2023

June

Topics: Pharma/Biopharma

Columns: LC Troubleshooting, Column Watch, Perspectives in Modern HPLC/UHPLC, Focus on Biopharmaceutical Analysis

Special section: Application Notebook

Supplement: Focus on PFAS

Supplement: HPLC 2023 Show Guide

Bonus Distribution: HPLC, Analytica

2023 Multimedia Planner – LCGC North America

July/August

Topics: Pharma/Biopharma Analysis, HPLC

Columns: LC Troubleshooting, Column Watch, GC Connections, Sample Prep Perspectives, Focus on Biopharmaceutical Analysis

Special advertorial opportunity: Vendor Tips & Tricks

Bonus Distribution: NACRW,ACHEMA, AOAC

E-book: Hot Topics in GC

Virtual Symposium: Chromatography Trends (July)

Virtual Symposium: The Future of Mass Spectrometry (August)

September

Topics: GC & GC–MS, Environmental Analysis

Columns: LC Troubleshooting, Column Watch, GC Connections, Focus on Environmental Analysis

Special section: Application Notebook

October

Topics: HPLC/UHPLC, LC–MS

Columns: LC Troubleshooting, Column Watch, Perspectives in Modern HPLC/UHPLC

E-book: Hot Topics in Mass Spectrometry

Supplement: Advances in Biopharmaceutical Analysis

Bonus Distribution: SOFT, ISPPP

Virtual Symposium: The State-of-the-Art in Life Sciences Analysis

November

Topics: Pharma/Biopharma Analysis, HPLC

Columns: LC Troubleshooting, GC Connections, Perspectives in Modern HPLC /UHPLC, Focus on Biopharmaceutical Analysis

Supplement: Advances in Sample Preparation

Bonus Distribution: Eastern Analytical Symposium

Virtual Symposium: Advances in Food & Environmental Analysis

Virtual Symposium: Advances in Gas Chromatography

December

Topics: The Resource Issue & Salary Survey

Columns: LC Troubleshooting, GC Connections, Column Watch, Focus on Food Analysis

Bonus Distribution: All conferences in 2023

2023 Multimedia Planner – LCGC Europe

CELEBRATING

January – Ad Study Issue

Topics: LC/LC–MS, Environmental Analysis

Columns: LC Troubleshooting
Sample Prep Perspectives
GC Connections
Analysis Focus: Environmental Analysis

February

Topics: GC, GC–MS, Pharmaceutical Analysis

Columns: LC Troubleshooting
Column Watch
GC Connections
Questions of Quality
Pharmaceutical Perspectives
Analysis Focus: Pharmaceutical Analysis

Supplements: LC Troubleshooting Wall Chart

Bonus Distribution: Pittcon

Virtual Symposium: The PFAS Summit

March

Topics: Sample Preparation, Biopharmaceutical Analysis

Columns: LC Troubleshooting
Sample Prep Perspectives
GC Connections
Biopharmaceutical Perspectives
Analysis Focus: Pharmaceutical Analysis

Special Section: Application Note Focus

Bonus Distribution: MSB

Virtual Symposium: Sustainability in Pharmaceutical Separation Science

April

Topics: LC/LC–MS, GC, GC–MS, Annual Product Reviews: New HPLC Systems & Accessories; New GC Products & Accessories, Food Analysis

Columns: LC Troubleshooting
GC Connections (product review), Perspectives in Modern HPLC/UHPLC (product review)
Analysis Focus: Food Analysis

Supplement: Advances in LC Column Technology

Virtual Symposium: Focus on Data Integrity

May

Topics: Column Technology, Sample Preparation, Annual Products Reviews: New LC Columns & Accessories; New Sample Prep Products & Accessories

Columns: LC Troubleshooting; Column Watch; Sample Prep Perspectives; GC Connections; Analysis Focus: Polymer Analysis

Supplement: Current Trends in Mass Spectrometry

Supplement: Advances in (U)HPLC

Bonus Distribution: HTC-17, ASMS

Virtual Symposium: ChromTalks 2023

June

Topics: LC/LC–MS, Polymer Analysis

Columns: LC Troubleshooting, Column Watch, Perspectives in Modern HPLC, Questions of Quality, Pharmaceutical Perspectives, Analysis Focus: Polymer Analysis

Special Section: Application Note Focus

Supplement: Focus on PFAS

Supplement: HPLC 2023 Show Guide

Bonus Distribution: HPLC, Analytica, ISSS & HPTLC

2023 Multimedia Planner – LCGC Europe

July/August – Ad Study Issue

Topics: Biopharmaceutical Analysis, GC/GC–MS, Sample Preparation

Columns: LC Troubleshooting, Column Watch, GC Connections, Sample Prep Perspectives, Biopharmaceutical Perspectives, Analysis Focus: Biopharmaceutical Analysis, Instrumental Innovations

Special advertorial opportunity: Instrumental Innovations

E-book: Hot Topics in GC

Virtual Symposium: Chromatography Trends (July)

Virtual Symposium: The Future of Mass Spectrometry (August)

September

Topics: LC/LC–MS, Pharmaceutical Analysis

Columns: LC Troubleshooting, Column Watch, GC Connections, Pharmaceutical Perspectives, Analysis Focus: Food Analysis

Special Section: Application Note Focus

Bonus Distribution: Forum Labo, WOTS, BMSS

October

Topics: LC/LC–MS, Environmental Analysis, Biopharmaceutical Analysis

Columns: LC Troubleshooting, Column Watch, Perspectives in Modern HPLC/UHPLC, Sample Prep Perspectives, Biopharmaceutical Perspectives, Analysis Focus: Environmental Analysis

E-book: Hot Topics in Mass Spectrometry

Supplement: Advances in Biopharmaceutical Analysis

Virtual Symposium: The State-of-the-Art in Life Sciences Analysis

November/December

Topics: Modern Chromatography Techniques, GC/GC–MS, LC/LC–MS, Pharmaceutical Analysis, Advances in “Omics”

Columns: LC Troubleshooting, GC Connections, Perspectives in Modern HPLC/UHPLC, Pharmaceutical Perspectives, Questions of Quality, Analysis Focus: Omics

Special Section: Application Note Focus

Supplement: Advances in Sample Preparation

Bonus Distribution: Eurolab

Virtual Symposium: Advances in Food & Environmental Analysis

Virtual Symposium: Advances in Gas Chromatography

Print Content Overview

LCGC North America Supplements

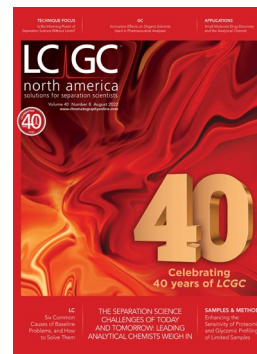
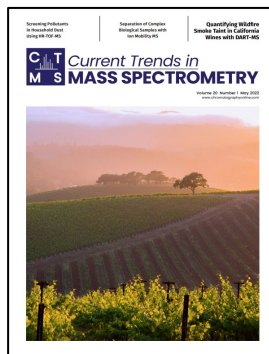
The print and digital supplements from *LCGC North America* keep readers up-to-date with the latest scientific advances and technology trends in separation science. Supplements for 2023 include: *The LC Troubleshooting Wall Chart*, *LC Column Technology*, *Advances in HPLC/UHPLC*, *Current Trends in Mass Spectrometry*, *The HPLC 2023 Show Guide*, *Focus on PFAS Analysis*, *Hot Topics in GC*, *Advances in Biopharmaceutical Analysis*, *Hot Topics in Mass Spectrometry*, and *Advances in Sample Preparation*.

Lead Generation

All the print and digital supplements from *LCGC North America* and *LCGC Europe* provide lead generation for participating advertisers.

LCGC Europe Supplements

The print and digital supplements from *LCGC Europe* keep readers up to date on the latest scientific advances and technology trends in separation science. Supplements for 2023 include *The LC Troubleshooting Wall Chart*, *LC Column Technology*, *Advances in HPLC/UHPLC*, *Current Trends in Mass Spectrometry*, *The HPLC 2023 Show Guide*, *Focus on PFAS Analysis*, *Hot Topics in GC*, *Advances in Biopharmaceutical Analysis*, *Hot Topics in Mass Spectrometry*, and *Advances in Sample Preparation*, which provides manufacturers with an opportunity to publish valuable information about the performance and application of their products in core application areas.



Advertisement Performance Study

A Readex Research study is designed to evaluate the effectiveness of your advertisement using both quantitative and qualitative feedback obtained from a random selection of the *LCGC Europe* audience. The Advertisement Performance Study provides real feedback from our readers and a statistical evaluation of your advertisement's perception, attention-grabbing ability, believability, information value and actions taken.



Experienced. Trusted. Insightful.

2023 Multimedia Planner – LCGC Asia Pacific

February/March

Issue Focus:

Pharmaceutical Analysis
LC/LC-MS

Columns:

LC Troubleshooting
GC Connections
Column Watch
Application Notes

May/June

Issue Focus:

Environmental Analysis
GC/GC-MS

Columns:

LC Troubleshooting
GC Connections
Sample Preparation Perspectives
Application Notes

August/September

Issue Focus:

Food Analysis
LC/LC-MS

Columns:

C Troubleshooting
GC Connections
Column Watch
Application Notes

October/November

Issue Focus:

Biopharmaceutical Analysis
UHPLC

Columns:

C Troubleshooting
GC Connections
Sample Preparation Perspectives
Application Notes

2023 Multimedia Planner – The Column: Global Digital Publication

January

Issue Focus: GC/GC–MS

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights, SEC/GPC Tips and Tricks

February

Topics: LC/LC–MS

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights

March – Ad Study Issue

Topics: Multidimensional Chromatography

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights

Industry Spotlight: Food Analysis

April

Issue Focus: Polymer Analysis

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights, SEC/GPC Tips and Tricks

May

Issue Focus:
Bioanalysis/Forensic Analysis

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights

Industry Spotlight:
Biopharmaceutical Analysis

June

Issue Focus: Food Analysis

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights, Practical GC

2023 Multimedia Planner – The Column: Global Digital Publication

July

Issue Focus: UHPLC

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights

August

Issue Focus: GC/GC–MS

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights, SEC/GPC Tips and Tricks

Industry Spotlight: Environmental Analysis

September

Issue Focus: Sample Preparation

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights, Practical GC

October

Issue Focus: Miniaturization

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights

Industry Spotlight: Pharmaceutical Analysis

November

Issue Focus: Multidimensional Chromatography

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights, SEC/GPC Tips and Tricks

December

Issue Focus: LC/LC–MS

Regular Content: Rising Stars of Separation Science, Research News, Company News, Hot Topic Interviews, The LCGC Blog, Practical Technical Articles, Training and Events, Digital Highlights, Practical GC

Print Specifications – LCGC North America

PRINT AD SPECIFICATIONS								
Ad Size	Non-Bleed Ad		Bleed Ad					
			Bleed Ad		Trim Size		Live Area	
	Width	Depth	Width	Depth	Width	Depth	Width	Depth
2 Page Spread	14.5"	9.5"	15.75"	10.75"	15.5"	10.5"	15"	10"
Full page	6.75"	9.5"	8.00"	10.75"	7.75"	10.5"	7.25"	10"
2/3 page Vertical	4.5"	9.5"	5.25"	10.75"	5.125"	10.5"	4.625"	10"
1/2 page Spread	14.5"	4.625"	15.75"	5.375"	15.5"	5.25"	15"	4.75"
1/2 page Horizontal	6.75"	4.625"	8.00"	5.375"	7.75"	5.25"	7.25"	4.75"
1/2 page Vertical	3.375"	9.50"	4.125"	10.75"	4.00"	10.5"	3.5"	10"
1/2 page Island	4.5"	7.00"	5.25"	7.75"	5.125"	7.625"	4.625"	7.125"
1/3 page Horizontal	6.75"	3.00"	8.00"	3.875"	7.75"	3.75"	7.25"	3.25"
1/3 page Vertical	2.125"	9.5"	2.875"	10.75"	2.75"	10.5"	2.25"	10"
1/3 page Square	4.5"	4.625"	MAGAZINE SIZE		Bleed (-) Trim = 0.125" each side			
1/4 page Square	3.375"	4.625"	Bleed : 8" x 10.75"					
DIGITAL AD REQUIREMENTS								
1/6 page	2.125"	4.625"	Live Area : 7.25" x 10"		* All Measurements in Inches			

1. Digital data are 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.

2. 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.

3. 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.

Print Specifications – LCGC Europe

PRINTED AD Specs (mm)

For all Europe/Asia print products: Keep live matter 10 mm from all sides.
Please supply at 300 dpi, CMYK.

	NONBLEED	BLEED	TRIM SIZE
Two-page spread	368 x 241	400 x 273	394 x 267
Full page	171 x 241	203 x 273	197 x 267
2/3 page	114 x 241	133 x 273	130 x 267
1/2 island	114 x 178	133 x 197	130 x 194
1/2-page vertical	86 x 241	105 x 273	102 x 267
1/2-page horizontal	171 x 117	203 x 137	197 x 133
1/3-page vertical	54 x 241	73 x 273	70 x 267
1/3 square	114 x 117	133 x 137	130 x 133
1/4 vertical	86 x 117	105 x 137	102 x 133

LCGC EUROPE™ E-APPLICATION NOTE ALERT Specs

- Application note in PDF format (RGB, max file size of 1.5 MB)
- Your company Name
- Application note title: three to six
- Abstract: two to three short sentences that describe/summarize the application note
- Author(s): names only, not company affiliations
- Email address where leads should be sent
- Application notes categories (please choose up to three): HPLC, GC, Hyphenated, Sample Prep, Chiral, GPC, SFC and General

THE COLUMN Specs (mm)

Please supply at 300 dpi

	SIZE
Four column (DPS)	375 x 240
Two column (Full page)	184 x 211
One column (0.5 page)	88 x 211
Skyscraper (0.25 vertical)	45 x 211
Banner (0.25 horizontal)	184 x 21

LCGC EUROPE™ ISSUE ALERT Specs (mm)

Please supply at 72 dpi

	SIZE (pixels)
Header banner ad	468 x 60
Text ad	65 words, one click URL

E-NEWSLETTER Specs

SIZE (pixels)

Banner: 468 x 60

Button: 220 x 75

Top position banner: 728 x 90

Big box banner: 300 x 250

Text ad: 65 words

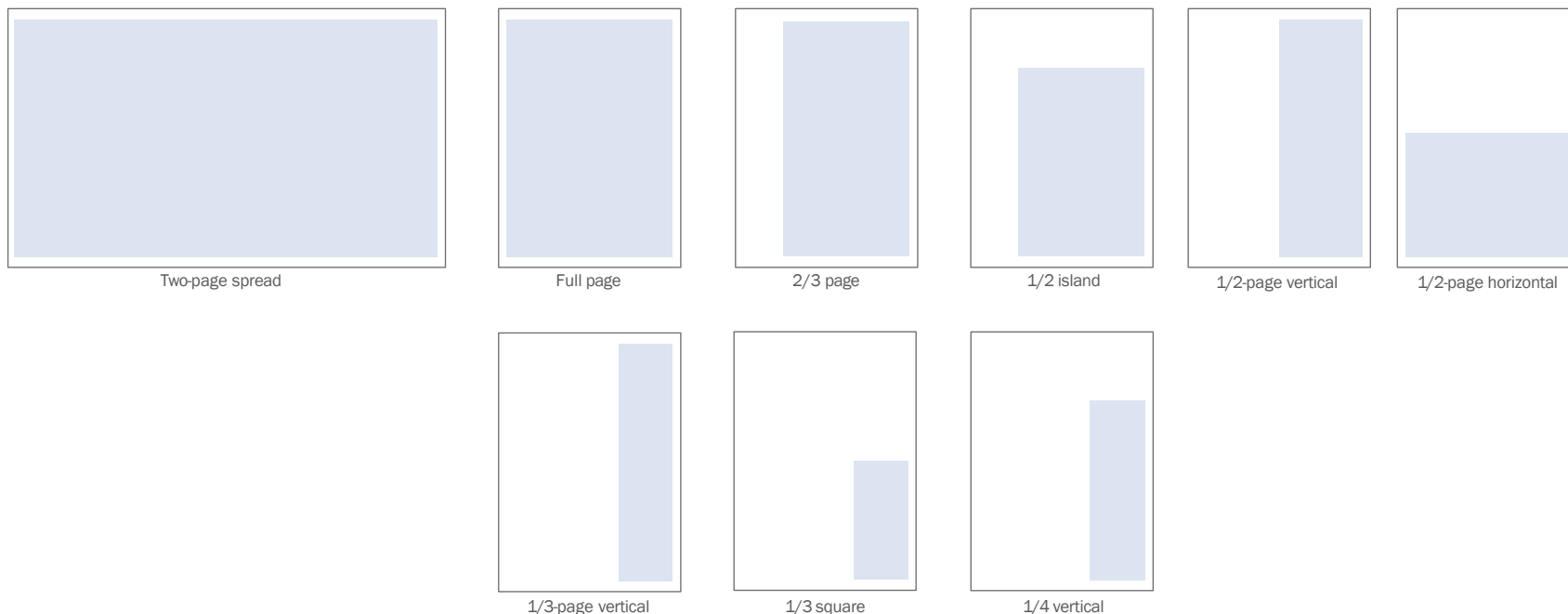
Product profile: 200 words, one image, one logo, contact details including email and web address and 30-word summary of product profile

WALL PLANNER Specs

Please supply at 300 dpi, CMYK

	SIZE (mm)
Big box	171 x 121
Horizontal spots	171 x 57

Digital Ad Requirements



DIGITAL AD REQUIREMENTS

1. 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 make goods or any other form of compensation) if an ad is supplied to publisher by advertiser in any format other than our preferred formats. Nonpreferred or nonacceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased.

2. 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.

3. Ad proofs: To ensure 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 make goods or any other form of compensation) for any ad supplied to publisher by advertiser without a SWOP proof.

Digital Specifications

Creative Unit Name	Initial Dimensions (WDHP in pixels)	Maximum Expanded Dimensions (WDHP in pixels)	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728 x 90	728x270	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by click
Leaderboard - Mobile	320 x 50 or 300 x 50	320x460 (full-screen)	50 KB	100 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by tap
Medium Banner	300 x 250	600 x 250	150 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by click
Small Banner	300 x 100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Half Page	300 x 600 (desktop only)	600 x 600	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by click
Welcome Ad	640 x 480 or 300 x 250 (desktop only)	Expansion not allowed for these units	200 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Super Leaderboard	970 x 90	970x300	200 KB	400 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by click
Floating Footer	1025 x 100, 970 x 90 or 728 x 90	970x300	150 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user- initiated
In-Article Display Ad	300x100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Wallpaper/Gutter Ads	150x1050, 160x600, 120x600	Expansion not allowed for these units	200 KB	300 KB	Animation or video is not allowed for this unit.	Must be built by third party vendor, Spotable at an additional cost
In-Banner Video	300x250, 728x90, 300x600	300x250 > 600x250 728x90 > 728x270 300x600 > 600x250	200 KB	2.2MB Total load with video	Minimum 24 fps for video / 15 sec max length / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	Audio and video must be user initiated.
Video Pre-Roll Ad	16:9 preferred 4:3 accepted	N/A	10 MB	N/A	Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads	n/a

Digital Specifications

E-newsletter Creative Units							
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Leaderboard	728x90	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Featured Product	<ul style="list-style-type: none"> 3-4 word title 30 word description. If the word count is exceeded, the summary will be subject to revision by our editor. One product image (120x120 pixels, format is jpg, gif, or png, Max file size of 30kb) 1 Live Click URL 						3rd party 1x1 impression tracking pixel and click URL accepted
Featured App Note	<p>Technical or Case Study Whitepapers in PDF format - up to 20mb Company Name</p> <p>Application Note Title: 3-6 words</p> <p>Abstract for body of newsletter: 168 characters with spaces</p> <p>Image for body of newsletter and registration page: Please provide an image of your app note. Size: 150 px x203px. If no image is provided, we will use the first page of the PDF. Note that company logos will not be accepted for this space.</p> <p>Text for registration page: 2-3 bullet points, each 78 characters with spaces (or less)</p> <p>This will give readers a brief synopsis of the key learning points provided in the application note. It's a good place to include additional information that did not fit in the short sentence in the body of the newsletter. However, these bullet points should be short and to the point.</p> <p>Application Notes Categories, please choose:</p> <p>One technique category from this list: GC; GC-MS; LC; LC-MS; SFC, Chiral chromatography; Ion chromatography; Size-exclusion chromatography (SEC); Sample Prep</p> <p>Plus one application area category (if desired) from this list: Biological, Medical, and Clinical; Biopharmaceuticals; Cannabis; Chiral; Environmental; Food and Beverage; General; Industrial; Pharmaceuticals; Polymers</p> <p>Other Information:</p> <ul style="list-style-type: none"> 1-3 keywords to be included in your lead email subject line as an identifier for the note Email Address where leads should be sent Reporting Frequency: Instant, Daily, Weekly or Monthly (1st of month) – anything other than instant will be sent in spreadsheet form 						

Digital Specifications

Pre-roll Ad			
Video Setting	Specifications		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	6-15 seconds for non-skippable, 15-30 seconds for skippable		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	» Must be uploaded to YouTube (send video URL, shortened » URL not allowed) Must allow embedding » Must be public or unlisted » True streamin g is not allowed		
Third-party Served	» Must be SSL-compliant » VAST 2.0, Vast 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads)		
Sponsored eBlast Guidelines			
Requirements	» HTML Creative from client » Text Back up from client » (optional) Subject Line and Pre-Header Test and Final seed list		
Additional Needs for UNBRANDED e-Blasts	» Opt Out link on clients creative » Suppression file from within the last 10 business days from the client From Line		
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding). Your suppression file: in Excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test Seed list: email address of those to receive the test to review. » Final Seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)		
Timeline	» MJH Life Sciences™ will follow up with a proof of the eBlast at least 1 business day prior to the scheduled deployment to the test seed list. » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required a revised test will be sent. MJH Life Sciences™ will confirm that the eBlast is scheduled to deploy on the specified date. » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month.		

Chromatographvonline.c

Digital Specifications

File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines <http://html5.iabtechlab.com/needauth?redir>.

Initial file load: Includes all assets and files necessary for completing first visual display of the ad.

Host-initiated subload: Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

User-initiated file size: Ads that allow additional file size for host-initiated subload also allows for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad.

VIDEO REQUIREMENTS:

- File Format: H.264 (mp4)
- Audio Format: MP3 or AAC (Preferred).
- Aspect Ratio: 16:9 preferred, 4:3 accepted
- Frame Rate: 24 or 30
- Max File Size: 10MB
- Tags Accepted: VAST 2.0, VAST 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads). Must be SSL-Compliant.
- Video length: 15/30 sec

HTML5 NOTES:

HTML5 provides/introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

HTML5 DESIGN INDUSTRY STANDARDS INFO:

<http://www.iab.com/html5>

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER:

<https://support.google.com/admanager/answer/7046799>

GENERAL AD REQUIREMENTS (APPLY TO ALL DISPLAY ADS):

File Format - JPG, GIF, PNG, HTML5 (must be 3rd-party hosted)

Audio - Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.

Expansion - Must be user-initiated by click and served through a 3rd Party tag.

Hotspot - Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio

Defining ad space - Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

Max CPU - Ad not to exceed 30% CPU usage during host-initiated execution

Submission Lead Time - Minimum lead time for ad file submission is 5-7 business days before campaign start.

Max number of host-initiated file requests - Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction

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