

LC|GC[®]

asia pacific

solutions for separation scientists

2022

MEDIA PLANNER

chromatographyonline.com

THE ESSENTIAL
MULTIMEDIA
RESOURCE FOR
SEPARATION
SCIENCE
IN PRACTICE



AN **MJ** life sciences[™] BRAND

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 MISSION

THE ESSENTIAL
MULTIMEDIA
RESOURCE FOR
SEPARATION
SCIENCE
IN PRACTICE

LCGC Asia Pacific™ is the leading multimedia platform for the chromatography market, enhancing productivity, efficiency, and the overall value of separation science in the Asia Pacific region. With our commitment to editorial excellence we have pioneered innovation across a broad portfolio of digital and print platforms. LCGC Asia Pacific™ covers all key growth segments in the industry by providing unbiased peer-reviewed content, educational webcasts, trusted troubleshooting advice, and best-practice applications solutions. Laboratory-based chromatographers and managers can improve productivity and enhance their proficiency through LCGC Asia Pacific™'s editorial content.



Why collaborate with LCGC Asia Pacific™?

In today's increasingly competitive environment, LCGC Asia Pacific™ offers creative marketing solutions that reach your select target audience and deliver on your marketing goals. Our global network allows you to target key customers across multiple platforms, providing you with unlimited ways to extend your business reach and expand your customer base.

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.



“BIOPHARMACEUTICAL PERSPECTIVES” – KOEN SANDRA

Koen Sandra from the Research Institute for Chromatography in Belgium continues his popular Biopharmaceutical Perspectives column, which covers current cutting-edge methods and trends involving chromatography in the constantly evolving biopharmaceutical sector.



“PHARMACEUTICAL PERSPECTIVES” – ADRIAN CLARKE

Adrian Clarke, analytical network leader in Technical R&D at Novartis Pharma in 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.



“LC TROUBLESHOOTING” – DWIGHT STOLL

Dwight Stoll has taken the helm on this column now that John Dolan has retired. The 2011 winner of the LCGC™ Emerging Leader Award and an associate professor and co-chair of the Department of Chemistry at Gustavus Adolphus College, Stoll is recognized as a leader in the chromatography community.



“GC CONNECTIONS” – JOHN HINSHAW

John Hinshaw has worked in industrial gas chromatography R&D and applications for more than 30 years. Author of six patents, several books and more than 200 papers and articles, he teaches national and international professional training courses as well.



“SAMPLE PREP PERSPECTIVES” – DOUGLAS RAYNIE

Doug Raynie has been performing sample preparation research in industry and academia for 25 years. Improving sample preparation is an important focus in his current role at South Dakota State University, along with his passion for green chromatography and other aspects of separations.



“COLUMN WATCH” – DAVID S. BELL

David S. Bell spent the first 10 years of his career in the pharma industry and the past 17 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.



“PERSPECTIVES IN MODERN HPLC” – MICHAEL DONG

Michael Dong has more than 20 years of experience in chromatography R&D in academia and industry. He has taught many short courses on high-performance liquid chromatography method development, drug quality and drug development. In this column, he brings fresh scientific perspectives to chromatography practitioners.



“ANALYSIS FOCUS”

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

PRINT CONTENT OVERVIEW

LCGC Asia Pacific™

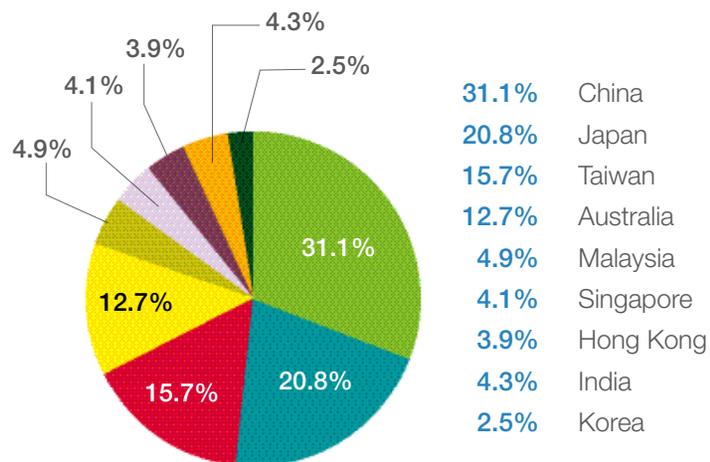
LCGC Asia Pacific™ is published four times a year in both English and Chinese. Each edition currently reaches more than 27,600 recipients across 11 countries in the Asia-Pacific region including China, Japan, India, Australia and Malaysia. Articles on innovation technologies and key applications are 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 high-performance liquid chromatography, gas chromatography, capillary electrophoresis, solid-phase extraction and allied separation technologies.



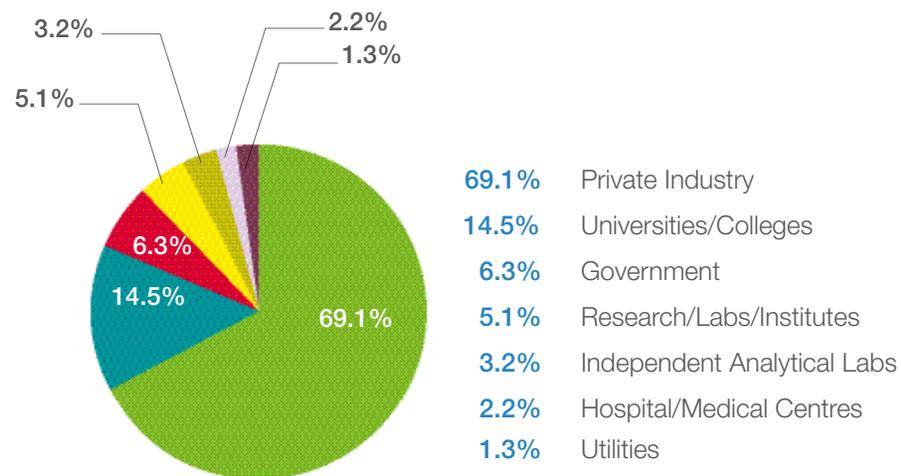
*Sworn Statement, June 2018

AUDIENCE - PUBLICATION

Region



Primary Business



Industry



Job Function



Top Five Techniques



Publishers own data

AUDIENCE - DIGITAL

Website*

chromatographyonline.com

Average Monthly Unique Browsers

51,706

Average Monthly Page Impressions

150,658

eNewsletters*

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

LCGC Asia Pacific™ Monthly Update

- Banner ads
- Text ads
- Featured products
- Featured videos
- Featured posters

Issue Alerts

- Banner ads
- Text ads
- Featured products
- Featured videos

e-Application Note Alert

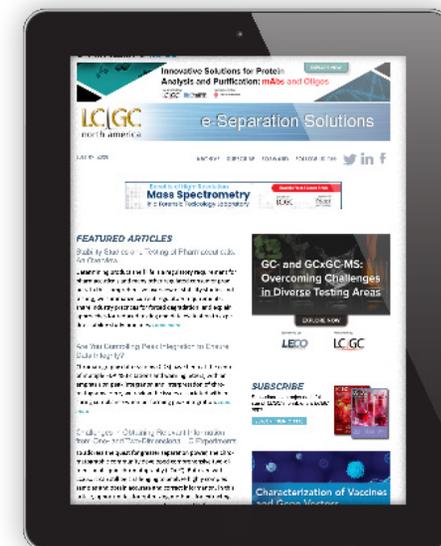
- Banner ads
- Application notes

e-Poster or Video Alert

- Banner ads
- Posters or videos

ChromTube Alert

- Videos



*Publishers own data

DIGITAL OFFERINGS

ChromatographyOnline.com

ChromatographyOnline.com 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 »](#)

ChromTube

Use our unique video programme 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.

[VISIT CHROMTUBE »](#)



Native Advertising

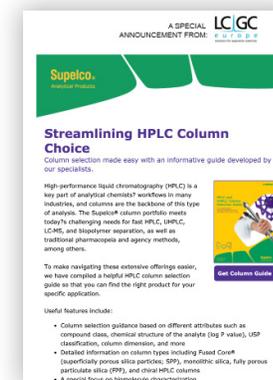
This programme gives you the opportunity to inject thought leadership, insight and brand awareness within the context of LCGC Asia Pacific™'s trusted, editorial communities. You will receive a choice of topics, and in-article links to your gated content are served within relevant editorial content.



Email Solutions

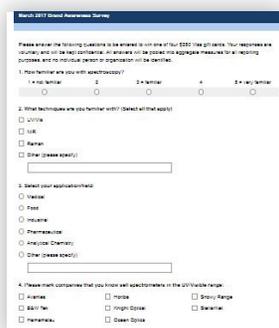
Our highly targeted, data-driven database contains decision-makers in the scientific industry you can use to reach your potential buyers.

[CLICK FOR SAMPLE »](#)



Sponsored Survey Package

LCGC Asia Pacific™'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.



Global: 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.

[CLICK FOR SAMPLE »](#)



DIGITAL NEWSLETTERS

NEWS UPDATE
JUNE 17, 2021

FEATURES
Solutions for Viral Vector Characterization
Multidimensional separation techniques aim to combine two or more separation methods, and those increasingly being employed to overcome the limitations of one-dimensional separations. The approach typically includes higher peak capacity and improved selectivity. Such an approach can be invaluable when analyzing complex mixtures. In this article, we discuss some commonly used two-dimensional systems, their pros and cons, and their applications in the biopharmaceutical industry. [Read more](#)

Solutions for Vaccine Characterization
Analytical techniques based on light scattering are essential for quantifying quality attributes and other characteristics of vaccine macromolecules and nanoparticles. Dynamic light scattering (DLS) and multi-angle light scattering (MALS) coupled to separation techniques (SEC-MALS, HPLC-MALS) control molar mass and size, aggregation, physical form, conformation, and stability. Learn more about Wyatt solutions to industry and regulatory needs for viral vectors, mAbs, polysaccharides and protein antigens. [Learn more](#)

Physicochemical Methods for Vectors and Ancillary Materials in Cellular and Gene Therapies
Cellular and gene therapies (CGT) have contributed significantly to the improvement of clinical outcomes for patients in the recent years. This paper discusses a range of physicochemical methods that play an important role in the difficult characterization of viral vectors, to meet the unique needs of CGT manufacturing process development, process and product characterization, and the quality control/testing of these materials. [Read more](#)

Size-Exclusion Chromatography for Analyzing Complex and Novel Biotherapeutic Products
Application of size-exclusion chromatography (SEC) are paramount for characterization and quality control of novel biotherapeutic products, including antibody-drug conjugates, hydrophobic proteins, and formulations. [Read more](#)

NEWS
Rapid CBE Method for Foot-and-Mouth Disease Vaccines
Researchers from the Chinese Academy of Sciences, Beijing, P.R. China, have developed a simple and rapid capillary zone electrophoresis (CZE) method for online separation and quantification of foot-and-mouth disease virus (FMDV) antigens in monovalent and bivalent FMDV vaccines. [Read more](#)

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.

ISSUE ALERT
February/March 2021

In our February/March issue:

COLUMNS
GC CONNECTIONS
Control or Chase: How Can We Run a Gas Chromatograph from Anywhere?
A look at how the data system controls the functions of the instrument. The same fundamental electronic principles used to manually control gas chromatographs in the 1970s are still at the center of today's modern electronically controlled systems. [Read more](#)

LC TROUBLESHOOTING
Tips for Liquid Chromatography Coupled with Charged Aerosol Detection
Charged aerosol detection (CAD) is a powerful complement to ultraviolet (UV) absorption and refractive index (RI) detection for liquid chromatography (LC), particularly for analyses that have no UV chromophores, or do not lend well by electrolysis ionization. This article explores how to successfully use the technique. [Read more](#)

SAMPLE PREPARATION PERSPECTIVES
Turning Up The Heat: The Effect of Temperature on Analytical Extractions
The application of temperature is frequently employed to enhance analytical extractions, especially with solid samples or volatile analytes. This article explores the role of temperature in analytical extractions. [Read more](#)

COLUMN WATCH
What is on Your HPLC Particle? A Look at Stationary Phase Chemistry Synthesis
The article reviews hybridized bonding techniques still in use for manufacturing high performance liquid chromatography (HPLC) stationary phases today, and also examines some emerging technologies that may be able to fulfill unmet needs in novel platforms and phase construction. [Read more](#)

The Column
The global digital publication for chromatographers

08 July 2021 Issue 07

08 July 2021 Issue
Look inside for practical advice on separation science and thought-provoking commentary. [Open This Edition](#)

More in this issue...

Rising Stars of Separation Science: Katelynn Perrault
This month we interview Katelynn Perrault, Associate Professor of Analytical Science and Chemistry at Clarkson University, Potsdam, in New York, about her work transitioning HPLC methods to effective complementary 2D GC-SEC methods for forensic applications, and the benefits that GC-SEC offers the analyst. [Read More](#)

Fragrance Profiling Using GCxGC-TOF-MS
Comprehensive data acquired using GCxGC-TOF-MS combined with tandem ionization—simultaneous hard and soft electron ionization—data can be used to unravel subtle differences between brand and imitate perfumes. [Read More](#)

Meeting Regulatory Needs in the Characterization of Lipid Nanoparticles for RNA Delivery via FFF-MALS
A validated FFF-MALS method aligned with technical specification ISO15189 (2013) for the analysis of lipid-based nanoparticles (LNP) encapsulating mRNA and mRNA is presented. [Read More](#)

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.

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.

VIRTUAL EVENTS AND VIDEO PROGRAMMES

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 Symposia

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 programme 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 key opinion leaders (KOLs) that provides insight and delves into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.



Virtual Press Conference

LCGC Asia Pacific™ will give your company the opportunity to deliver the press conferences it planned for this year's industry events to a targeted audience. Feature topics such as your company's new product launches, mergers and acquisitions activity, restructuring or market trends. Each programme includes promotion to our audience.



LIVE EVENTS AND VIDEO PROGRAMMES

Video Programmes

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

Presentation Showcase

Our Presentation Showcase programme 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 a interview conducted by our editors and your KOLs that provides insight and delves 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-to-5-minute video with promotions to the *LCGC Asia Pacific*[™] community.



Live Events

Partner with *LCGC Asia Pacific*[™] to create your custom live events. Our editorial and events teams work with you to develop and execute best-in-class programme that meet your business and educational goals.

What makes *LCGC*[™] your partner of choice?

Content Development:

The *LCGC Asia Pacific*[™] team works with your team to produce a programme based on your needs.

KOL Recruitment:

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

Attendee Recruitment:

Using our extensive databases and relationships with our audiences, *delves* 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 programme. And not only do we create the content, we provide marketing programmes to get the content out to both attendees and nonattendees.

Turnkey Logistics:

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



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:

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



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

These editorial podcasts are delivered to professionals via our brand's website and online audio channel.

Sponsored e-books

Choose a sponsored custom e-book or e-book series on topic(s) of your choice or a collaborative topic in conjunction with *LCGC Asia Pacific*[™]'s editorial team. This programme is designed to deliver high-quality leads.

[CLICK FOR SAMPLE »](#)



Lead Nurturing

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



Dedicated Dialogue

LCGC Asia Pacific[™] will conduct an interview with an expert from your company (scientist, corporate manager, etc.). This interview will be marketed through a multimedia programme that includes a podcast and a two-page article in an issue of *LCGC Asia Pacific*[™].

[CLICK FOR SAMPLE »](#)



WEBCASTS

Position your company as a thought leader with interactive web technology.

MJH Life Sciences™ educational webcasts are led by credible presenters 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 Asia Pacific™ has been in the separation science industry for more than 35 years

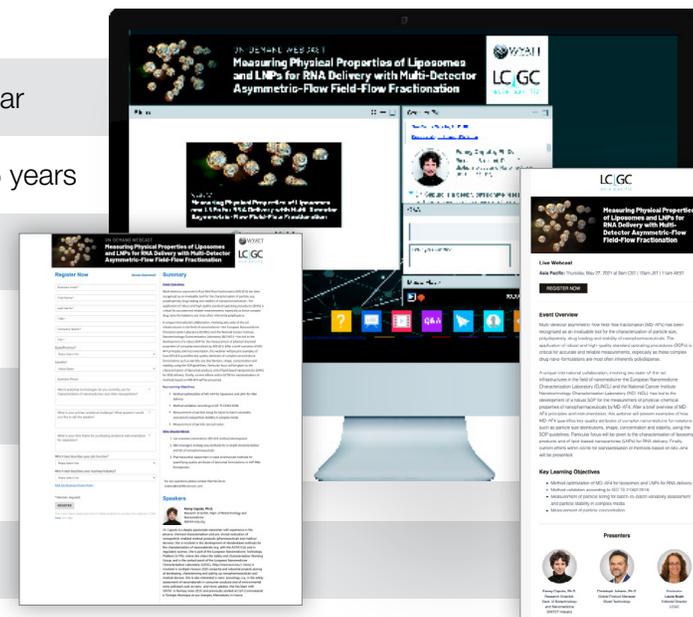
Talent — Respected speakers and moderators from LCGC Asia Pacific™ editorial team

Audience/Reach — Select from 700,000-plus 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



Breakout Sessions

Two-Way Audio & Video Engagement to Drive Conversion:

Breakouts enable users to accelerate buyer journeys and remove dead ends of content consumption with two-way audio and video engagement.

- **Bridge the marketing and sales relationship** with 1:1 discussions
- **Generate peer-to-peer networking opportunities** at virtual events or training sessions
- **Create a unique brand experience** and deeper connections between speakers or subject matter experts and audiences

Turn your webcast info short-form easily digestible videos

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

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 Asia Pacific™ community

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

INDUSTRY INSIGHTS

Your opportunity to share a point of view.

Industry Insights is a native marketing programme 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 Asia Pacific*™.

A Native, Branded Content Opportunity

- Articles, press releases, videos, etc., are included within the digital content feed and/or the print edition of *LCGC Asia Pacific*™
- Choose from an expandable offering from one article to a complete content center with your branding
- It will be on the chromatographyonline.com homepage as well as in appropriate topic areas
- An integrated promotional programme provides significant exposure to our audience



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
- Six to 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.

Need help developing content?

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



2022 VIRTUAL SYMPOSIA

Pesticides and PFAS

February 2022

In food and environmental analysis, there is a constant need to address contaminants of emerging concern, like PFAS, while continuing to monitor known contaminants like pesticides with greater effectiveness and efficiency. In this event, we bring you the latest developments to address both challenges.

Focus on Data Integrity

April 2022

For regulated analytical laboratories, managing all the factors involved in ensuring data integrity can be overwhelming. Following up from last year's popular interactive event on this topic, our experts provide the information and guidance you need, from understanding the regulations to practical implementation on a daily basis, and all the steps in between.

ChromTalks 2022

May 2022

Following the enormous success of last year's event, ChromTalks is back, with a fresh take on providing the practical advice that chromatography practitioners need. Global experts will provide insights from their experience, along with loads of practical tips, troubleshooting, and best practices. A can't-miss event.

Advances in Pharmaceutical Analysis

June 2022

This virtual symposium will focus on cutting-edge developments and practical applications in small-molecule pharmaceutical analysis with presentations from key opinion leaders and practitioners who are using chromatography to maximum effect in this important area of healthcare.

Advances in Gas Chromatography

September 2022

Gas chromatography (GC) is often regarded as mature technique, but the developments continue. This virtual symposium will focus on the latest advances in GC that are helping gas chromatographers achieve the best possible results in practice.

Advances in HPLC

September 2022

High performance liquid chromatography (HPLC) is at the core of the analytical laboratory, and continued advancement and optimization are critical. Our world-class lineup of speakers brings you the latest advances and practical approaches.

Separation Science: The State of The Art in Biopharmaceutical Analysis

October 2022

The biopharmaceutical sector is an innovative and constantly evolving sector and separation science plays a pivotal role in all the key stages of drug development. This special symposium 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 Mass Spectrometry

November 2022

Leading researchers and practitioners will present new research and practical applications of mass spectrometry technologies and methods, with a primary focus on mass spectrometry used with liquid and gas chromatography separations (LC-MS and GC-MS).

Advances in Bioanalysis

December 2022

A virtual symposium dedicated to innovative developments in bioanalysis/clinical analysis with presentations from key opinion leaders and practitioners covering key trends and practical solutions.

2022 MULTIMEDIA PLANNER

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

Subject to change

2022 EDITORIAL CALENDAR: THE COLUMN

January

Issue Focus: GC/GC-MS

Regular Content: Company News, Research News Interviews, "The "LCGC™" Blog, Events and Training, Digital Highlights

February

Issue Focus: Polymer Analysis

Regular Content: Company News, Research News Interviews, Industry insights from "Incognito," The "LCGC™" Blog, Events and Training, Digital Highlights

March

Issue Focus: LC/LC-MS

Regular Content: Company News, Research News Interviews, "The "LCGC™" Blog, Events and Training, Digital Highlights

Industry Spotlight: Environmental Analysis

April

Issue Focus: Forensic Analysis

Regular Content: Company News, Research News Interviews, Industry insights from "Incognito," The "LCGC™" Blog, Events and Training, Digital Highlights, SEC: Tips & Tricks

May

Issue Focus: Multidimensional Chromatography

Regular Content: Company News, Research News Interviews, The "LCGC™" Blog, Events and Training, Digital Highlights

Industry Spotlight: Biopharmaceutical Analysis

June

Issue Focus: Bioanalysis

Regular Content: Company News, Research News Interviews, Industry insights from "Incognito "The "LCGC™" Blog, Events and Training, Digital Highlights

2022 EDITORIAL CALENDAR: THE COLUMN

July

Issue Focus: UHPLC

Regular Content: Company News, Research News Interviews, The “LCGC™” Blog, Events and Training, Digital Highlights

August

Issue Focus: GC/GC-MS

Regular Content: Company News, Research News Interviews, Industry insights from “Incognito,” The “LCGC™” Blog, Events and Training, Digital Highlights, SEC: Tips & Tricks

Industry Spotlight: Food Analysis

September

Issue Focus: Sample Preparation

Regular Content: Company News, Research News Interviews, The “LCGC™” Blog, Events and Training, Digital Highlights

October

Issue Focus: Column Technology

Regular Content: Company News, Research News Interviews, Industry insights from “Incognito,” The “LCGC™” Blog, Events and Training, Digital Highlights

Industry Spotlight: Pharmaceutical Analysis

November

Issue Focus: Miniaturization

Regular Content: Company News, Research News Interviews, The “LCGC™” Blog, Events and Training, Digital Highlights

December

Issue Focus: LC/LC-MS

Regular Content: Company News, Research News Interviews, Industry insights from “Incognito,” The “LCGC™” Blog, Events and Training, Digital Highlights

DIGITAL SPECIFICATIONS

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH 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

LCGC eSep Solutions, LCGC Europe e-newsletter, The Column newsletter & CTMS e-newsletter - Email 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</p> <p>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	<ul style="list-style-type: none"> » Must be uploaded to YouTube (send video URL, shortened URL not allowed) » Must allow embedding » Must be public or unlisted » True streaming is not allowed 		
Third-party Served	<ul style="list-style-type: none"> » 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	<ul style="list-style-type: none"> » 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	<ul style="list-style-type: none"> » 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	<ul style="list-style-type: none"> » 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	<ul style="list-style-type: none"> » 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. 		

DIGITAL SPECIFICATIONS

GENERAL NOTES

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 ACC (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

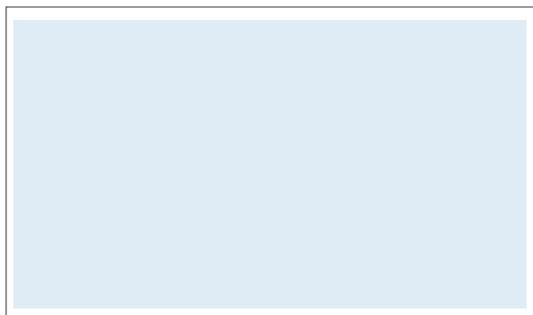
PRINT SPECIFICATIONS

PRINT AD SPECIFICATIONS (mm)

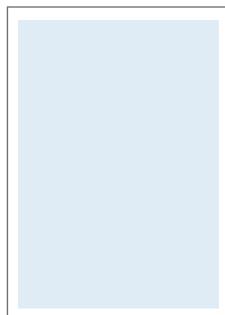
For all Europe/Asia print products. Keep live matter 10 mm from all sides.
Please supply at 300 dpi, CMYK.

	NON-BLEED	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

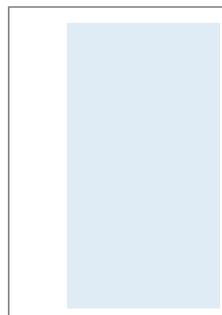
PRINT SPECIFICATIONS



Two-page spread



Full page



2/3 page



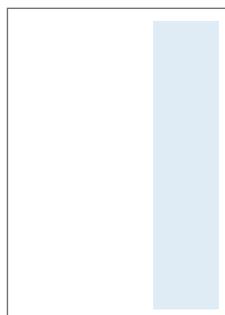
1/2 island



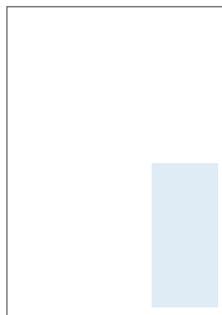
1/2 page vertical



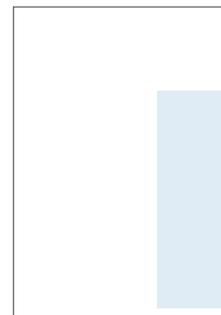
1/2 page horizontal



1/3 page vertical



1/3 square



1/4 vertical

FILE REQUIREMENTS

1. All ad submissions are required as digital data. Preferred file 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. 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, the advertiser must provide a SWOP proof made from the same ad file that advertiser supplied to publisher. 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.

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