

# 2021

## MEDIA PLANNER



[chromatographyonline.com](http://chromatographyonline.com)

THE ESSENTIAL  
MULTIMEDIA  
RESOURCE FOR  
SEPARATION  
SCIENCE  
IN PRACTICE



AN **MH** life sciences<sup>™</sup> 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 50 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.**

**56**

Brands

**3.5M+**

Active Reach

**7.3M+**

Unique Visitors  
per month

**18.7M+**

Average Page Views  
per Month

**1.9M+**

Print Circulation

**1000s**

KOLs on  
Editorial board

# OUR BRAND

## THE ESSENTIAL MULTIMEDIA RESOURCE FOR SEPARATION SCIENCE IN PRACTICE

*LCGC Europe*<sup>™</sup> is the leading multimedia platform for the chromatography market, enhancing productivity, efficiency and the overall value of separation science globally. With our commitment to editorial excellence, we have pioneered innovation across a broad portfolio of digital and print platforms. *LCGC Europe*<sup>™</sup> 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 Europe*<sup>™</sup>'s editorial content.

### Why collaborate with *LCGC Europe*<sup>™</sup>?

In today's increasingly competitive environment, *LCGC Europe*<sup>™</sup> offers creative marketing solutions that reach your 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.

### WHAT DO READERS LIKE ABOUT *LCGC Europe*<sup>™</sup>?\*

It's the best publication  
for chromatography.

Very informative. Allows me  
to keep my knowledge  
up to date.

I like the information about new  
products on the market and new  
separation techniques.

I like the balance between  
theoretical and practical  
information *LCGC*<sup>™</sup> gives.

It offers in-depth  
investigation of  
problems  
with explanations.

\*Readership survey, August 2019

# 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 (RIC), 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, 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.



## **“LC TROUBLESHOOTING” – DWIGHT STOLL**

Dwight Stoll has taken the helm of the “LC Troubleshooting” 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, Dwight Stoll is recognized as an 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. The 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**

Douglas Raynie has been performing sample preparation research in industry and academia for over 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 chromatograph 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 Europe™

LCGC Europe™ is a monthly magazine delivered to a pan-European audience of **over 26,197\* 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.



## Print Supplements

LCGC Europe™'s print supplements keep readers up to date on the latest scientific advances and technology trends in separation science. Supplements for 2021 include *Advances in Biopharmaceutical Analysis*, *Advances in UHPLC/HPLC*, *Advances in Sample Preparation*, *Current Trends in Mass Spectrometry* and *The Applications Book*, 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

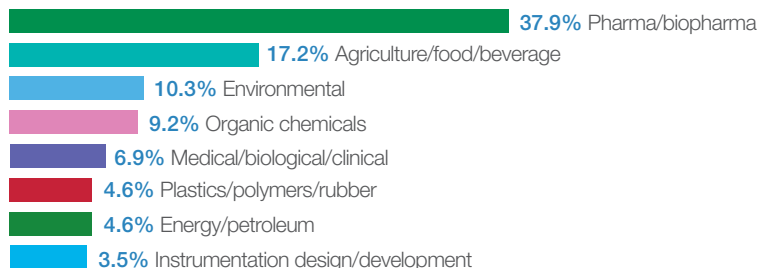
A Readex Research study is designed to evaluate the effectiveness of your advertisement using both quantitative and qualitative feedback obtained from a random selection of the LCGC Europe™ audience. The Advertisement Performance Study provides real feedback from our readers and a statistical evaluation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



\*AAM audit, June 2020  
As filed with Alliance for Audited Media, subject to audit

# AUDIENCE — PUBLICATION

## Field of work<sup>†</sup>



## Type of business\*

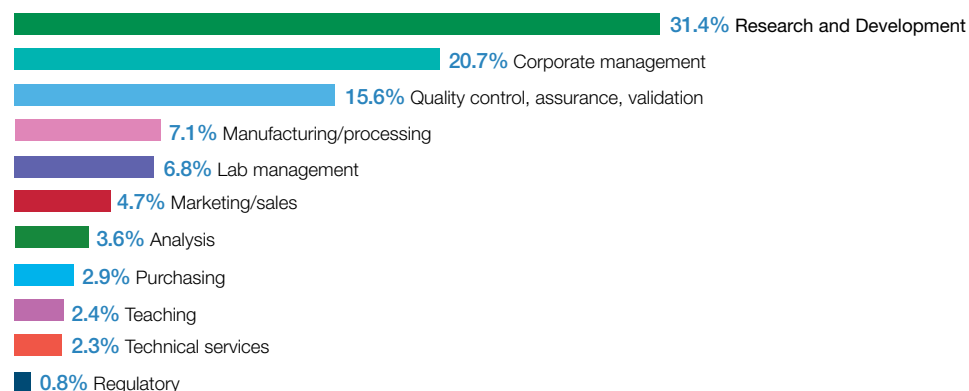
80%	Private industry
10.6%	Universities, colleges
2.3%	Research labs, institutes and foundations
2.1%	Government
1.2%	Hospitals, medical centres

## Techniques used<sup>†</sup>

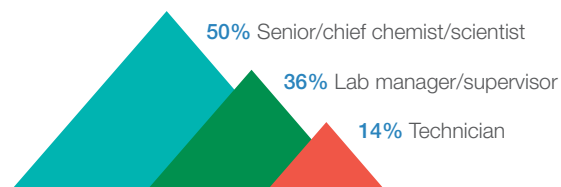
78.5% HPLC	38.6% Ion chromatography
72.5% Gas chromatography	36.4% Affinity chromatography
68.9% Liquid-Liquid extractions	32.4% Soxhlet extraction
63.0% Solid phase extraction	32.3% Gel electrophoresis
61.5% UHPLC	30.0% Fast liquid chromatography
61.5% Solid-Liquid extractions	25.0% Capillary electrophoresis/CE-MS
60.4% GC-MS	24.2% QuEChERS
55.8% LC-MS	23.5% Fast gas chromatography
48.7% Thin layer chromatography	21.9% Prep/process chromatography
48.7% HILIC	20.6% Light scattering instrumentation
43.9% Size-Exclusion chromatography	13.8% Supercritical fluid chromatography
38.9% Chiral chromatography	3.70% Supercritical fluid extraction

Advertising in an AAM-audited publication ensures your message will reach a qualified, quantifiable group of subscribers. With our audience of **26,197\* qualified subscribers**, you can be sure your message is being seen by subscribers in the industries and functions integral to the field of chromatography.

## Job functions\*



## Top three job titles<sup>†</sup>



\*AAM Audit, June 2020

As filed with Alliance for Audited Media, subject to audit

†Readership survey, August 2019

# AUDIENCE - DIGITAL

## Website\*

chromatographyonline.com

Average monthly unique browsers

**58,854**

Average monthly page impressions

**118,163**

## E-newsletters\*

LCGC Europe™ Weekly Update

Average audited distribution

**17,793**

E-application Note Alert

Average audited distribution

**16,835**



## 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 Europe™ Weekly Update

- 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

### E-poster or Video Alert

- Banner ads
- Posters or videos

### ChromTube Alert

- Videos



\*AAM Audit, December 2019

As filed with Alliance for Audited Media, subject to audit

# 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

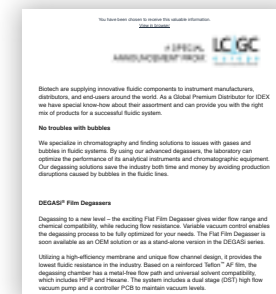
This programme gives you the opportunity to inject thought leadership, insight and brand awareness within the context of LCGC Europe™'s trusted, editorial communities. You will receive a choice of topics, and in-article links to your gated content are served within relevant editorial content.



## CAST™ Custom Targeted Email

CAST™ is the highly targeted, data-driven, custom audience segmentation tool from MJH Life Sciences™. CAST™ contains over 700,000 unduplicated decision-makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.

[CLICK FOR SAMPLE »](#)



## Sponsored Survey Package

LCGC Europe™'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 Digital Edition: 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 »](#)



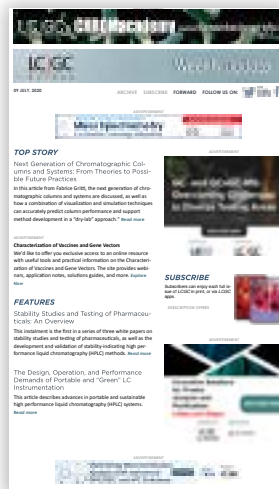


# DIGITAL NEWSLETTERS

## 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.

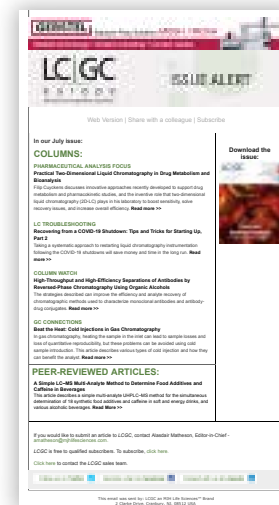
[CLICK FOR SAMPLE »](#)



## 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.

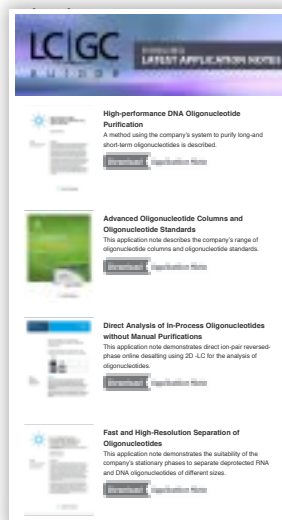
[CLICK FOR SAMPLE »](#)



## 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.

[CLICK FOR 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.

[CLICK FOR SAMPLE »](#)



# 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, an auditorium, an exhibit hall, a networking lounge and a 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 composed 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 Europe™'s 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 programme includes promotion to our audience.



# LIVE EVENTS AND VIDEO PROGRAMMES



## Video Programmes

Extend your return on investment (ROI) at industry events with video content that can strengthen your brand reach post show with editorialized videos by *LCGC Europe*™ and audience engagement with the *LCGC Europe*™ community.

### Presentation Showcase

Our Presentation Showcase programme is composed 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 three- to five-minute video with promotions to the *LCGC Europe*™ community.



## Live Events

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

### Content Development:

The *LCGC Europe*™ team works with your team to produce a programme 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 Europe*™ 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, but we also provide marketing programmes to get the content out to both attendees and nonattendees.

### Turnkey Logistics:

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



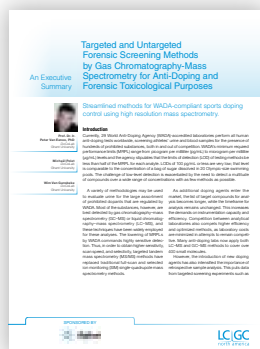
# CONTENT MARKETING

## 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:

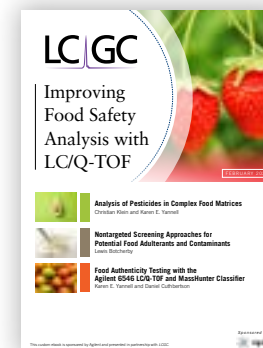
- White papers
- Webcast summaries
- Conference presentation overviews
- Case studies
- Technical articles
- Roundtable discussions
- Infographics
- Thought leadership interviews
- Digital primers
- Product profiles
- Market research reports
- Company profiles



## Sponsored E-books

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

[CLICK FOR SAMPLE »](#)



## Lead Nurturing

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



## Dedicated Dialogue

LCGC Europe™ 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 Europe™.

[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** — Over 35 years' experience in the separation science industry

**Talent** — Respected speakers and moderators from the *LCGC Europe*™ editorial team

**Audience/reach** — 700,000-plus qualified pharma/science professionals

**Marketing and promotion** — Targeted audience development: print, digital and social media

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

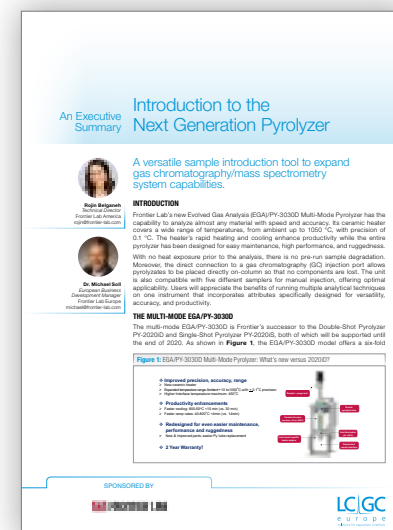
**Turnkey** — Full-service management, marketing, training, production and hosting



## Enhanced Webcasts

Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content programme using 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



# 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 Europe*<sup>™</sup>.

### A native, branded content opportunity

- Articles, press releases, videos and more within the digital content feed and/or the print edition of *LCGC Europe*<sup>™</sup>
- 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 programme providing significant exposure to our audience



## CONTENT ENGAGEMENT HUB

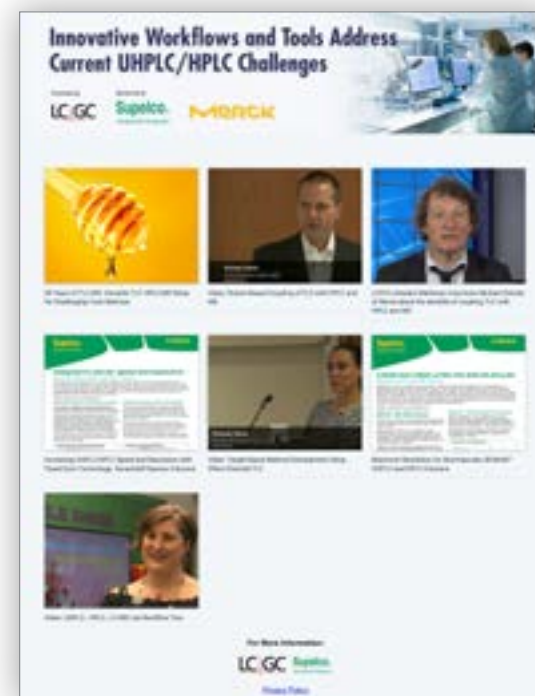
### Showcase a key topic and promote your brand.

Package your valuable content-marketing assets into a user-friendly digital hub where users can self-educate themselves. The hub is 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
- Asset promotion 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.



# 2021 MULTIMEDIA PLANNER

## January

**Topics:**

LC/LC-MS  
Multidimensional Chromatography

**Columns:**

LC Troubleshooting  
Sample Prep Perspectives  
Analysis Focus: Omics

## February

**Topics:**

GC/GC-MS  
Pharmaceutical Analysis

**Columns:**

LC Troubleshooting  
Column Watch  
GC Connections  
Pharmaceutical Perspectives  
Questions of Quality

**Bonus Distribution:**

Pittcon  
DGMS  
Eurolab

**Virtual Symposium:**

Data Integrity Virtual Symposium

## March

**Topics:**

Biopharmaceutical Analysis  
Sample Preparation

**Columns:**

LC Troubleshooting  
GC Connections  
Biopharmaceutical Perspectives  
Sample Preparation Perspectives

**Bonus Distribution:**

Forum Labo

## April

**Topics:**

LC/LC-MS  
GC/GC-MS  
Annual Product Review: New LC Systems and Accessories  
Annual Product Review: New GC Technologies and Accessories

**Columns:**

LC Troubleshooting  
Perspectives in Modern HPLC  
GC Connections  
Analysis Focus: Environmental Analysis

**Bonus Distribution:**

ISCC & GCxGC

## May

**Topics:**

Column Technology  
Sample Preparation  
Annual Product Review: New LC Columns and Accessories  
Annual Product Review: New Sample Preparation Technologies and Accessories

**Columns:**

LC Troubleshooting  
Sample Prep Perspectives  
Column Watch  
Analysis Focus: Food Analysis

**Supplement:** HPLC 2021 Show Guide

**Bonus Distribution:** ASMS

Achema

**Virtual Event:**

LCGC & ChromAcademy Virtual Event

## June

**Topics:**

Biopharmaceutical Analysis  
LC/LC-MS  
HPLC 2021 Focus

**Columns:**

LC Troubleshooting  
Perspectives in Modern (U)HPLC  
Column Watch  
Biopharmaceutical Perspectives

**Bonus Distribution:**

HPLC

**Virtual Symposium:**

Sample Preparation Virtual Symposium

# 2021 MULTIMEDIA PLANNER

## July

### Topics:

Pharmaceutical Analysis  
GC/GC-MS

### Columns:

LC Troubleshooting  
GC Connections  
Column Watch  
Pharmaceutical Perspectives

### Bonus Distribution:

Food and Environmental  
Analysis Virtual Symposium

### Virtual Symposium:

Food and Environmental Analysis Virtual Symposium

## August

### Editorial:

Polymer Analysis  
LC/LC-MS

### Columns:

LC Troubleshooting  
Sample Preparation Perspectives  
Questions of Quality  
Perspectives in Modern HPLC

### Bonus Distribution:

BMSS

## September

### Topics:

GC/GC-MS  
Environmental Analysis

### Columns:

LC Troubleshooting  
GC Connections  
Column Watch  
Analysis Focus: Omics

### Bonus Distribution:

SFC Green Chemistry Group

### Bonus Distribution:

Separation Science: The State-of-the-Art

### Virtual Symposium:

Separation Science: The State-of-the-Art

## October

### Topics:

Column Technology  
Biopharmaceutical Analysis

### Columns:

LC Troubleshooting  
Column Watch  
Perspectives in Modern (U)HPLC  
Biopharmaceutical Perspectives

### Supplement:

Advances in Food Analysis

### Bonus Distribution:

Lab Innovations

### Virtual Symposium:

Mass Spectrometry Virtual Symposium  
Pharmaceutical & Biopharmaceutical Analysis Virtual Symposium

## November

### Topics:

Pharmaceutical Analysis  
GC/GC-MS

### Columns:

LC Troubleshooting  
GC Connections  
Pharmaceutical Perspectives  
Questions of Quality

### Bonus Distribution:

RAFA

## December

### Topics:

Food Analysis  
LC/LC-MS

### Columns:

LC Troubleshooting  
Column Watch  
Questions of Quality  
Analysis Focus: Food Analysis

### Virtual Symposium:

Mass Spectrometry



# 2021 GLOBAL DIGITAL PUBLICATION: THE COLUMN EDITORIAL CALENDAR

## January

**Issue Focus:**

GC/GC-MS

**Regular Content:**

Company News, Research News Interviews, "The "LCGC" Blog, Events and Training, Digital Highlights, SEC: Tips & Tricks

## February

**Issue Focus:**

Multidimensional Chromatography

**Regular Content:**

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

**Industry Spotlight:**

Food Analysis

## March

**Issue Focus:**

Polymer Analysis

**Regular Content:**

Company News, Research News Interviews, "The "LCGC" Blog, Events and Training, Digital Highlights

## April

**Issue Focus:**

LC/LC-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:**

Biopharmaceutical Analysis

## May

**Issue Focus:**

Forensic Analysis

**Regular Content:**

Company News, Research News Interviews, "The "LCGC" Blog, Events and Training, Digital Highlights

## June

**Issue Focus:**

Miniaturization

**Regular Content:**

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

# 2021 GLOBAL DIGITAL PUBLICATION: THE COLUMN EDITORIAL CALENDAR

## July

**Issue Focus:**

Multidimensional Chromatography

**Regular Content:**

Company News, Research News Interviews, The "LCGC" Blog, Events and Training, Digital Highlights

**Industry Spotlight:**

Pharmaceutical Analysis

## August

**Issue Focus:**

Bioanalysis

**Regular Content:**

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

## September

**Issue Focus:**

Sample preparation

**Regular Content:**

Company News, Research News Interviews, The "LCGC" Blog, Events and Training, Digital Highlights

## October

**Issue Focus:**

LC/LC-MS

**Regular Content:**

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

**Industry Spotlight:**

Environmental analysis

## November

**Issue Focus:**

GC/GC-MS

**Regular Content:**

Company News, Research News Interviews, The "LCGC" Blog, Events and Training, Digital Highlights, SEC: Tips & Tricks

## December

**Issue Focus:**

Instrumental Innovations

**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 pimensions (W x H in pixels)	Maximum expanded dimensions (W x H 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	728 x 315	200 KB	300 KB	15-second maximum animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated.
Leaderboard - mobile	320 x 50 or 300 x 50	Expansion not allowed for these units	50 KB	Not allowed for this ad unit	15-second maximum animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Medium banner	300 x 250	600 x 250	50 KB	Not allowed for this ad unit	15-second maximum animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Small banner	300 x 100	Expansion not allowed for these units	50 KB	Not allowed for this ad unit	15-second maximum 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-second maximum animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated.
Welcome ad	640 x 480 or 300 x 250 (desktop only)	Expansion not allowed for these units	200 KB	300 KB	15-second maximum animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Billboard pushdown	970 x 90	970 x 450	200 KB	300 KB	15-second maximum animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated.
Floating Footer	1025 x 100, 970 x 90 or 728 x 90		200 KB	300 KB	15-second maximum animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated.
Contextual ad	300 x 100 or 430 x 260 (other ad sizes considered)	Expansion not allowed for these units	200 KB	300 KB	15-second maximum animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
In-banner video	300 x 250, 728 x 90, 300 x 600	Expansion not allowed for these units	200 KB	100 KB	Minimum 24 fps for video/15-second maximum length (unlimited user-initiated)/1.1 MB additional file size allowed for host-initiated video/unlimited file size for user-initiated video	
<b>E-newsletter ad specifications</b>						
Static ad specifications	<ul style="list-style-type: none"> <li>» Max File Size: 40K</li> <li>» Formats accepted: GIF or JPG plus one live click URL provided by client</li> <li>» Ad unit sizes: 728 x 90 and 300 x 250</li> <li>» No Flash/rich media accepted for e-News</li> </ul>					
In-column text ad specification	Header: 60 characters, Body text: 210 characters Maximum character allowances including spaces: 270					
button	220 x 75					
Product profile	200 words, one image, one logo, contact details including email and web address, 30-word summary of product profile					

# 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	15 - 30 seconds for non-skippable ads		
Max file size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 aspect ratio	360p or less	360 p - 576 p	576 p - 1080 p
4:3 aspect ratio	480p or less	480 p - 576	n/a
Video target birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720 p 2500 kbps - 3500 kbps for 1080 p
Site served	» Must be uploaded to YouTube (send video URL, shortened URL not allowed) » Must allow embedding » Must be public or unlisted » True streaming in 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 e-blast guidelines			
Requirements	» HTML creative from client » Text backup from client (optional) » Subject line and preheader » Test and Final seed list		
Additional needs for UNBRANDED e-Blasts	» Opt-out link on client's creative » Suppression file from within the last 10 business days from the client » From Line		
Please send the following five 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 e-blast at least one 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 e-blast 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.		



## 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 whether 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 allow 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 and/or rolling over an ad (or a portion of an ad).

## VIDEO REQUIREMENTS:

- File type: .mp4
- Max file size: 20 MB
- Ratio: 16:9
- Dimensions: 1280 x 720 (responsive to the page level)
- Tags accepted: 1 x 1, VAST, VPAID JS (html), all tags must be SSL only
- Video length: 15/30 sec
- FPS: 24

## 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 an 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>

# PRINT SPECIFICATIONS

## 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™ APPLICATION NOTE E-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)

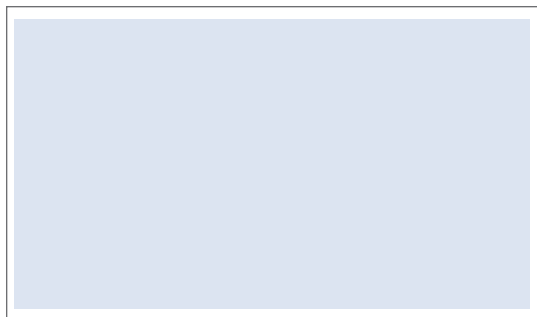
Banner: 468 x 60  
Button: 220 x 75  
Top position banner: 728 x 90  
Big box banner: 300 x 250  
Text ad: 65 words  
Product profile: 200 words, one image, one logo, contact details including email and web address and 30-word summary of product profile

## WALL PLANNER Specs

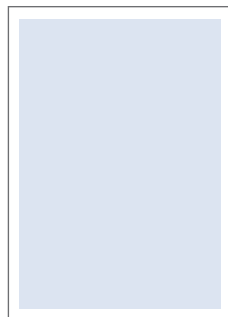
Please supply at 300 dpi, CMYK

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

# PRINT SPECIFICATIONS



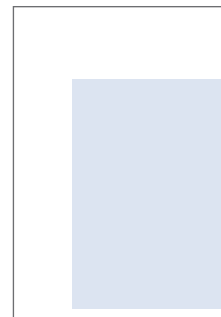
Two-page spread



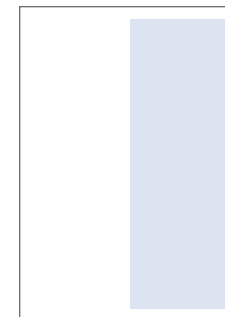
Full page



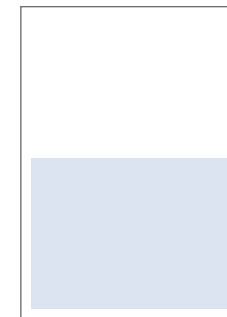
2/3 page



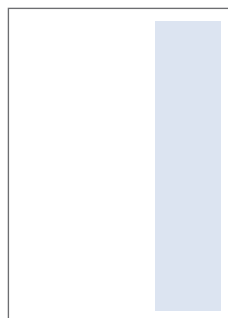
1/2 island



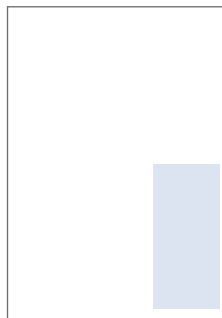
1/2-page vertical



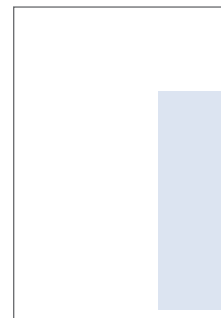
1/2-page horizontal



1/3-page vertical



1/3 square



1/4 vertical

## 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.

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