

LCIGC[®]

north america
solutions for separation scientists

2021 MEDIA PLANNER

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



chromatographyonline.com

AN **MH** 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 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



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 by providing unbiased peer-reviewed content, educational webinars, trusted troubleshooting advice, and best-practice applications solutions. Laboratory-based analytical chemists and influential chromatographers can improve 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 jobs.

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?*

The in-depth technical information contained in regular features such as LC Troubleshooting and Column Watch are invaluable and unique.

Project Leader

Useful technical information.

Laboratory Manager

Relevant and practical troubleshooting and method optimization articles are featured and revisited with updates. Much of the information can be applied directly in our analytical chemistry labs.

Senior Chemist

Focuses on chromatography and has traditionally included articles by top experts in field.

Research Manager

Articles are written with the actual scientist in mind.

Senior Scientist

Articles by authors in the trenches of lab work who understand our needs.

Chief Scientist

High quality content.

Research and Development Director

*Readership Survey, August 2019

AN **MJH** life sciences™ BRAND

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World-Renowned Columnists and Contributors

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

DAVID S. BELL “COLUMN WATCH”

David S. Bell spent the first 10 years of his career in the pharma industry. Over the past 20 years, he has worked to create and promote novel separation technologies and to conduct research on molecular interactions that contribute to retention and selectivity in an array of chromatographic processes.



DWIGHT STOLL “LC TROUBLESHOOTING”

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 important leader in the chromatography community. His primary research focus is the development of 2D-LC for both targeted and untargeted analysis, but in this column he focuses on the fundamentals of HPLC, providing essential guidance to all practitioners of the technique.



DOUGLAS RAYNIE “SAMPLE PREP PERSPECTIVES”

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



NICK SNOW “GC CONNECTIONS”

Nicholas H. Snow is the Founding Endowed Professor of the Department of Chemistry and Biochemistry at Seton Hall University. He is interested in the fundamentals and applications of separation science, especially gas chromatography, sampling, and sample preparation. His research group is active in GC, GC-MS, 2D GC, and extraction methods.



ANURAG RATHORE “FOCUS ON BIOPHARMACEUTICAL ANALYSIS”

Anurag Rathore, formerly of Amgen, is currently a professor at the Indian Institute of Technology and a biotech CMC consultant. He has authored more than 200 papers and edited five books.



“FOCUS ON ENVIRONMENTAL ANALYSIS”

Leading environmental scientists provide updates on changes in regulations as well as advances in methods for detecting and quantifying environmental analytes in various matrices.



“FOCUS ON FOOD AND BEVERAGE ANALYSIS”

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



MICHAEL DONG “PERSPECTIVES IN MODERN HPLC”

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



“THE LCGC™ BLOG”

“The LCGC™ Blog” has two threads. In one, Tony Taylor, the chief scientific officer of Arch Sciences Group and 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. This thread includes occasional installments from Kevin A. Schug of the University of Texas at Arlington, who began this blog thread solo in 2013.

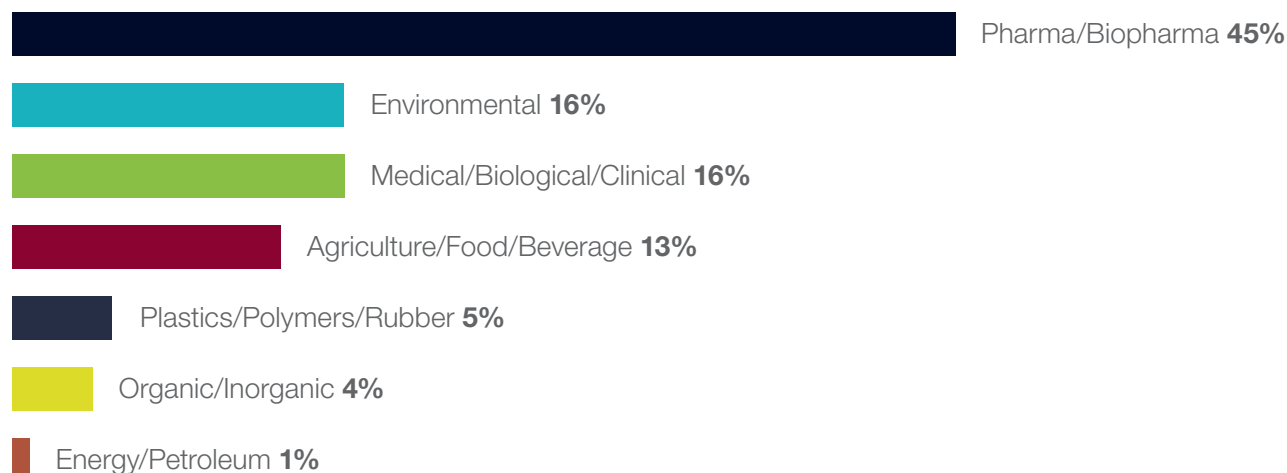


Audience - Publication

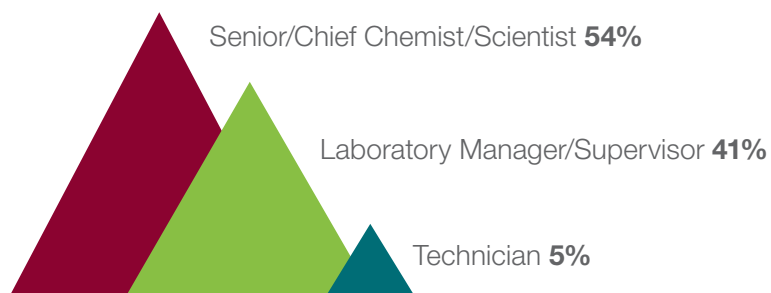


Advertising in an AAM-audited publication ensures your message is reaching a qualified, quantifiable group of subscribers. With our audience of 50,377 qualified subscribers[†], you can be sure your message is being seen by subscribers in the industries and functions integral to the field of chromatography.

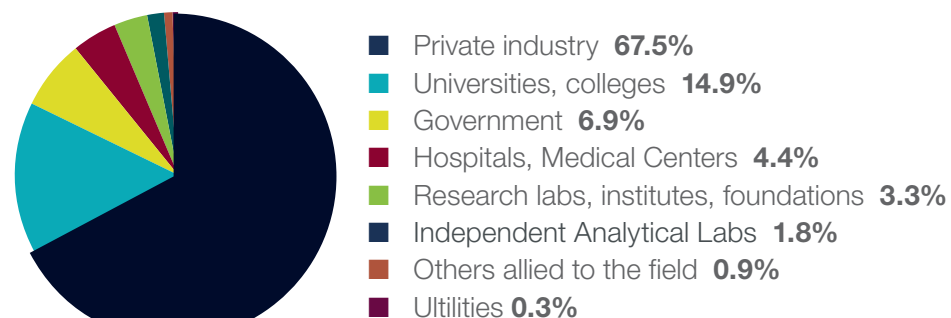
Field of Work*



Top 3 Job Titles*



Primary Business[†]



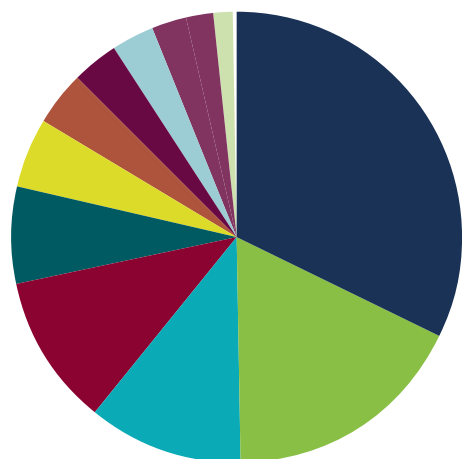
[†]AAM Audit, June 2020

As filed with Alliance for Audited Media, subject to audit

* Publisher's Own Data/Readership Survey, August 2020

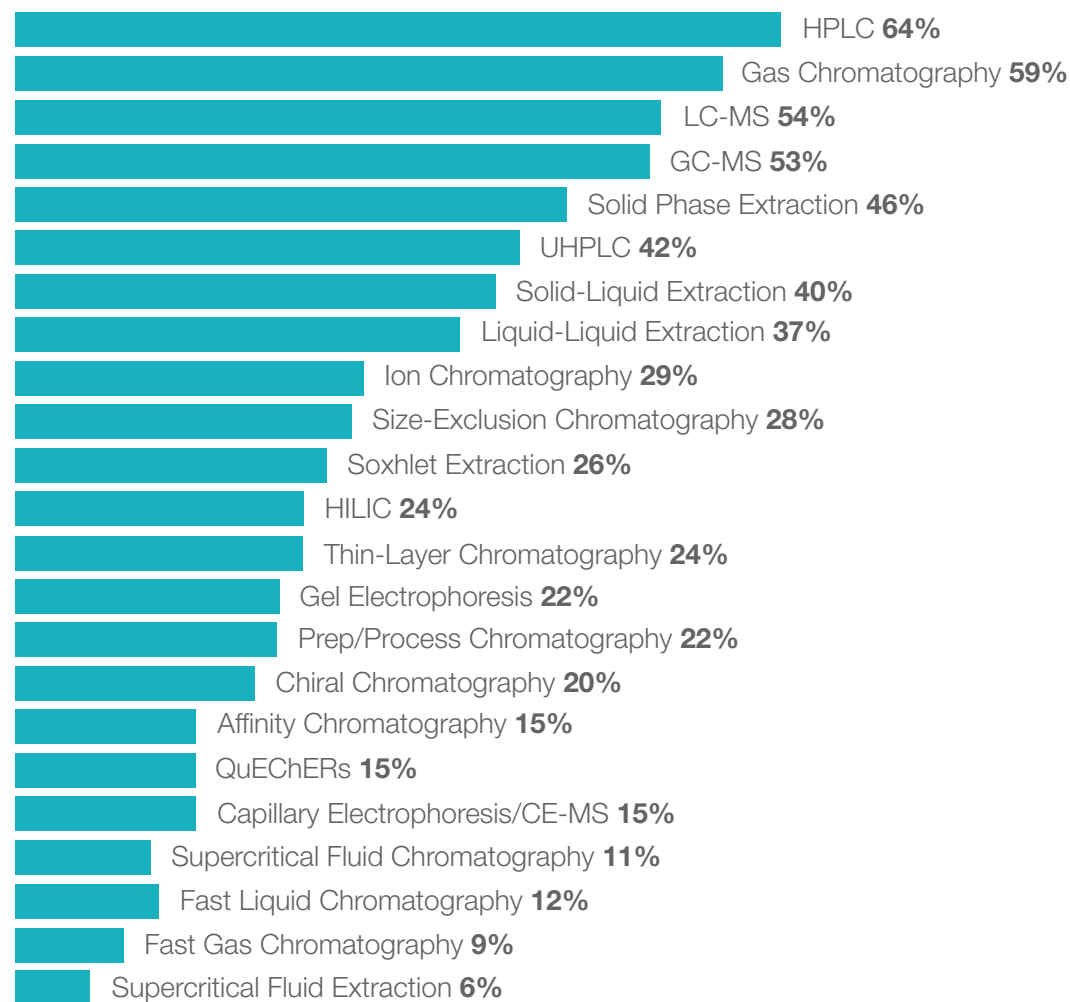
Audience - Publication

Job Functions†



- Research and development **32.3%**
- Corporate management **17.7%**
- Quality control, assurance, validation **11%**
- Lab management **10.8%**
- Manufacturing, processing **6.9%**
- Technical services **5%**
- Marketing, sales **4.1%**
- Teaching **3.3%**
- Analysis **2.9%**
- Purchasing **2.7%**
- Other **1.9%**
- Regulatory **1.5%**

Techniques Used*



†AAM Audit, August 2020

As filed with Alliance for Audited Media, subject to audit

* Publisher's Own Data/Readership Survey, August 2020

Audience - Digital

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Website*

chromatographyonline.com

Average Monthly Unique Browsers

58,854

Average Monthly Page Impressions

118,163

eNewsletters*

e-Separation Solutions

Average Audited Distribution

25,351

e-Application Note Alert

Average Audited Distribution

38,588



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

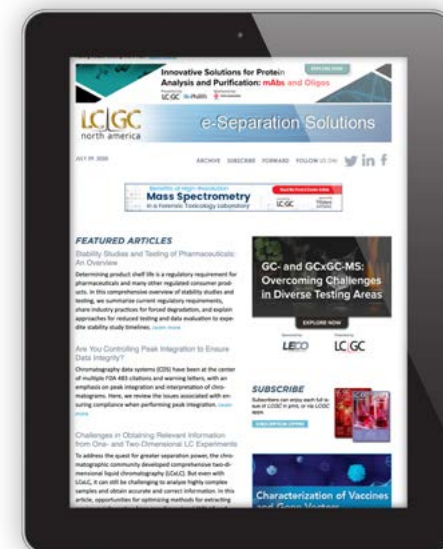
- Banner Ads
- Application Notes

e-Poster or Video Alert

- Banner Ads
- Posters or Videos

ChromTube Alert

- Videos



*AAM Audit, June 2020

As filed with Alliance for Audited Media, subject to audit

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Print Offerings

Monthly Publication

LCGC™ North America is a monthly magazine delivered to an audience of over **50,377† 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.

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

Supplements

LCGC™ North America's print supplements keep readers up-to-date with the latest scientific advances and technology trends in separation science. Supplements for 2021 include: *Advances in Sample Prep*, *Recent Developments in HPLC & UHPLC*, *Advances in Food & Beverage Analysis*, *The Resource Issue & Salary Survey*, *Current Trends in Mass Spectrometry*, and *The Applications Book*.

Includes lead generation for participating advertisers

Available Opportunities

High Impact Options:

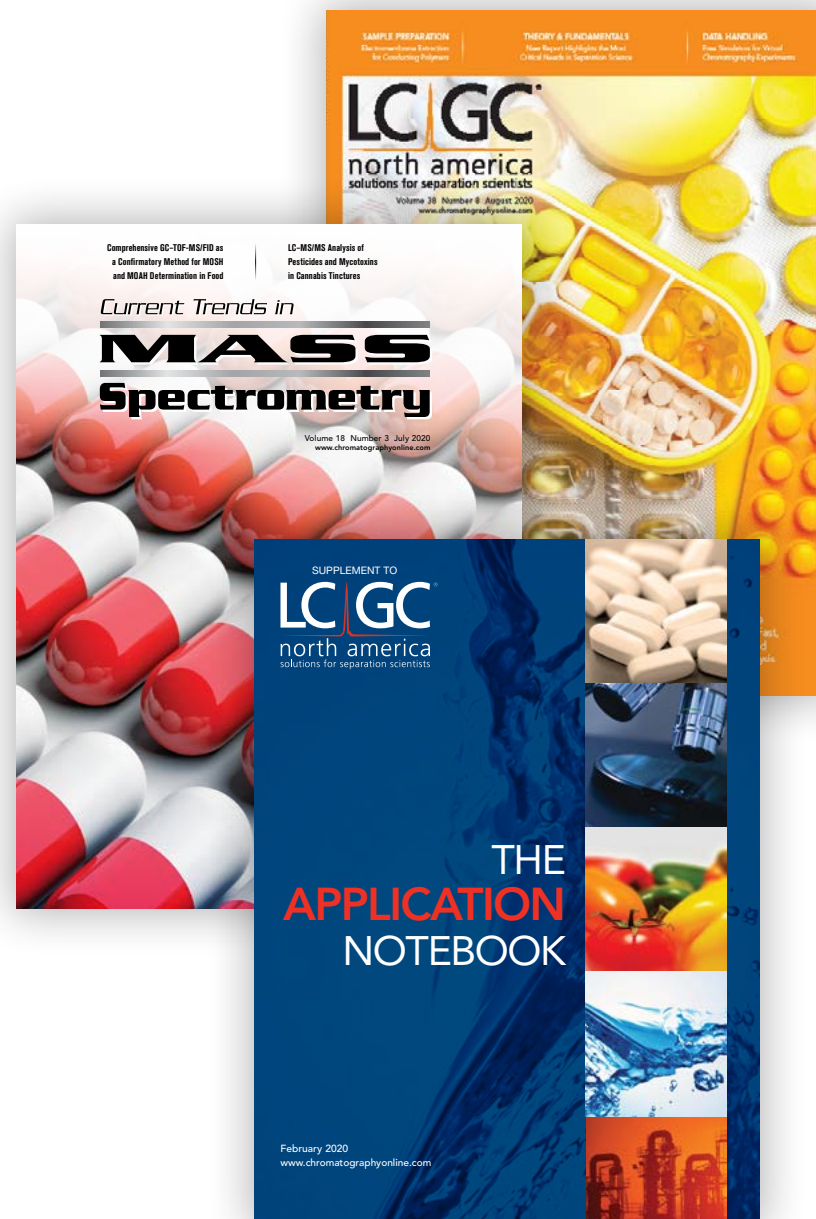
- Cover Tips
- Inserts
- Polybagged Outserts
- French Gate Covers
- Cover Stickers

Ad Types:

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

†AAM Audit, June 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 »](#)

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.

[VISIT CHROMTUBE »](#)



Native Advertising

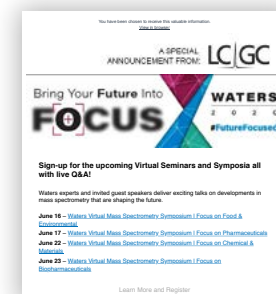
This program gives you the opportunity to inject thought leadership, insight, and brand awareness within the context of LCGC™'s trusted, editorial communities. You will receive a choice of topics, and in-article links to your gated content are served within relevant editorial content.



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™'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 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.

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Digital eNewsletters

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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.

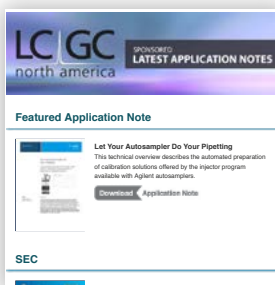
[CLICK FOR SAMPLE »](#)



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.

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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.

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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.

[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.

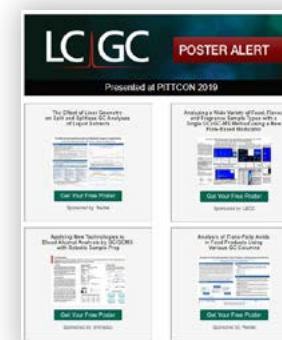
[CLICK FOR SAMPLE »](#)



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.

[CLICK FOR SAMPLE »](#)



Virtual 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.



Live Events and Video Programs

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 a 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 tradeshows 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™ community.



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, we 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.



Content Marketing

Custom Content Creation

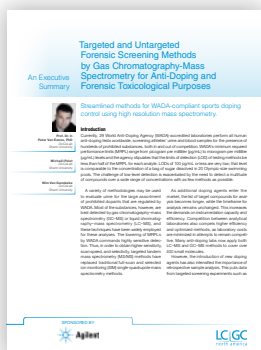
Demonstrate thought leadership

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 »

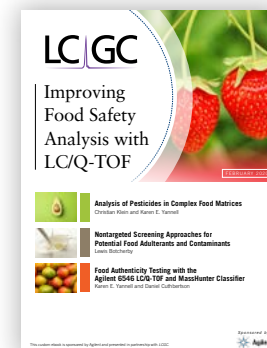


SAMPLE 3 »

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.

[CLICK FOR SAMPLE »](#)



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™**.

[CLICK FOR SAMPLE »](#)



Webcasts



Position your company as a thought leader with interactive web technology

MJH Life Sciences™ 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 35 years

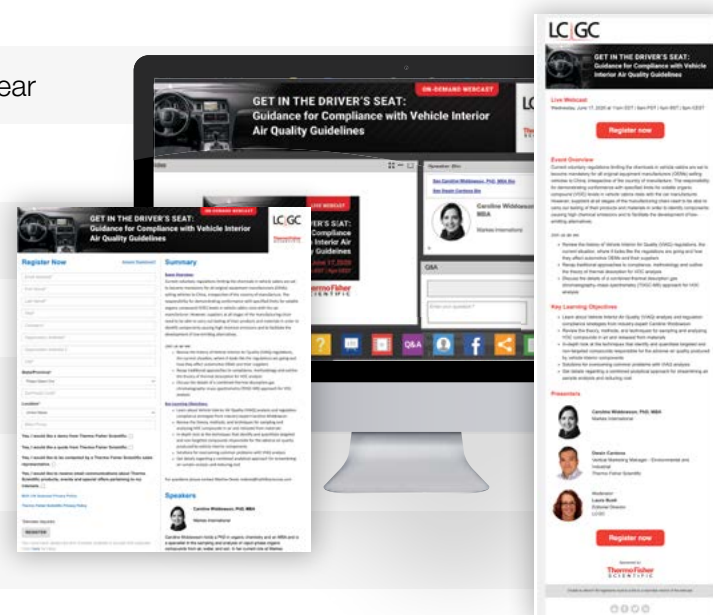
Talent — Respected speakers, moderators, and LCGC™'s editorial director, Laura Bush

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



[CLICK HERE TO VIEW WEBCASTS »](#)

Enhanced Webcasts

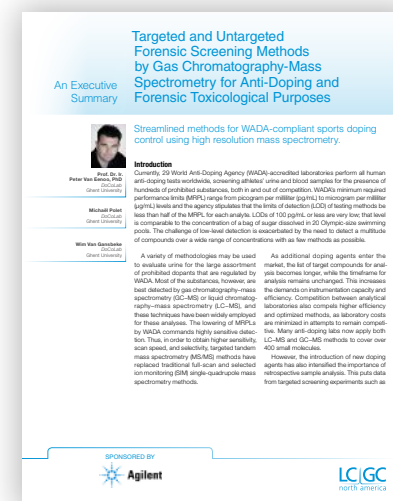
Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program.

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

[CLICK FOR SAMPLE »](#)

*Data obtained from past MJH Life Sciences™ webcasts



Industry Insights

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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



CONTENT ENGAGEMENT HUB

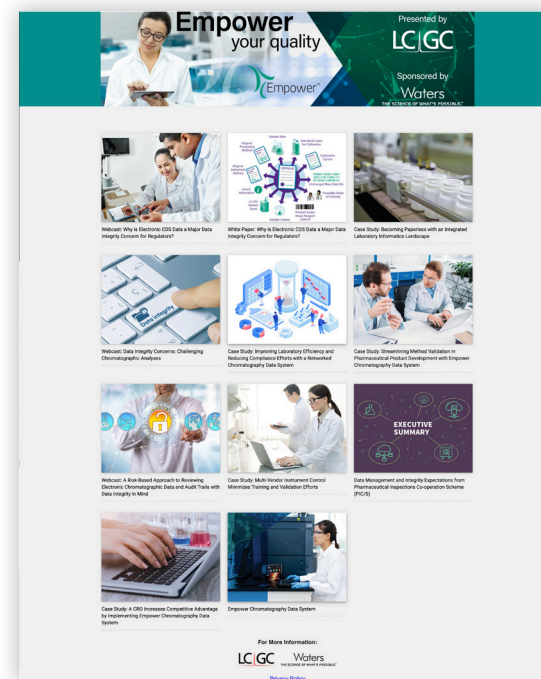
Showcase a key topic and promote your brand

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.

Need help developing content?

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



2021 Virtual Conferences/Symposia

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Data Integrity Virtual Symposium

February 2021

This virtual symposium will include a series of informative presentations and tutorials addressing common concerns and points of confusion about how to ensure data integrity in regulated laboratories.

LCGC™ & CHROMacademy Virtual Symposium

May 2021

In this virtual symposium will present recognized chromatography practitioners from around the world will address with the fundamentals of separation science while presenting a disarming view of their successes and failures in the practical application of their art. The audience will benefit from a distillation of many years of learning the do's and don'ts of practical chromatography.

Virtual (U)HPLC Symposium 2021: A Tribute to John Knox

June 2021

This virtual symposium, organized in partnership with the Chromatographic Society, will bring together leading chromatographers working in liquid chromatography in talks that address key issues in the technique while saluting one of the greats of the field.

Sample Preparation Virtual Symposium

June 2021

In this virtual symposium leading researchers in sample preparation present the latest advances in sample preparation for chromatographic analysis, along with discussions of practical applications.

Food and Environmental Analysis Virtual Symposium

July 2021

Speakers from government, industrial, and research laboratories present new research and practical methods and approaches for both cutting-edge and routine analysis of food and environmental samples, addressing a wide range of contaminants, sample types, and techniques.

Separation Science: The State-of-the-Art (A Virtual Event)

October 2021

If you want to know where separation science is heading, this event is the place to find out. Leading researchers will present updates on new approaches and investigations and explore the ways analytical scientists can analyze more challenging samples, deal with more complex samples, achieve greater resolution, improve throughput, facilitate method development, accelerate analyses, and more. Talks will be complemented by exhibits.

Pharmaceutical & Biopharmaceutical Analysis Virtual Symposium

November 2021

Leading academic researchers and analytical chemists from advanced pharmaceutical and biopharmaceutical companies will present advances in methods, method development, and high-throughput analysis for both small- and large-molecule analysis, including characterization of new biopharmaceutical drug modalities.

Mass Spectrometry Virtual Symposium

December 2021

This virtual symposium will present new research and practical applications of mass spectrometry technologies and methods, focusing primarily on mass spectrometry used with liquid and gas chromatography separations (LC-MS and GC-MS), but including standalone mass spectrometry approaches and other technique combinations.

2021 Multimedia Planner

January

Topics: Pharma/Biopharma, Pre-Pittcon Issue

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

Special advertorial opportunity: Vendor Perspectives

February

Topics: Latest Chromatography Techniques, Pittcon Issue

Columns: LC Troubleshooting, Column Watch, GC Connections

Special section: Application Notebook

Supplements: LC Troubleshooting Wall Chart

Bonus Distribution: Pittcon

Virtual Symposium: Data Integrity Virtual Symposium

March – Ad Study Issue

Columns: LC Troubleshooting, Sample Prep Perspectives, GC Connections

Special advertorial opportunity: Vendor Tips & Tricks

Bonus Distribution: MSACL, Cannabis Science Conference East

April

Topics: Annual Review of New LC Systems & Accessories, Annual Review of New GC Systems, Columns, & Accessories

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

Supplement: Advances in Food and Beverage Analysis

Bonus Distribution: Interphex, Minnesota Chromatography Forum

May

Topics: Annual Review of New LC Columns & Accessories, Annual Review of New Sample Prep Technologies & Accessories

Columns: LC Troubleshooting, Column Watch, Sample Prep Perspectives, GC Connections

Supplement: Current Trends in Mass Spectrometry

Bonus Distribution: ISCC & GCxGC, PREP & ISPPP

Virtual Event: LCGC™ & CHROMAcademy Virtual Symposium

June

Topics: Pharma/Biopharma

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

Special section: Application Notebook

Supplements: Recent Developments in HPLC and UHPLC

Bonus Distribution: HPLC

E-book: Hot Topics in Gas Chromatography

Virtual Symposium: HPLC and Sample Preparation Virtual Symposia

2021 Multimedia Planner

July – Ad Study Issue

Topics: Food & Beverage Analysis, HPLC

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

Bonus Distribution: NACRW

Virtual Symposium: Food and Environmental Analysis Virtual Symposium

August

Topics: HPLC, GC & GC-MS

Columns: LC Troubleshooting, Perspectives in Modern HPLC/UHPLC, GC Connections

Special advertorial opportunity: Vendor Tips & Tricks

Bonus Distribution: AOAC, Cannabis Science Conference West

September

Topics: Sample Prep, Environmental Analysis

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

Special section: Application Notebook

Bonus Distribution: Society of Forensic Toxicologists (SOFT), Gulf Coast Conference, ACIL

October

Topics: HPLC/UHPLC, LC-MS

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

Bonus Distribution: AAPS, ASMS, SFC Green Chemistry Group, SETAC North America,

E-book: Hot Topics in Mass Spectrometry

Virtual Event: Separation Science: The State-of-the-Art

November

Topics: Pharma/Biopharma Analysis, HPLC, GC

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

Supplement: Sample Preparation

Bonus Distribution: Eastern Analytical Symposium

Virtual Symposium: Pharmaceutical & Biopharmaceutical Analysis Virtual Symposium

December

Topics: Food & Beverage Analysis, HPLC/UHPLC

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

Supplement: The Resource Issue & Salary Survey

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

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

December

Issue Focus: Instrumental Innovations

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

2021 Print Specifications

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					
1/4 page Square	3.375"	4.625"			Bleed (-) Trim = 0.125" each side			
1/9 show case ad	2.125"	3.00"			Trim (-) Live = 0.25" each side			
1/6 page	2.125"	4.625"			* All Measurements in Inches			

DIGITAL AD REQUIREMENTS

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.

2021 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	728x90	728x315	200 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
Leaderboard - Mobile	320x50 or 300x50	Expansion not allowed for these units	50 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.)	
Medium Banner	300x250	600x250	50 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.)	
Small Banner	300x100	Expansion not allowed for these units	50 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	300x600 (desktop only)	600x600	200 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
Welcome Ad	640x480 or 300x250 (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.)	
Billboard Pushdown	970x90	970x450	200 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
Floating Footer	1025x100, 970x90 or 728x90		200 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
Contextual Ad	300x100 or 430x260 (other ad sizes considered)	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.)	
In-Banner Video	300x250, 728x90, 300x600	Expansion not allowed for these units	200 KB	100 KB	Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	
In-Banner Video	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
eNewsletter ad specifications						
Static Ad Specifications	<ul style="list-style-type: none"> » Max File Size: 40K » Formats Accepted: GIF or JPG plus 1 Live Click URL provided by client » Ad unit sizes: 728x90 and 300x250 » No Flash/Rich Media accepted for e-News 					
In-Column Text Ad Specification	Header: 65 characters, Body text: 210 characters. Maximum character allowances including spaces: 270					
Button	220x75					
Featured Profile	200 word title, 1 product image (120x120 pixels jpg or gif – max file size of 30kb), 1 Live Click URL, 30-word description (Summary will be subject to revision by our editor if word count exceeded)					

2021 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	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.

2021 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 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: 20mb
- Ratio: 16:9
- Dimensions: 1280x720 (responsive to the page level)
- Tags Accepted: 1x1, 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 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>

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