





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.

3.5M+
Active Reach

7.6M+
Unique Visitors per Month

20.9M+
Average Page Views per Month

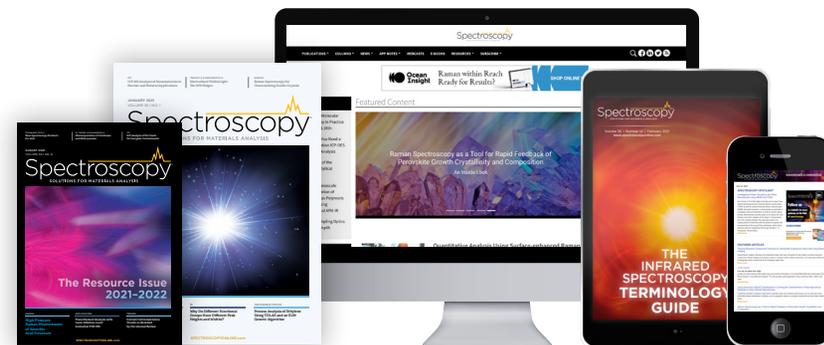
1.9M+
Print Circulation

1000s
Active KOL's on Editorial Board

OUR BRAND

Spectroscopy

Now in our 37th year, *Spectroscopy*[®] provides peer-reviewed articles, trusted advice from expert columnists and explanations of the latest developments to facilitate the advancement of spectroscopy as an essential analytical tool across a variety of applications and fields. Academicians, laboratory scientists, technicians and laboratory managers are provided with technology updates, best practices and practical advice for improved proficiency and competitive advantage in the spectroscopic workplace. *Spectroscopy*[®] has a circulation of 25,261 audited readers,* global web reach through our online publishing, and is indexed in the Web of Science, Journal Citation Reports and EBSCOhost. Articles in *Spectroscopy*[®] reach a large and diverse scientific readership.



The Pillars of Our Coverage

In *Spectroscopy*[®], we cover a range of analytical spectroscopy techniques and applications, to address the information needs of our diverse audience. For our print issues, we have distilled these down to six main pillars:

Raman: All types of Raman spectroscopy, including developments in techniques such as surface-enhanced Raman spectroscopy (SERS) and tip-enhanced Raman spectroscopy (TERS).

IR: From near-infrared (NIR) through mid-IR/Fourier transform IR, to terahertz.

ICP: Including inductively coupled plasma–optical emission spectroscopy (ICP), ICP–mass spectrometry (ICP-MS), and laser-ablation ICP-MS (LA-ICP-MS).

Applications: Addressing the use of analytical spectroscopy in fields such as pharmaceutical analysis, environmental analysis, polymer analysis, food analysis, and more.

Theory & Fundamentals: Discussions of how techniques work, from tutorials to cutting-edge research.

Technique Focus: Covering the three main techniques already mentioned as well as others such as X-ray techniques, laser-induced breakdown spectroscopy (LIBS), fluorescence, and more.

*AAM audit, December 2020

AN **MJ** life sciences™ BRAND

What do you consider *Spectroscopy*[®]'s most unique attribute or feature?

Source: August 2021 Readership survey

"Current advances and solutions to challenges faced in lab."

Group/section/project head or leader

"Concise and always on top of the latest instrument offerings."

R&D Director/Manager

"Abreast with the need of readers and up to date on industry needs."

Laboratory manager/supervisor

"Sole focus on spectroscopic techniques. Other magazines address spectroscopy only occasionally."

Group/section/project head or leader

"Seems uniquely personalized. Well written."

Consultant

"It's free, but informative, and everyone is familiar with it."

Chief chemist/scientist

"Broad and deep coverage of the spectroscopy topic area."

Chief chemist/scientist

"APPLICATION DRIVEN..."

President

"Good articles, diverse coverage, competent authors."

Technologist/technician

SPECTROSCOPYONLINE.com

With their unparalleled knowledge and technical expertise in the field of analytical spectroscopy, our well-known and highly respected columnists share insights, provide practical advice and keep readers up to date on the latest methods and techniques.

Molecular Spectroscopy Workbench



By Fran Adar

Fran Adar explains fundamentals of molecular spectroscopy techniques, with a focus on Raman spectroscopy, and discuss its application to varied types of analysis, such as pharmaceuticals, polymers, biomedical samples and more.

Focus on Quality



By R.D. McDowall

Bob McDowall, one of the foremost authorities on data handling, data integrity, software and validation in the analytical laboratory, provides advice and a clear understanding of regulatory requirements related to obtaining, handling and reporting quality laboratory data. A must-read for spectroscopists in pharmaceutical, environmental or other regulated laboratories.

Chemometrics in Spectroscopy



By Howard Mark and Jerome Workman Jr.

For more than three decades, Howard Mark and Jerome Workman Jr. have been explaining the principles of applied chemometrics and addressing important topics in this area, both resolved and unresolved.

Atomic Perspectives



By Robert Thomas

Rob Thomas has worked in the field of atomic spectroscopy and trace elemental analysis for more than 40 years, including 25 years with an analytical instrumentation company. Here, he provides tutorials and updates on new analytical atomic spectroscopy techniques and their application in a broad range of fields.

IR Spectral Interpretation



By Brian C. Smith

Interpreting infrared (IR) spectra using spectral libraries is not as easy as it sounds. In this column, Brian C. Smith guides analysts through the nuances of spectral interpretation and provides advice on how to avoid the pitfalls. He also gives readers a chance to test their new skills through a quiz in each installment, revealing and explaining the correct answers in the next issue.

Lasers and Optics Interface



By Steven G. Buckley

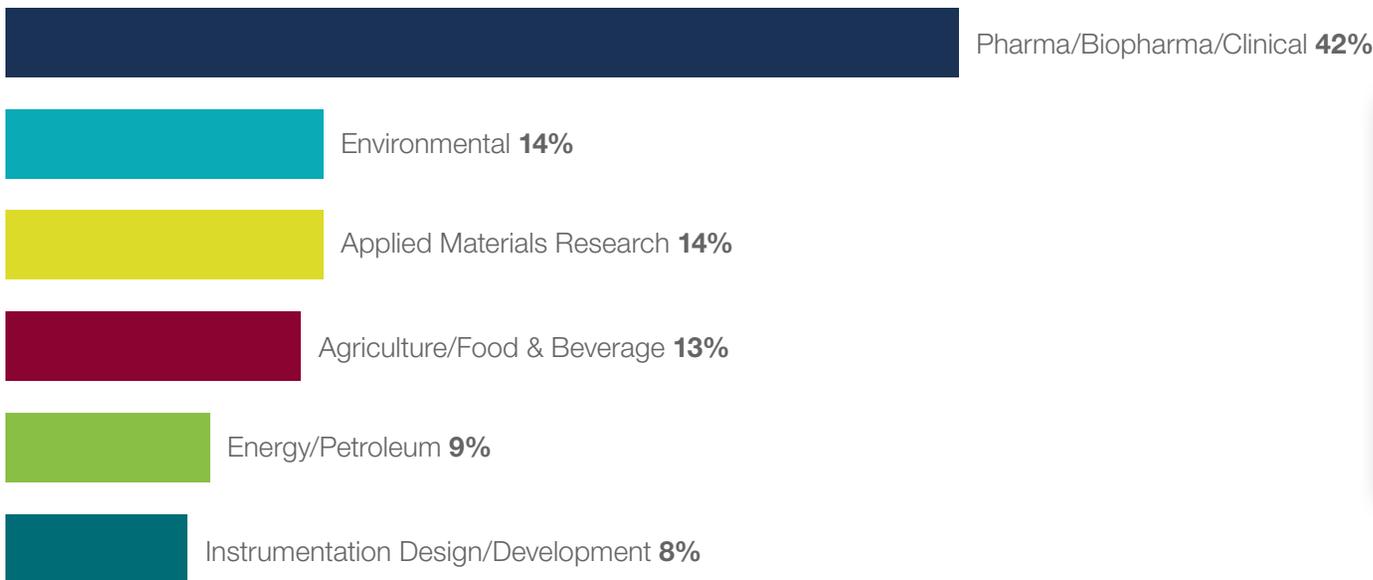
In this column, Steven G. Buckley relies on his decades of experience as a spectroscopic engineer—developing instruments and providing consulting and guidance to spectroscopy instrument companies—to bring readers up to speed on the latest developments and methods in laser-based spectroscopy and optical sensing.

AUDIENCE — PUBLICATION



Advertising in an AAM-audited publication ensures your message is reaching a qualified, quantifiable group of subscribers. With our audience of 25,261[†] subscribers, you can be sure your message is being seen by subscribers in the industries and functions integral to the field of spectroscopy.

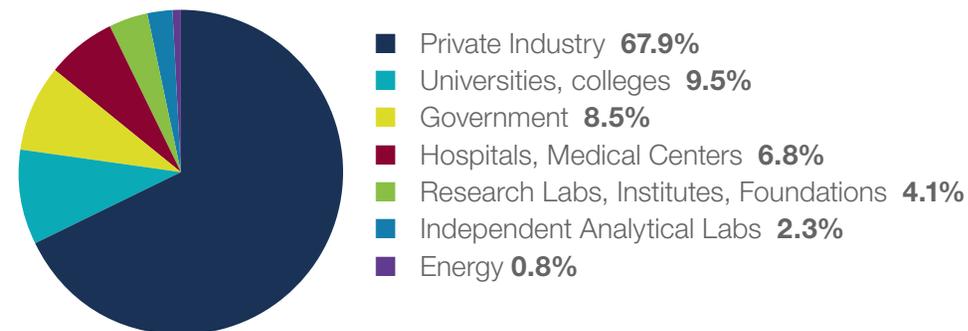
Field of Work*



Top 3 Job Titles*



Primary Business†

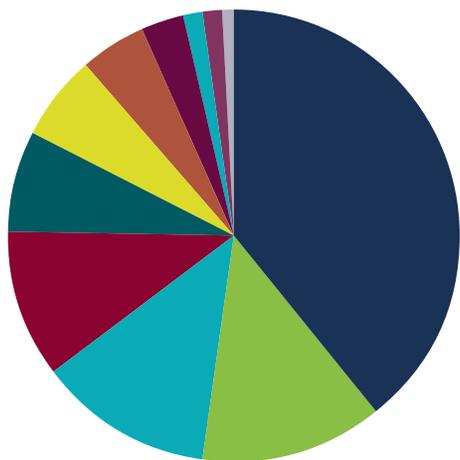


[†]AAM Audit, December 2020

As filed with Alliance for Audited Media, subject to audit

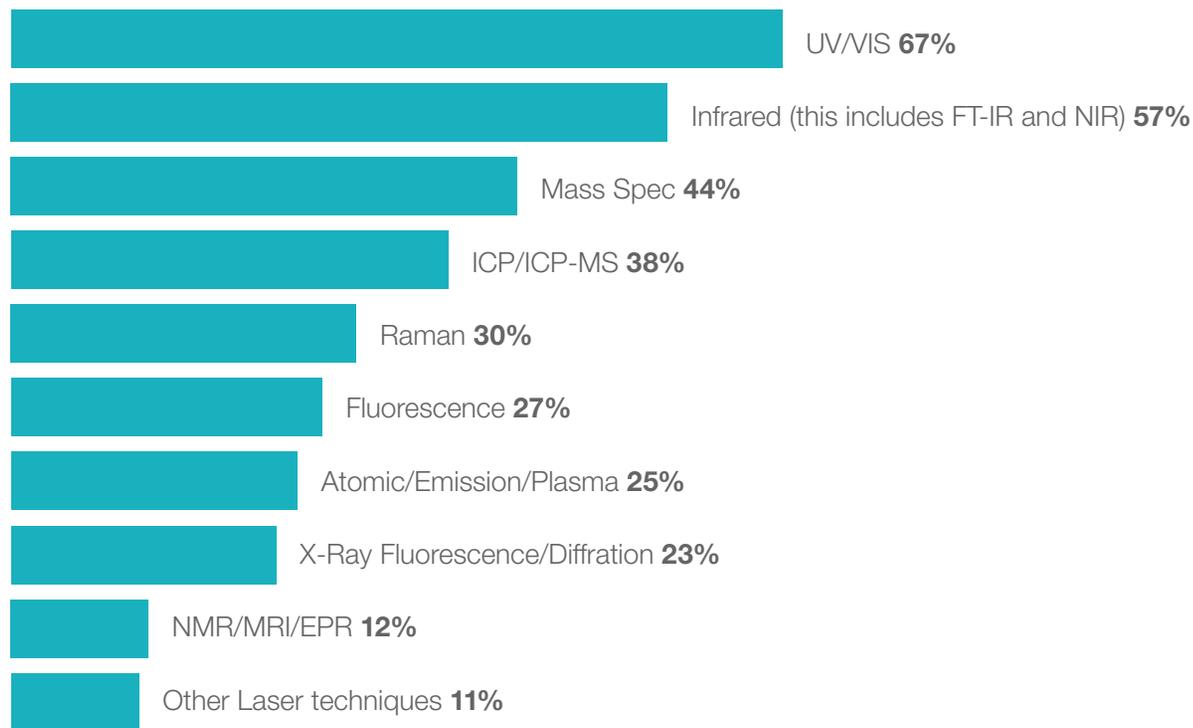
*Readership Survey, August 2021

Job Functions†

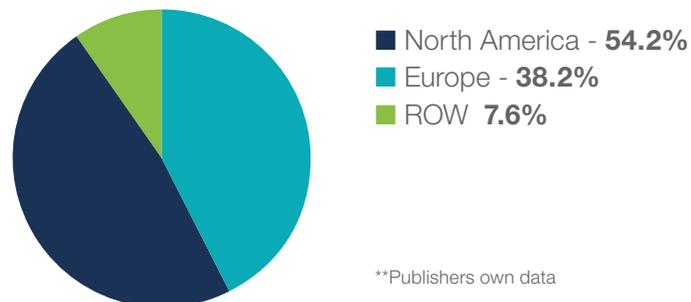


- Research and Development **39.4%**
- Quality Control, Assurance, Validation **12.9%**
- Corporate Management **12.5%**
- Lab Management **10.6%**
- Technical Services **7.3%**
- Engineering, Design **6.1%**
- Process Control, Manufacturing **4.8%**
- Analysis **2.8%**
- Regulatory **1.6%**
- Teaching **1.4%**
- Other Functions Allied to the Field **0.6%**

Techniques Used*



Spectroscopy®'s Digital Edition is distributed globally to 31,634.**



**Publishers own data

†AAM Audit, December 2020

As filed with Alliance for Audited Media, subject to audit

*Readership Survey, August 2021

AUDIENCE – DIGITAL

Website*

spectroscopyonline.com
Average Monthly Unique Browsers

22,890

Average Monthly Page Impressions

61,361

eNewsletters*

The Wavelength
Average Audited Distribution

22,602

e-Application Note Alert

Average Audited Distribution

35,400



Available Opportunities

Website

spectroscopyonline.com

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

The Wavelength

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

Issue Alerts

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

e-Application Note Alert

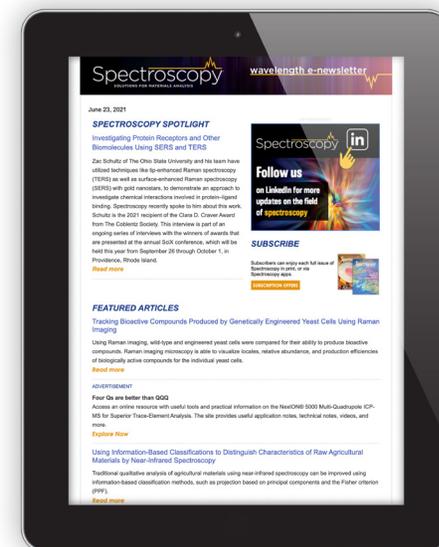
- Banner Ads
- Application Notes

e-Poster or Video Alert

- Banner Ads
- Posters or Videos

SpecTube Alert

- Videos



*AAM Audit, December 2020

As filed with Alliance for Audited Media, subject to audit

MULTIMEDIA MARKETING SOLUTIONS

Reach the entire market using *Spectroscopy*[®]'s integrated marketing approach.

PRINT ISSUES & SUPPLEMENTS

- Monthly Publication
- Targeted Supplements
- The Resource Issue and Directory

WEBSITE

- spectroscopyonline.com
- Ad Retargeting
 - Banner Ads
 - Expandable Video Banner Ads
 - Rich Media
 - Geotargeting
 - Application Notes
 - Native Advertising

CONTENT MARKETING

- Dedicated Dialogue
- Application Notes/White Papers
- Podcasts
- Webcast Summaries
- eBooks
- Infographics
- Content Engagement Hub

LEAD NURTURING

- Using contextual content to attract, nurture and convert prospects into customers via strategic, sequential communications

WEBCASTS

- Sponsored and Educational Cutting-Edge Content from Industry Leaders
- Enhanced Webcast Program

LIVE/VIRTUAL EVENTS

- Thought Leadership Roundtables
- Presentation Showcase
- Conferences/Symposium

VIDEOS/PODCASTS

- SpecTube
- Thought Leader Interviews
- Exhibitor Interviews
- Custom Videos/Podcasts

E-NEWSLETTERS

- e-Application Note Alert
- The Wavelength
- Current Trends in Mass Spectrometry
- Issue Alert
- Custom eNewsletters

EMAIL SOLUTIONS

- Content targeting to the right audience
- Custom segmented lists
- HTML email blasts

Special integrated marketing packages available. Contact your sales rep for more information.

2022 EDITORIAL CALENDAR

January

Topics: Raman, IR, ICP, Lasers & Optics, Components

Columns: IR Spectral Interpretation, Lasers & Optics Interface

Special Coverage: Survey article on spectroscopy components

Bonus Distribution: SPIE Photonics West, Winter Conference on Plasma Spectrochemistry

February

Topics: Raman, IR, ICP, Annual Pittcon Issue

Columns: Molecular Spectroscopy Workbench, Chemometrics in Spectroscopy

Supplements: Application Notebook, Molecular Spectroscopy Terminology Guide

E-book: Components Terminology Guide

Virtual Symposium: Atomic Spectroscopy in Practice

Bonus Distribution: Pittcon

March

Topics: Raman, IR, ICP, Salary Survey Issue

Columns: Atomic Perspectives, IR Spectral Interpretation

Special Coverage: Salary & Employment Survey

Bonus Distribution: SPIE DCS, OPIC,ACHEMA

April

Topics: Raman, IR, ICP, Lasers & Optics, Ad Performance Study Issue

Columns: Focus on Quality, Lasers & Optics Interface

Bonus Distribution: MRS Spring, CLEO, INTERPHEX, Laser World of Photonics

May

Topics: Raman, IR, ICP, Annual New Product Review

Columns: Atomic Perspectives, IR Spectral Interpretation

Special Coverage: Annual New Product Review

Virtual Symposium: Tech Innovations and Applications

Bonus Distribution: ASMS, Analytica

June

Topics: Raman, IR, ICP, Components, Vendor Perspectives

Columns: Molecular Spectroscopy Workbench, Chemometrics in Spectroscopy

Supplement: Raman Spectroscopy

Special Advertiser Opportunity: Vendor Perspectives

Bonus Distribution: IFT, NACRW

Subject to change

2022 EDITORIAL CALENDAR

July

Topics: XRF & XRD, Raman, IR, ICP

Columns: Atomic Perspectives, IR Spectral Interpretation

Virtual Symposium: 3rd Annual Molecular Spectroscopy in Practice

Bonus Distribution: IDRC, ICORS, Denver X-Ray Conference, SPIE Optics & Photonics

August

Topics: Annual Resource Issue

Supplement: IR Spectroscopy

Bonus Distribution: All conferences from August 2022- August 2023

September

Topics: Raman, IR, ICP, Components

Columns: Focus on Quality, IR Spectral Interpretation

Supplement: Application Notebook, ICP-OES and ICP-MS Techniques

Virtual Symposium: Spectroscopy in Pharmaceutical Analysis

Bonus Distribution: Society of Forensic Toxicologists, Gulf Coast Conference, SciX

October

Topics: Raman, IR, ICP, Lasers & Optics

Columns: Atomic Perspectives, Chemometrics in Spectroscopy, Lasers & Optics Interface

Bonus Distribution: AAPS, SETAC North America

November/December

Topics: Raman, IR, ICP

Columns: Focus on Quality, IR Spectral Interpretation, Molecular Spectroscopy Workbench

Supplement: Spectroscopy Outside the Laboratory

Bonus Distribution: Eastern Analytical Symposium (EAS), MRS Fall

Subject to change

Atomic Spectroscopy in Practice

February 2022

Our virtual symposium on atomic spectroscopy will provide highly practical information for atomic spectroscopists and analytical laboratory staff working with molecular atomic techniques, such as inductively coupled plasma–optical emission spectroscopy (ICP-OES), ICP–mass spectrometry (ICP-MS), atomic absorption (AA), and sample preparation for atomic analyses.

Tech Innovations and Applications

May 2022

In this brand-new event, we highlight what's new and exciting in analytical spectroscopy technology and instrumentation, addressing what the developments mean for improved performance, practical implementation, and expanded applications.

3rd Annual Molecular Spectroscopy in Practice

July 2022

Our annual molecular spectroscopy virtual symposium provides essential information for molecular spectroscopists conducting research in or applying Raman and infrared (IR) spectroscopy techniques. It's a can't miss event.

Spectroscopy in Pharmaceutical Analysis

September 2022

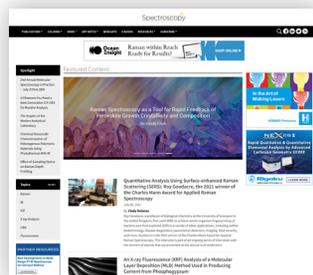
As a follow up to our popular 2021 event on spectroscopy in biopharmaceutical analysis, we present this in-depth look at the use of spectroscopic techniques in small-molecule pharmaceutical analysis, from R&D through quality control.

DIGITAL OFFERINGS

Spectroscopyonline.com

Spectroscopy®'s website covers the full spectrum of technical applications-oriented information related to the spectroscopy market. Spectroscopy®'s loyal following of print readers and online viewers visit the site to keep current with technology and application developments, application notes, whitepapers, online solutions, troubleshooting tips, industry events and more.

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

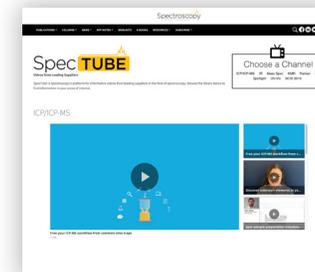


VISIT WEBSITE »

SpecTube

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

VISIT SPECTUBE »



Native Advertising

This program gives you the opportunity to inject thought leadership, insight and brand awareness within the context of Spectroscopy®'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.

although the goal of this column is to examine the effects of using various fractions as weight fractions as the constituent concentrations for principal component regression (PCR) and partial least squares (PLS) calibrations, there is much to be learned from the spectroscopic data itself, without reference to any constituent compositions. Therefore, an initial inspection of the data permits the initial exploration of the samples. (Samples are of mixtures, to verify that those component values are not sparse concentration values, or to make the application of advanced chemometric calibration algorithms. Instead, our initial foray into looking at the results from the statistical experimental design described in the previous column (1) was to examine the behavior of the spectral data alone, without involving the use of chemometrics. The application of chemometrics to the data will be described later, and the reasons that will become clear, only not be described fully here. The advantage of exploring the spectroscopic data without involving the constituent values is that the explorations of their behavior are better known, and more easily described. This allows us to compare our results with the theoretical expectations, so that when we introduce the constituent values, we will have some understanding of how we might expect the data to behave. Some of those behaviors have already been noted quantitatively in Tables 1 and 2 from the previous column (1), where we compared current near-infrared (NIR) spectroscopy practice to theoretical expectations.



While we have spectra of the pure materials that comprise the mixtures, they were not taken as part of the calibration set. Therefore, for comparison and demonstration purposes, we use the first mixtures containing each of those materials at 50% (the maximum value that can attain in these samples) with each of the other mixture components, at their lowest value (10%) as samples for the pure materials. The plots in Figure 1 present these spectra, for reference.

Sponsored Survey Package

Spectroscopy®'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.

Basic 2017 Global Awareness Survey

Please answer the following questions to be entered in our 2017 Global Survey. The responses are strictly for our internal use and are not to be shared with anyone else. Thank you for your participation and for the time you have spent on this survey.

1. How familiar are you with Spectroscopy?

Not familiar at all Somewhat familiar Familiar Very familiar

2. Which techniques are you familiar with? (Select all that apply)

OHS XRF ICP Raman Other (Please Specify)

3. Select your application(s)

Water Food Research Pharmaceutical Analytical Chemistry Other (Please Specify)

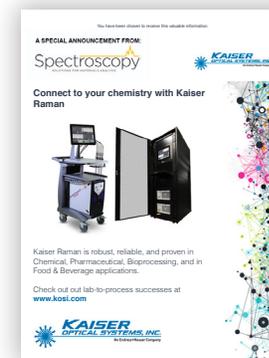
4. Please mark continents that you have well-established in the following table

<input type="checkbox"/> Africa	<input type="checkbox"/> India	<input type="checkbox"/> Sleepy Range
<input type="checkbox"/> Asia/Pac	<input type="checkbox"/> North America	<input type="checkbox"/> South America
<input type="checkbox"/> Europe	<input type="checkbox"/> Oceania	<input type="checkbox"/> Other

Email Solutions

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

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Global Digital Edition

Spectroscopy®'s Global Digital Edition provides practitioners of spectroscopic techniques from around the world access to the same objective, peer-reviewed, nuts-and-bolts technical information found in the monthly print edition.

CLICK HERE FOR SAMPLE »

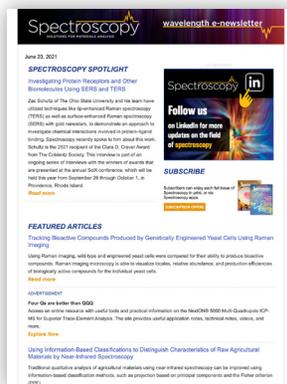


DIGITAL e-NEWSLETTERS

The Wavelength

Spectroscopy[®]'s twice-monthly newsletter, exposing readers to new tools, applications, feature articles and other industry-related developments pertinent to their professional work. Each month, The Wavelength focuses one issue on atomic techniques and the other on molecular.

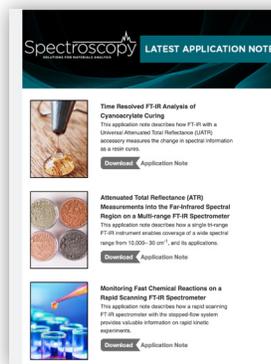
[CLICK HERE FOR SAMPLE »](#)



e-Application Note Alert

Spectroscopy[®]'s compilation of application notes sent monthly to thousands of qualified scientific subscribers. Each application note comes with a lead generation form that interested readers fill out with full contact information, and we supply you with the leads.

[CLICK HERE FOR SAMPLE »](#)



Issue Alert

Spectroscopy[®]'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 HERE FOR SAMPLE »](#)



Current Trends in Mass Spectrometry

Practical, technical and tutorial information about mass spectrometry and its ability to solve complex analytical problems in a range of industrial and research applications.

[CLICK HERE FOR SAMPLE »](#)



VIRTUAL EVENTS AND VIDEO PROGRAMS

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.

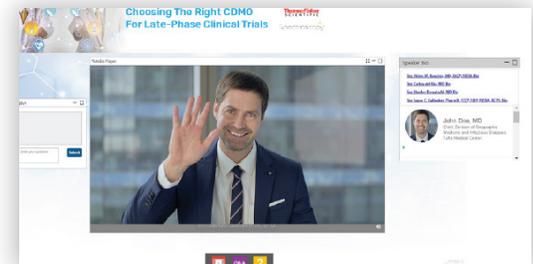
Virtual Conferences and Symposia

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 program 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

Spectroscopy® 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 *Spectroscopy*[®] and audience engagement with the *Spectroscopy*[®] community.

Presentation Showcase

Our Presentation Showcase program 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 *Spectroscopy*[®] community.



Live Events

Partner with *Spectroscopy*[®] 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 *Spectroscopy*[®] your partner of choice?

Content Development:

The *Spectroscopy*[®] team works with your team to produce a program 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, *Spectroscopy*[®] 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 also provide marketing programs to get the content out to both attendees and non-attendees.

Turnkey Logistics:

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



CONTENT MARKETING

Custom Content Creation

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
- New product write-ups



SAMPLE 1 »



SAMPLE 2 »

Sponsored eBooks

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

[CLICK FOR SAMPLE »](#)



Lead Nurturing

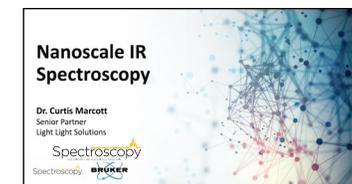
Topic-driven programs that capture prospects and nurture them by deploying high-quality content via strategically timed communications. These programs are designed to deliver sales-ready leads.



Dedicated Dialogue

Spectroscopy® 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 *Spectroscopy*®.

[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 — Spectroscopy® has been in the field of spectroscopy for over 35 years

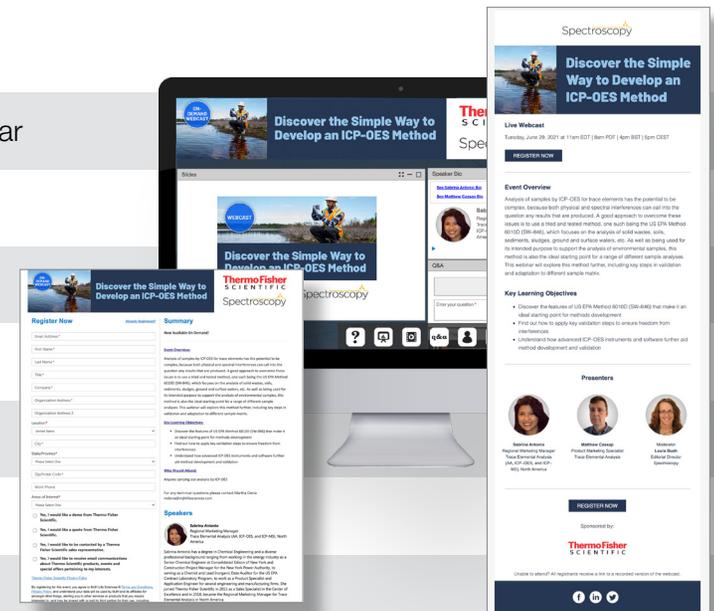
Talent — Respected speakers, moderators and Spectroscopy®'s Editorial Director, Laura Bush

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



Our audience drives everything we do.

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

We use social media, print and online marketing to amplify the content across the Spectroscopy® community.

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



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.



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 *Spectroscopy*®.

A native, branded-content opportunity

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



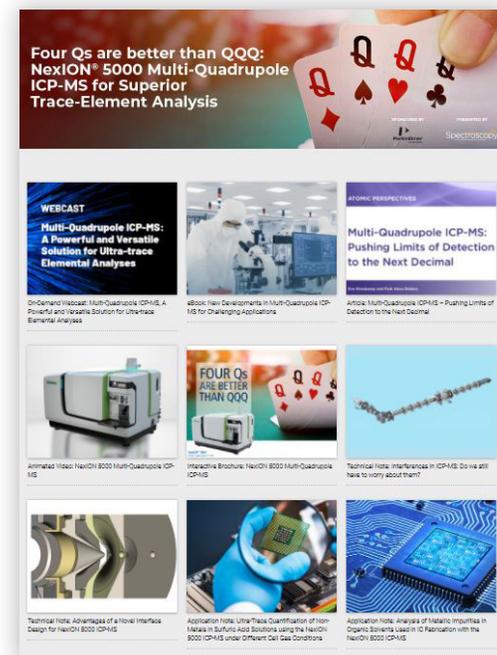
CONTENT ENGAGEMENT HUB

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. 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 to engage – leading users to spend more time consuming your content.

A native branded-content opportunity

- 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

PRINT SPECIFICATIONS

SPECTROSCOPY® - AD SPECIFICATION								
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: 8"x10.75"		Bleed (-) Trim = 0.125" each side			
1/9 show case ad	2.125"	3.00"	Trim: 7.75"x10.5"		Trim (-) Live = 0.25" each side			
1/6 page	2.125"	4.625"	Live Area: 7.25"x10"		* All Measurements in Inches			

Digital Ad Requirements

- Digital data is required for all ad submissions.** Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format. Files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to advertiser of any kind (including, without limitation, the obligation to offer advertiser 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.
- Publisher will not supply a faxed or soft proof for advertiser-supplied files.** Advertiser is solely responsible for preflighting and proofing all advertisements before 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.
- 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 make goods or any other form of compensation) for any ad supplied to publisher by advertiser without a SWOP proof.

DIGITAL SPECIFICATIONS

Creative Unit Name	Initial Dimensions (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

SPEC - Issue Alert - Email Newsletter Creative Units

Creative Unit Name	Initial Dimensions (WxH in pixels)
Medium Rectangle	300x250
Leaderboard	728x90
Banner	468x60
Text Ad	65 Word Max 1 Click Thru URL
Featured Product	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

DIGITAL SPECIFICATIONS

SPEC - Wavelength - Email Newsletter Creative Unit

Creative Unit Name	Initial Dimensions (WxH in pixels)
Medium Rectangle	300x250
Leaderboard	728x90
Banner	468x60
Text Ad	65 Word Max 1 Click Thru URL
Featured Product	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

SPEC - eShow Daily - Email Newsletter Creative Units

Creative Unit Name	Initial Dimensions (WxH in pixels)
Medium Rectangle	300x250
Leaderboard	728x90
Banner	468x60
Text Ad	65 Word Max 1 Click Thru URL
Featured Product	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
Application Note/ White Paper	<p>Application Note or White Paper in PDF format - up to 20mb</p> <p>Company Name</p> <p>Application Note/White Paper 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 Application Note or White Paper. 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>Categories, please choose:</p> <p>Atomic Spectroscopy, Mass Spectrometry, Molecular Spectroscopy, General</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

Preroll 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 in 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 E-blast Guidelines			
Requirements	<ul style="list-style-type: none"> » HTML creative from client » Text back up from client (optional) » Subject line and preheader » 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 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 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

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