

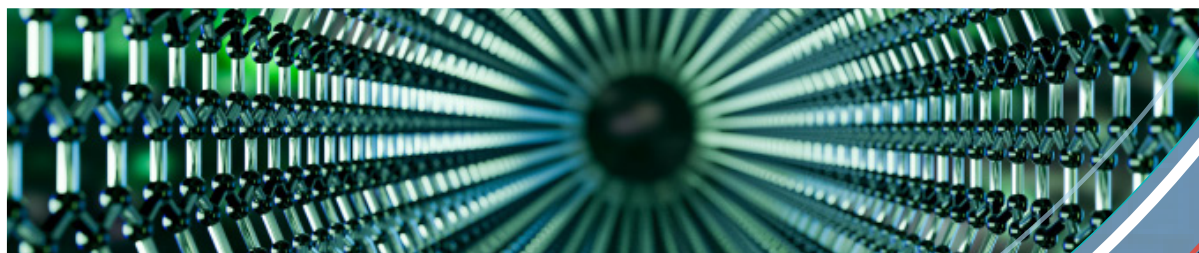
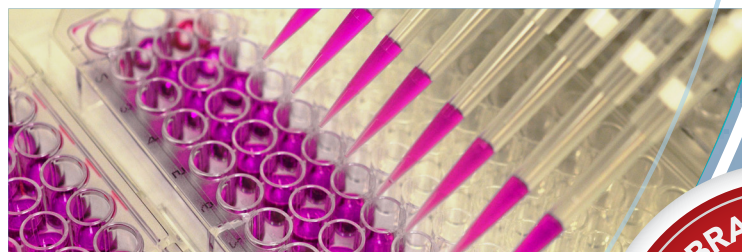
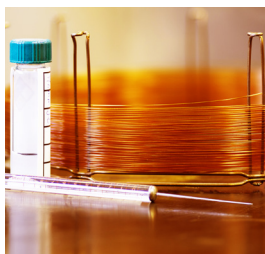
LC|GC[®]

north america
solutions for separation scientists

2022

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 60+ brands, delivering the information that matters most, when and where they need it. We are committed to meeting the needs of our audience and our partners with innovative solutions that allow us to adapt and pivot quickly during times of rapid change.

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

60+
Brands

3.5M+
Active Reach

7.6M+
Unique Visitors
per Month

20.9M+
Average Page Views
per Month

1.9M+
Print Circulation

1000s
KOLs on
Editorial board

Our 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?*

Nearly exclusive coverage of all things chromatography.

Technologist/technician

Diverse application and always the most current information.

Laboratory manager/supervisor

Lots of different articles for chromatographers of all levels.

Bench chemist/scientist

Good content in their articles that tend to be timely and topical

Group/section/project head or leader

It has an abundance of information in each issue.

Chief chemist/scientist

Interesting articles written in accessible language.

Research and development director/research manager

*Readership Survey, August 2021

AN **MJH** life sciences® BRAND

chromatographyonline.com

World-Renowned Columnists and Contributors



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”

Dwight Stoll, a previous LCGC™ Emerging Leader Award and a professor of chemistry at Gustavus Adolphus College, is a recognized leader in liquid chromatography. His primary research focus is developing 2D-LC for targeted and untargeted analysis. Here, he focuses on the fundamentals of HPLC, providing essential guidance to all practitioners of the technique.



DOUGLAS RAYNIE “SAMPLE PREP PERSPECTIVES”

Doug Raynie 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. 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.



“FOCUS ON ENVIRONMENTAL ANALYSIS”

Leading environmental scientists address current topics of concern in environmental analysis, in the context of regulatory oversight.



ANURAG RATHORE & JARED AUCLAIR “FOCUS ON BIOPHARMACEUTICAL ANALYSIS”

Anurag Rathore has a wealth of biopharma experience, in industry, in academia, and as an industry consultant, focused on process development, scale-up, technology transfer, process validation, biosimilars, continuous processing, process analytical technology, and quality by design.



In his work at Northeastern University, Jared R. Auclair applies his expertise in molecular biology, protein biochemistry, analytical chemistry, and biological mass spectrometry to collaborate with academic researchers, industry, and government in biopharmaceutical development and analysis.



“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, migration of compounds from packaging, authentication of origin, and more.



MICHAEL DONG “PERSPECTIVES IN MODERN HPLC”

Michael Dong has more than 25 years of experience in HPLC and pharmaceutical analysis, including teaching numerous short courses. Here, he brings fresh insight to practical questions in chromatography, addressing both fundamental issues and new approaches.



“THE LCGC™ BLOG”

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

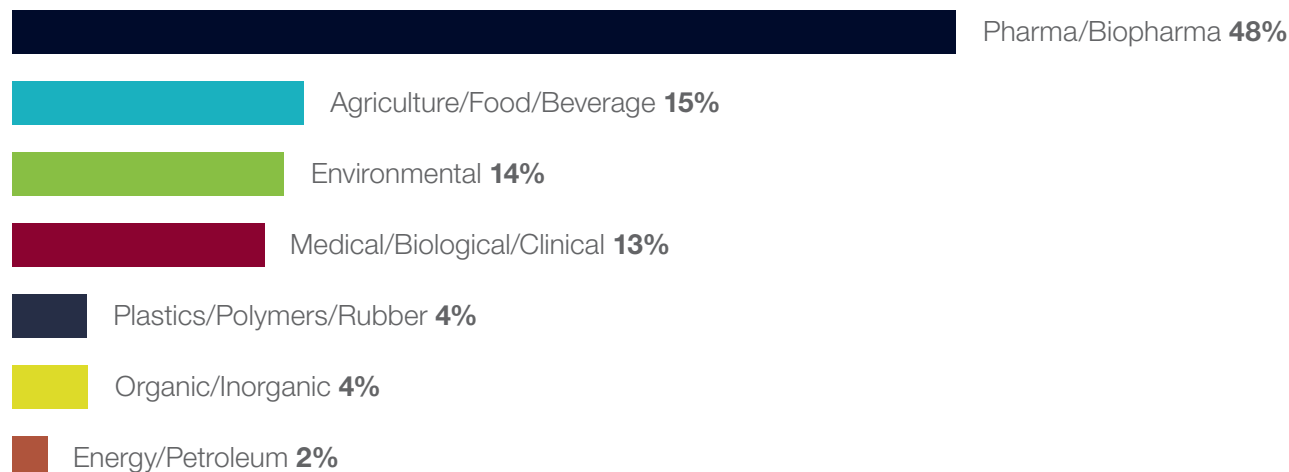


Audience - Publication



Advertising in an AAM-audited publication ensures your message is reaching a qualified, quantifiable group of subscribers. With our audience of 50,179 qualified subscribers[†], you can be sure your message is being seen by subscribers in the industries and functions integral to the field of chromatography.

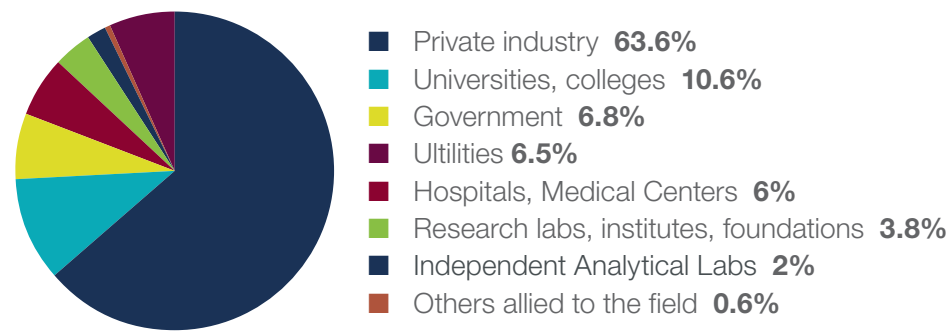
Field of Work*



Top 3 Job Titles*



Primary Business[†]



[†]AAM Audit, December 2020

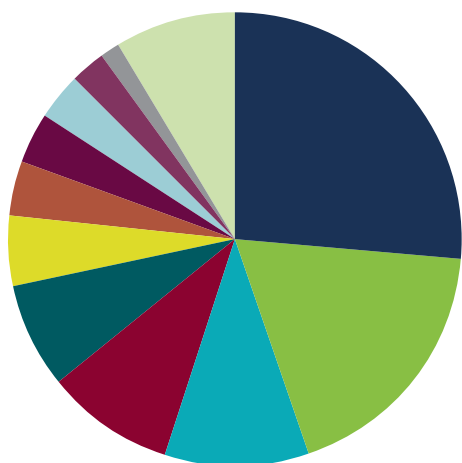
As filed with Alliance for Audited Media, subject to audit

* Publisher's Own Data/Readership Survey, August 2021

Audience - Publication

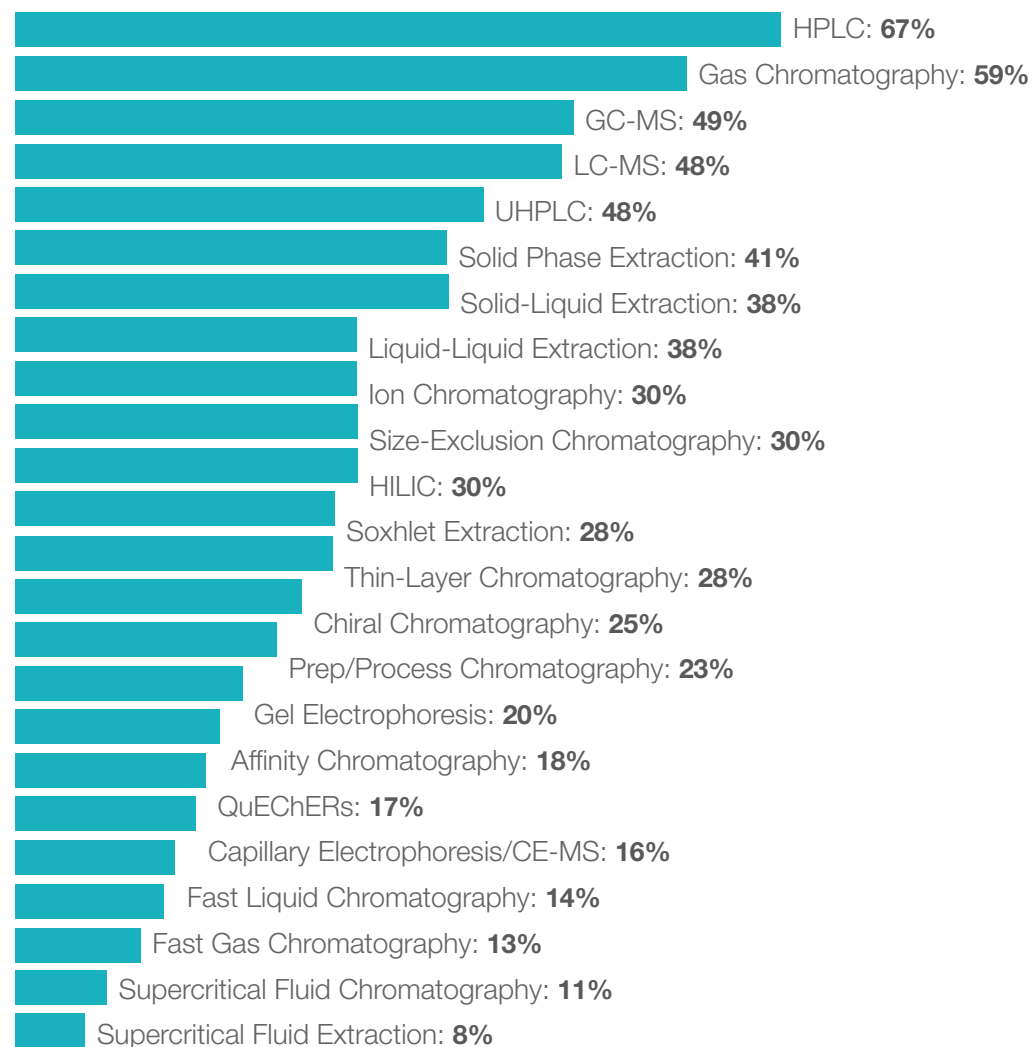


Job Functions†



Research and development	26.5%
Corporate management	18.3%
Quality control, assurance, validation	10.4%
Lab management	9.3%
Manufacturing, processing	7.3%
Technical services	5%
Marketing, sales	4%
Purchasing	3.7%
Teaching	3.1%
Analysis	2.6%
Regulatory	1.4%
Other	8.5%

Techniques Used*



†AAM Audit, December 2020

As filed with Alliance for Audited Media, subject to audit

* Publisher's Own Data/Readership Survey, August 2021

Audience - Digital



Website*

chromatographyonline.com

Average Monthly Unique Browsers

51,706

Average Monthly Page Impressions

148,991

eNewsletters*

e-Separation Solutions

Average Audited Distribution

26,044

e-Application Note Alert

Average Audited Distribution

37,385



Available Opportunities

Website

chromatographyonline.com

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

e-Separation Solutions

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

Issue Alerts

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

e-Application Note Alert

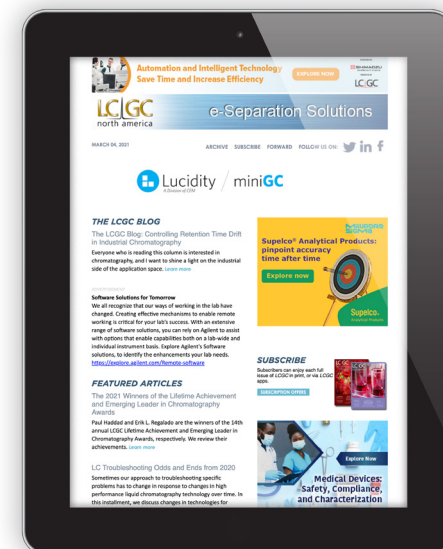
- Banner Ads
- Application Notes

Poster or Video Alert

- Banner Ads
- Posters or Videos

ChromTube Alert

- Videos



*AAM Audit, December 2020

As filed with Alliance for Audited Media, subject to audit

Print Offerings



Monthly Publication

LCCG™ North America is a monthly magazine delivered to an audience of over **50,179† 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

LCCG™ North America's print supplements keep readers up-to-date with the latest scientific advances and technology trends in separation science. Supplements for 2022 include: *Chromatography Terminology Guide*, *Advances in Biopharmaceutical Analysis*, *Current Trends in Mass Spectrometry*, *Recent Developments in HPLC & UHPLC*, *Advances in Food Analysis*, and the *Sample Preparation Wall Chart*.

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, December 2020

As filed with Alliance for Audited Media, subject to audit

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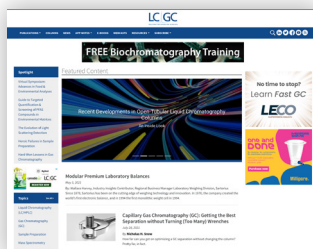
Digital Offerings



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.



Email Solutions

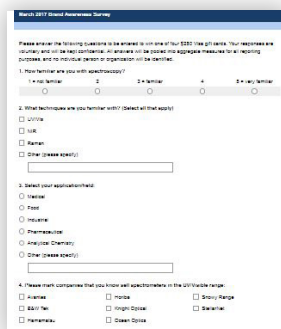
Our highly targeted, data-driven database contains decision-makers in the scientific industry you can use to reach your potential buyers.

[CLICK FOR SAMPLE »](#)



Sponsored Survey Package

LCGC™'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.



[CLICK FOR SAMPLE »](#)

Digital eNewsletters



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.

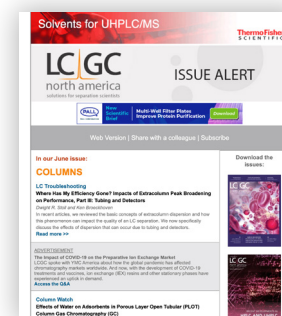
[CLICK FOR SAMPLE »](#)



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.

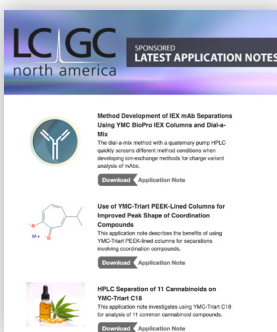
[CLICK FOR SAMPLE »](#)



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.

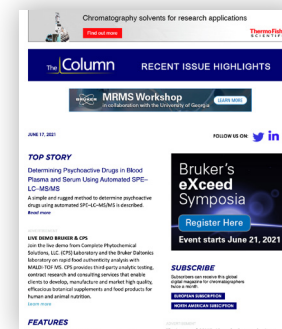
[CLICK FOR SAMPLE »](#)



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 »](#)



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.

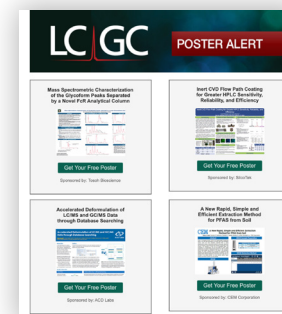
[CLICK FOR SAMPLE »](#)



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.



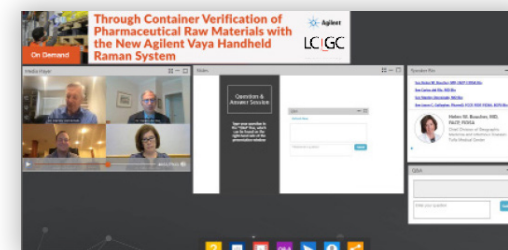
Virtual Thought Leadership Interviews/ Roundtable

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 »

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

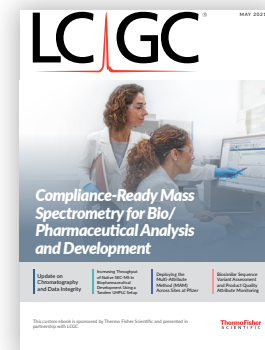
These editorial podcasts are delivered to professionals via our brand's website and online audio channel.

AN **MH** life sciences[®] BRAND

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™**.

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chromatographyonline.com

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 40 years

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

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

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

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

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



[CLICK HERE TO VIEW WEBCASTS »](#)

Enhanced Webcasts

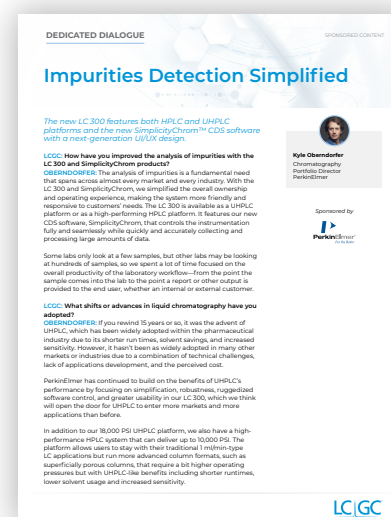
Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program.

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



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



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CONTENT ENGAGEMENT HUB

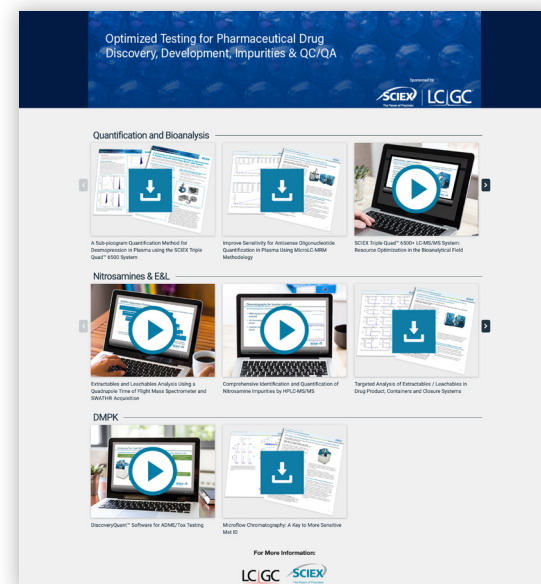
Showcase a key topic and promote your brand

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



[CLICK TO VIEW CONTENT
ENGAGEMENT HUBS »](#)

2022 Virtual Symposia



The PFAS Summit

February 2022

Given the broad spread of er- and polyfluoroalkyl substances (PFAS) and concerns about their toxicity, we need ongoing development analytical techniques and methods to measure them. In this event, leading analytical chemists will share the latest approaches for analyzing PFAS, addressing the challenges presented by analyzing PFAS in different matrices, such as environmental samples, food, and blood; approaches for identifying different types of PFAS, including novel PFAS; and the latest techniques for improving the speed, reproducibility, and sensitivity of these analyses.

Focus on Data Integrity

April 2022

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

ChromTalks 2022

May 2022

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

Advances in Pharmaceutical Analysis

June 2022

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

Advances in Gas Chromatography

September 2022

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

Advances in HPLC

September 2022

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

Separation Science: The State of the Art in Biopharmaceutical Analysis

October 2022

The biopharmaceutical sector is an innovative and constantly evolving sector and separation science plays a pivotal role in all the key stages of drug development. This special symposium will focus on the state-of-the-art chromatography advances and practical solutions in biopharmaceutical analysis that are used by key opinion leaders and practitioners in this cutting-edge application area.

Advances in Mass Spectrometry

November 2022

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

Advances in Food Analysis

December 2022

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

2022 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

Bonus Distribution: Cannabis Conference West

February

Topics: Latest Chromatography Techniques, Pittcon Issue

Columns: LC Troubleshooting, Column Watch, GC Connections

Special section: Application Notebook

Supplements: Chromatography Terminology Guide

Bonus Distribution: Pittcon

Virtual Symposium: The PFAS Summit

March – Ad Study Issue

Topics: GC, Sample Prep

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

Bonus Distribution: MSACL

April

Topics: Annual Review of New HPLC 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 Biopharmaceutical Analysis

Bonus Distribution: Minnesota Chromatography Forum

Virtual Symposium: Focus on Data Integrity

May

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

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

Supplement: Current Trends in Mass Spectrometry

Bonus Distribution: ASMS, Analytica, Prep Symposium, Interphex, ISCC & GC X GC

Virtual Symposium: ChromTalks 2022

June – HPLC conference issue

Topics: Pharma/Biopharma

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

Special section: Application Notebook

Supplement: Recent Developments in HPLC and UHPLC

Bonus Distribution: HPLC

E-book: Hot Topics in Separation Science – The Analytica Companion

Virtual Symposium: Current Trends in Pharmaceutical Analysis

2022 Multimedia Planner



July

Topics: Food & Beverage Analysis, HPLC

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

Special advertorial opportunity: Vendor Tips & Tricks

Bonus Distribution: NACRW

E-book: Hot Topics in Bioanalysis: Clinical and Forensics Analysis

August

Topics: 40th Anniversary Issue

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

Special advertorial opportunity: Vendor Perspectives

Supplement: Advances in Food Analysis

Bonus Distribution: AOAC, RAFA

September

Topics: GC & GC/MS, Environmental Analysis

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

Special section: Application Notebook

Bonus Distribution: Gulf Coast Conference, ACIL

E-book: Hot Topics in Mass Spectrometry

Virtual Symposium: Advances in GC

Virtual Symposium: Advances in HPLC

October

Topics: HPLC/UHPLC, LC-MS

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

Bonus Distribution: SETAC, SOFT, SFC, AAPS

Virtual Symposium: Separation Science: The State-of-the-Art in Biopharmaceutical Analysis

November

Topics: Pharma/Biopharma Analysis, HPLC, GC

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

Supplement: Sample Preparation Wall Chart

Bonus Distribution: Eastern Analytical Symposium, ISPPP

Virtual Symposium: Advances in Mass Spectrometry

December

Topics: The Resource Issue & Salary Survey

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

Bonus Distribution: All conferences in 2023

Virtual Symposium: Advances in Food Analysis

2022 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: Polymer Analysis

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

March

Issue Focus: LC/LC-MS

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

Industry Spotlight: Environmental Analysis

April

Issue Focus: Forensic Analysis

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

May

Issue Focus: Multidimensional Chromatography

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

Industry Spotlight: Biopharmaceutical Analysis

June

Issue Focus: Bioanalysis

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

2022 Global Digital Publication: The Column Editorial Calendar

July

Issue Focus: UHPLC

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

August

Issue Focus: GC/GC-MS

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

Industry Spotlight: Food Analysis

September

Issue Focus: Sample Preparation

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

October

Issue Focus: Column Technology

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

Industry Spotlight: Pharmaceutical Analysis

November

Issue Focus: Miniaturization

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

December

Issue Focus: LC/LC-MS

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

LCGC™ Buyers Resource



The best place to meet buyers.

LCGC™ Buyers Resource is an online directory that connects buyers to chromatography suppliers around the world.

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

Visitors browse global suppliers and resources for:

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

ASK YOUR SALES REP FOR MORE INFORMATION

2022 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 : 8" x 10.75"		Bleed (-) Trim = 0.125" each side			
1/9 show case ad	2.125"	3.00"	Trim : 7.75" x 10.5"		Trim (-) Live = 0.25" each side			
1/6 page	2.125"	4.625"	Live Area : 7.25" x 10"		* 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.

2022 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

2022 Digital Specifications



NA Issue Alert - Email Newsletter Creative Units

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

2022 Digital Specifications



LCGC eSep Solutions, LCGC Europe e-newsletter, The Column e-newsletter & CTMS e-newsletter - Email Newsletter Creative Units

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

2022 Digital Specifications



Pre-roll Ad

Video Setting	Specifications		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	6-15 seconds for non-skippable, 15-30 seconds for skippable		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	<ul style="list-style-type: none"> » Must be uploaded to YouTube (send video URL, shortened URL not allowed) » Must allow embedding » Must be public or unlisted » True streaming is not allowed 		
Third-party Served	<ul style="list-style-type: none"> » Must be SSL-compliant » VAST 2.0, Vast 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads) 		

Sponsored eBlast Guidelines

Requirements	<ul style="list-style-type: none"> » HTML Creative from client » Text Back up from client (optional) » Subject Line and Pre-Header » Test and Final seed list
Additional Needs for UNBRANDED e-Blasts	<ul style="list-style-type: none"> » Opt Out link on clients creative » Suppression file from within the last 10 business days from the client » From Line
Please send the following 5 business days prior to the send date	<ul style="list-style-type: none"> » The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding). » Your suppression file: in Excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test Seed list: email address of those to receive the test to review. » Final Seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)
Timeline	<ul style="list-style-type: none"> » MJH Life Sciences™ will follow up with a proof of the eBlast at least 1 business day prior to the scheduled deployment to the test seed list. » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required a revised test will be sent. » MJH Life Sciences™ will confirm that the eBlast is scheduled to deploy on the specified date. » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month.

2022 Digital Specifications



GENERAL NOTES

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

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

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

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

VIDEO REQUIREMENTS:

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

HTML5 NOTES:

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

HTML5 DESIGN INDUSTRY STANDARDS INFO:

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

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER:

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

GENERAL AD REQUIREMENTS (APPLY TO ALL DISPLAY ADS):

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

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

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

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

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

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

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

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

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MJH Life Sciences™ is the largest privately held medical media company in the United States. We deliver direct access and engagement of professional audiences, by providing multichannel sources of trusted health care and scientific information that drive informed decisions in the following markets: Oncology | Allied Health | Dental Specialty Care | Industry Sciences | Managed Care | Primary Care | Animal Health. Visit www.mjlhifesciences.com to learn more.