

Print Advertising Formats

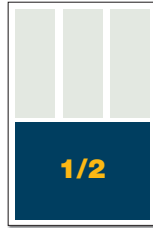
Advert 1/1



184x235 m m
(transkript)
175x229 m m
(European Biotech)
within type area

210x275 m m
trim size

Advert 1/2 horizontal



184x120 m m
(transkript)
175x118 m m
(European Biotech)
within type area

210x134 m m
trim size

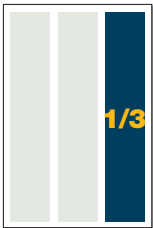
Advert 1/2 vertical



90x235 m m
(transkript)
85x228 m m
(European Biotech)
within type area

102x275 m m
trim size

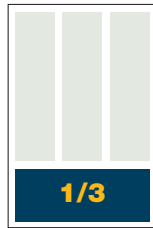
Advert 1/3 vertical



58x235 m m
(transkript)
55x228 m m
(European Biotech)
within type area

70x275 m m
trim size

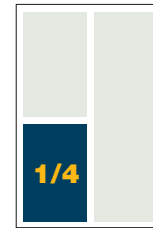
Advert 1/3 horizontal



184x74 m m
(transkript)
175x76 m m
(European Biotech)
within type area

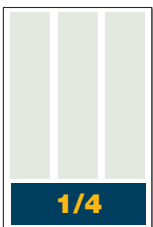
210x89 m m
trim size

Advert 1/4 vertical



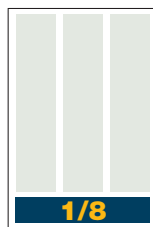
90x114 m m
(transkript)
85x110 m m
(European Biotech)
within type area

Advert 1/4 horizontal



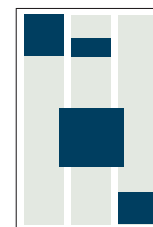
184x55 m m
(transkript)
175x55 m m
(European Biotech)
within type area

Advert 1/8 horizontal



184x30 m m
(transkript)
175x30 m m
(European Biotech)
within type area

Special formats



e. g. solus adverts,
stoppers or junior
pages on request

Print specifications

Formats:



|transkript
210x275 m m
saddle stitch



EuroBiotechMagazine
210x275 m m
adhesive binding

Print method:

Offset print, 60s raster, four-colour process print (CMYK Euroscale)

Data formats:

- PDF (Version 1.3 with transparency reduction at hi-res)
- four-colour (CMYK Euroscale), no special colours
- typefaces completely embedded (no sub-groups) and/or converted into curves

- bound halftone images must be submitted with at least 300 dpi (bitmaps with min. 800 dpi) in the production size for CMYK and/or greyscale models

Bleed & crop marks:

Adverts should have a bleed extending 3 mm beyond trim size. Data should contain crop marks but no colour bars and register marks.

Data transfer:

- E-Mail: produktion@biocom.de
Data can be sent up to a size of 50 MB via email. Please contact us if your data has a larger volume.

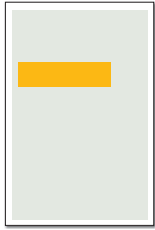
General information:

Cancellations must be received in writing no later than 7 days before the advertising deadline. Our general terms and conditions for advertising in print and digital media apply (as of September 2014).

Agency commissions: A 15% commission is granted upon delivery of ready-to-print copy material. BIOCUM AG will not be responsible for improperly prepared copy material that does not comply with the publisher's digital or mechanical requirements. Necessary replacement or editing of copy material by the publisher as a result of technical non-compliance will incur a surcharge.

Online Advertising Formats

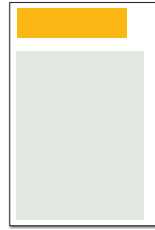
Premium Banner



At the top and in the centre of the news

Format
468 x 60 pixels

Leaderboard Banner



Above the website header

Format
728 x 90 pixels

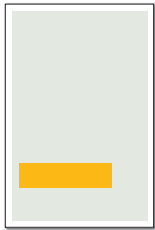
Skyscraper



Exclusive right-hand placement

Format
160 x 800 pixels
120 x 600 pixels

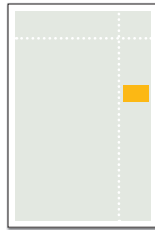
Standard Banner



Centred, in rotation with other banners

Format
468 x 60 pixels

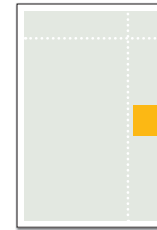
Medium Rectangle



Exclusive right-hand placement

Format
300 x 250 pixels

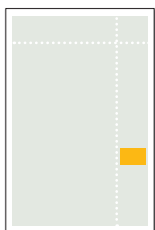
Product-Ad



Homepage right-hand + product rubric

Format
Text with max. 1,500 characters + 1 image in 16:9 format

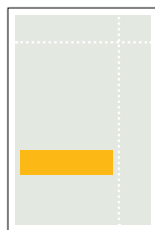
Video-Ad



Homepage right-hand + video rubric

Format
QuickTime (mov, m4v, mp4), Codec H.264
min. 720 x 576

eNewsletter Sponsor Banner



Placing on request

Format
468 x 60 pixels

Special Formats



Expandable Banner, Flash Layer, additional on request

Technical Data for Online Advertising

Data formats:

Optional data formats for all adverts except newsletter and expandable banner: JavaScript-/NoScript-Tag, iFrame, GIF, JPEG, SWF, HTML, TEST (max. 150kB)

Data formats Newsletter:

GIF, JPEG (max. 100kB)

Data formats Expandable Banner:

JavaScript-/NoScript-Tag

With customer-delivered interactive formats (JavaScript, Flash), the size of the advert panel must comply with the size of the booked banner format. In particular, this surface area may not be increased through interaction.

Special advertising formats:

In the case of the special format "expandable banner", rolling-out is carried out by mouse-over and rolling-in by mouse-out only. Further special advertising formats available on request.

Technical compatibility:

The use of ClickTags is an option in flash-banners. Please remember with flash-banners that you must also deliver an alternative graphic (GIF/JPEG) as well as a destination-URL.

Links within Flash-files must be defined by an "absolute URL" ("http://www.domain.de/path/file"). Please test your Flash-file before sending it to BIOCUM AG

To ensure complete compatibility with JavaScript-Tags, please also send the entire tag, including a "NoScript" variant.

The operating system and/or browser compatibility of interactive formats is the sole responsibility of customers and/or their agencies.

Sound/music:

Sound or music must be activated via click or mouse-over only. Users should have the chance to switch the sound on/off manually.

Data delivery:

Adverts must be delivered no later than three workdays before publication date to: marketing@biocom.de
Our general terms and conditions for advertising in print and digital media apply (as of September 2014.)

Reporting:

Optional reporting of your online campaign is available.