



Spectroscopy
Solutions for Materials Analysis



2009 Media Planner

SHEDDING LIGHT ON THE SPECTROSCOPIC SCIENCES

www.SpectroscopyOnline.com

The Only Publication Exclusively Dedicated to the Spectroscopic Sciences

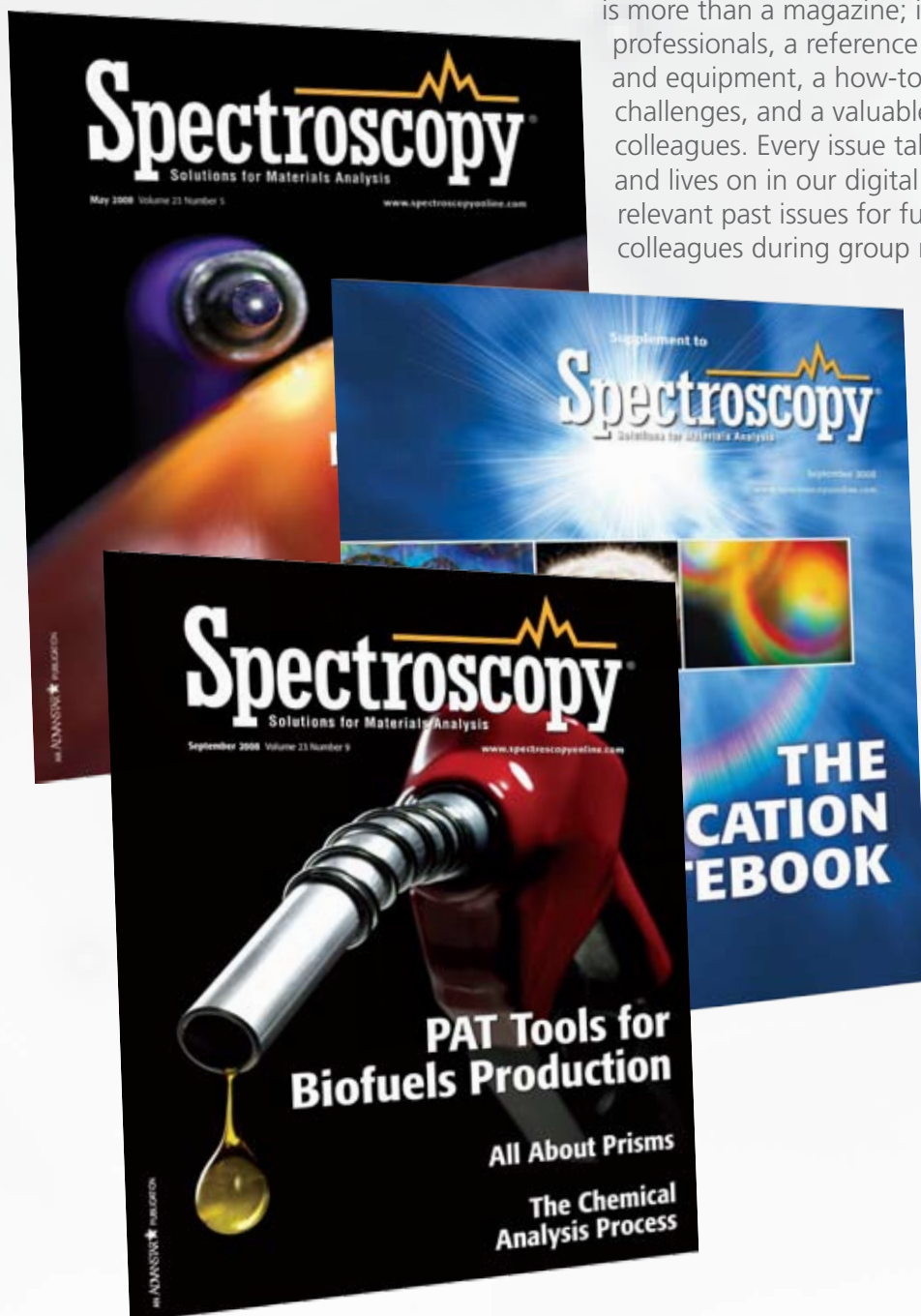
Using a variety of media vehicles, *Spectroscopy* provides peer-reviewed technical and applications-oriented information to the largest audited circulation of influential spectroscopists in the United States. With our focus on cutting-edge techniques such as Raman, X-Ray, MS, lasers and optics, ICP-MS, FT-IR, and the multitude of other hyphenated techniques that continue to grow in popularity, our unique editorial content enables substantial productivity improvement in the laboratory, while facilitating the exchange and flow of information throughout the scientific community.

The Leading and Most-Trusted Information Provider for Veterans and Emerging Professionals Alike

Year after year, lab professionals rely on *Spectroscopy* as the single source of information to deliver the credible and practical applications and techniques necessary for their daily work. *Spectroscopy*

is more than a magazine; it's a training tool for young professionals, a reference guide for purchasing services and equipment, a how-to guide for addressing work challenges, and a valuable resource to share among colleagues. Every issue takes on an extended shelf life and lives on in our digital archives; professionals save relevant past issues for future reference or share it with colleagues during group meetings or lab training sessions.

The greatest testament to our popularity has been our consistent growth in magazine readership during a generation of information delivery overload. Over the past five years, our readers have stated that they read *Spectroscopy* more than ever before despite the exponential increase of information delivery from digital media and face-to-face events. Regardless of how much our readers navigate these rapidly changing information channels, they always refer to the one source they can trust...*Spectroscopy*.

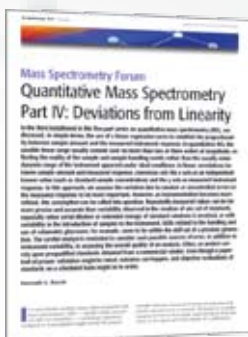


Our Mission

We instruct scientists, technicians, and laboratory managers in the efficient and productive use of spectroscopic instruments, and promote the acceptance of spectroscopy as a practical analytical technology in industry and life science.

We serve subscribers by using print and digital media to disseminate highly focused editorial content that combines peer-reviewed scientific articles with practical, solutions-based information, helping readers to become better spectroscopists whether they work in the laboratory, on the process line, or in the field.

What's Inside?



> **Columns** are discussions of popular topics in the field of spectroscopy, brought to you by our team of veteran industry experts.



> **Technical Tutorials** are brief, peer-reviewed instructional articles aimed at delivering basic or “refresher” information on a particular spectroscopic technique or application area.



> **Technical Articles** are peer-reviewed scientific papers that focus on novel uses of spectroscopic techniques and instrumentation to solve real-world problems.

Monthly Features

> News Spectrum

The latest research, news, training courses, vendor announcements, and more.

> End of the Spectrum

News about spectroscopic advances and how the techniques influence our world.

> Resources

A comprehensive look at instruments, consumables, software, components, and more.

> Calendar

A month-by-month roundup of conferences, exhibitions, and courses on spectroscopy, analytical chemistry, and related fields.



Leading Industry Experts

Our columns, written by our highly-esteemed editors, provide unique sources of practical information on the techniques and principles of spectroscopy.



Molecular Spectroscopy Workbench

By Fran Adar, Horiba Jobin Yvon

Entering her second year as a *Spectroscopy* columnist, renowned expert Fran Adar surveys the state-of-the-art optical molecular spectroscopy, UV/Vis, IR, Raman, NMR, Fluorescence, and beyond.



Mass Spectrometry Forum

By Kenneth L. Busch, National Science Foundation

Veteran *Spectroscopy* columnist Ken Busch brings readers the basics of MS theory and instrumentation explained for all skill levels.



The Baseline

By David W. Ball, Cleveland State University

Well known theoretical expert David Ball brings readers his popular series of back-to-basics articles on key spectroscopic principles and instrumentation.



Focus on Quality

By R.D. McDowall, McDowall Consulting

Bob McDowall, one of the foremost authorities on data, software, and validation provides unique commentary on a range of topics dealing with 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, Mark Electronics, and Jerome Workman Jr., Argose

Spectroscopy veteran of over 20 years Howard Mark, and industry leader Jerome Workman discuss the principles of, and important topics in, applied chemometrics.



Atomic Perspectives

Written by a different industry expert each month, this invaluable column covers techniques such as ICP-MS, ICP-OES, XRD, XRF, and general X-Ray technology.

NEW! Lasers and Optics Interface

The newest addition to *Spectroscopy's* lineup of industry-leading columns, this column will cover all that is new and innovative in the field of lasers and optics.

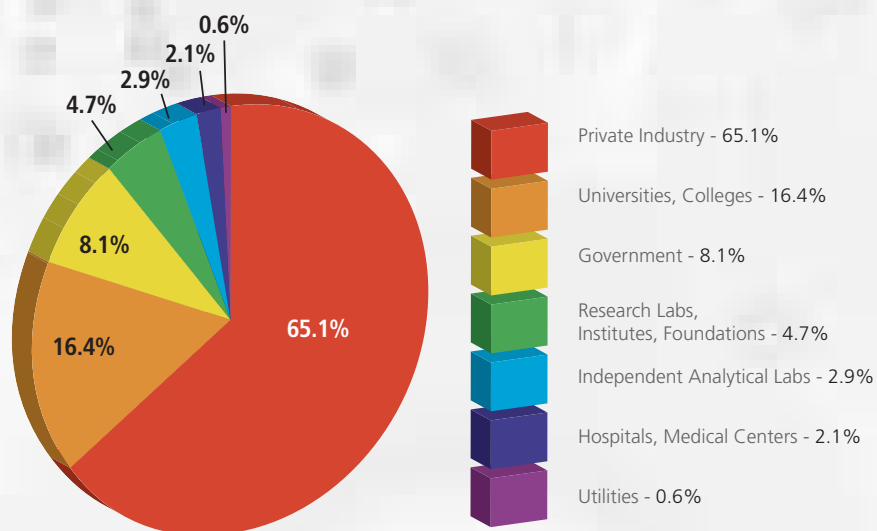


A Highly-Qualified Audience

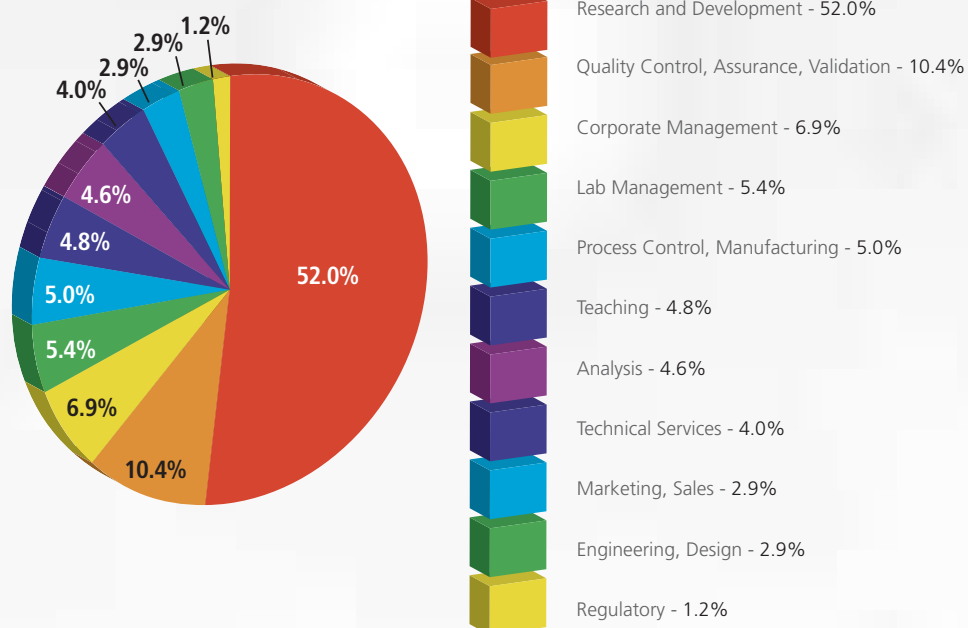
Advertising in a BPA-audited publication ensures your message is reaching a qualified, quantifiable group of subscribers. With our audience of **24,300[†]** BPA-qualified subscribers, you can be sure your message is being seen by subscribers in the industries and functions integral to the field of spectroscopy.

48%* of our readers share their copy of *Spectroscopy* with at least one additional colleague, more than doubling your visibility!

We reach top professionals in the industry's **primary businesses[†]**



We connect with subscribers who serve a variety of **job functions[†]**



“Spectroscopy helps keep me current on practices and instruments in the field.”*

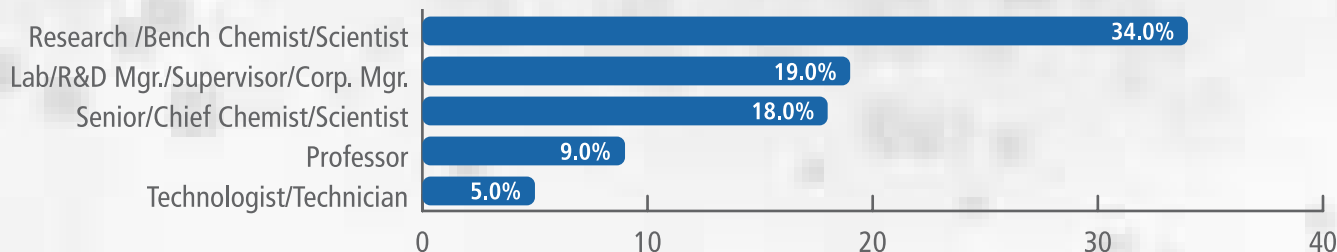
-Spectroscopy Reader, Professor, University/College

[†]BPA June 2008. BPA Worldwide audits *Spectroscopy*'s circulation. Go to BPA's free searchable website at www.bpaww.com.
^{*}2008 Readership Study Conducted by Advanstar Research Services

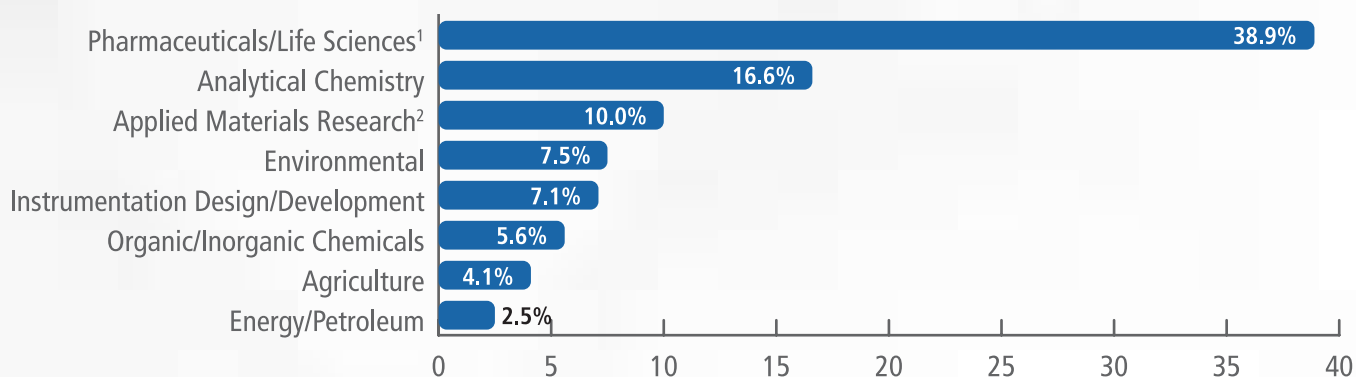
Devoted Readers

Whether it's the time they spend reading an issue, their involvement in purchasing a wide array of products and services, or how they use *Spectroscopy* to actively seek out information on a variety of topics, our readers are an active, devoted audience that every company should reach out to.

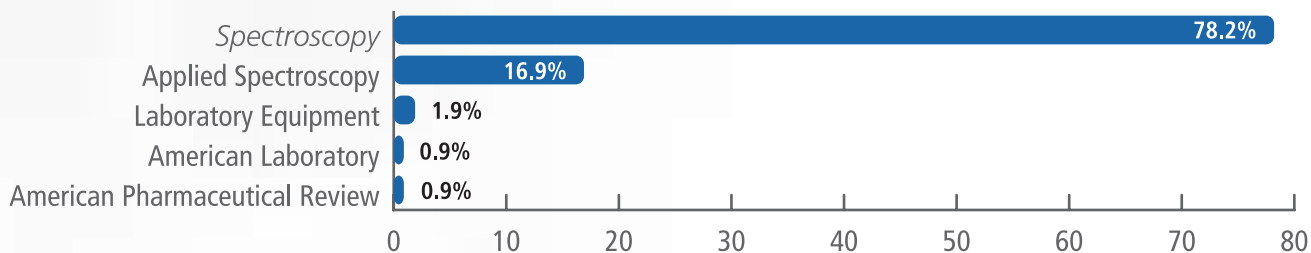
Our readers represent the following top 5 job titles*



Spectroscopy is essential to our readers in their field of work^



When asked which publication offers in-depth coverage of spectroscopic instrumentation and applications, 78.2% of readers answered *Spectroscopy**



Our readers dedicate their valuable time to *Spectroscopy*

- > Our subscribers have been reading *Spectroscopy* for an average of **6.6 years***
- > Our readers spend an average of **64 minutes*** with each issue of *Spectroscopy*
- > **73.2%*** of our readers have read or looked through at least 3 or 4 of the last 4 issues of *Spectroscopy*
- > **87.5%*** indicated that their level of readership has increased or stayed consistent over the past 5 years

+Signet Research, April 2008

^Publisher's Own Data, May 2008

¹ Includes Biotechnology, Forensics/Narcotics, Medical/Biological, and Pharmaceuticals

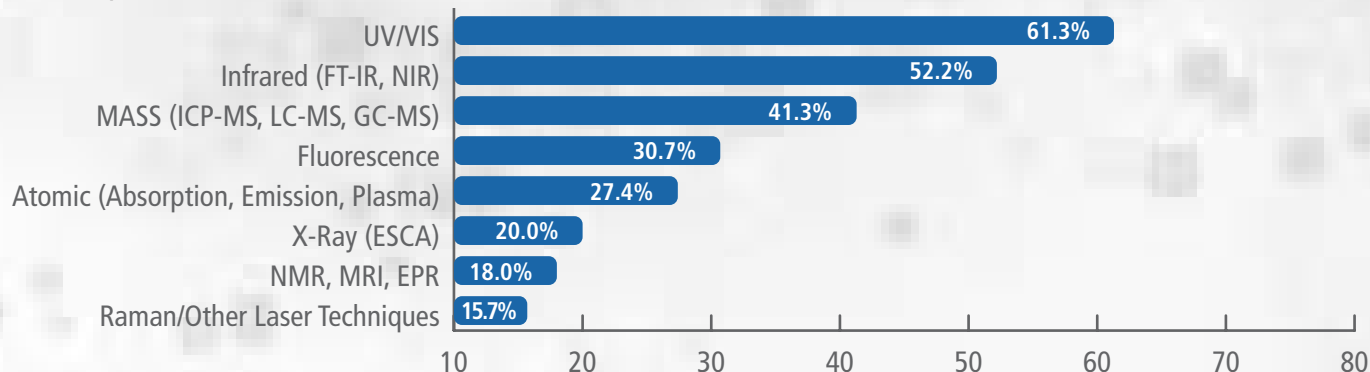
² Includes Electronics/Semiconductors, Plastics/Polymers/Rubber, Metallurgy, and Ceramics

*2008 Readership Study Conducted by Advanstar Research Services

Key Decision-Makers

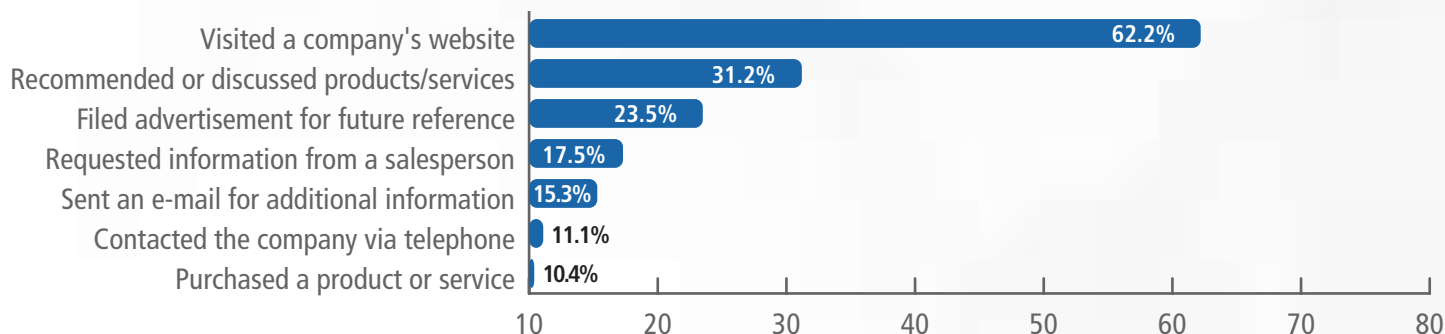
91%[^] of our readers are involved in their organization's purchasing decisions for systems, supplies and/or accessories

Techniques Used[^]



Readers Take Action

In the last 12 months, readers have taken the following actions as a result of seeing advertisements in *Spectroscopy**



“I read the articles [in *Spectroscopy*] and flag them for others in my department, and do the same for the advertisements.”*

-Spectroscopy Reader, Private Industry

The Industry's Most Authoritative Source

> **78%*** rate *Spectroscopy* as the top publication for offering in-depth coverage of spectroscopic instrumentation and applications

> **70%*** rate *Spectroscopy* as the top publication for providing comprehensive and useful information when planning to purchase spectroscopic products and services

Electronic Media

The integrated platforms for spectroscopic information delivery position your brand for success to a highly-demanded, targeted audience. *Spectroscopy* readers spend an average of 8 hours* each week on the Internet for professional purposes.

Website Advertising

In the last 2 years, 30%* of readers have increased their usage of *SpectroscopyOnline.com*. *SpectroscopyOnline.com* covers the full spectrum of technical, applications-oriented information related to the separation sciences. Online topics include: Raman technology, mass spectrometry, X-ray analysis, ICP-MS, hyphenated techniques and much more! *Spectroscopy's* loyal following of print readers and online viewers visit the site to keep current with technology and application developments, application notes, online solutions, troubleshooting tips, events calendar and more information relevant to their laboratory work.



LabTV: Web Video Program

Plug into a powerful, cost-effective platform to engage prospective buyers and create deeper brand experiences. Use our unique web video program to show and tell how your products and services solve problems in the lab. According to media industry research, web videos are more than doubling the clickthroughs of static banner ads and significantly increase brand awareness.



e-Solution Broadcast

A customized HTML formatted message featuring live hyperlinks to your site, company logo, product/service image and description, and your contact information is delivered to a designated segment or the entire audience of *Spectroscopy*. Your message will be embedded into *Spectroscopy's* e-Solution template and delivered under the *Spectroscopy* brand name facilitating higher open rates and greater visibility of your message. Utilize the e-Solution tool to communicate your range of services, product portfolio, capabilities, online catalogue, or new services.



Webcasts

In the past 12 months, readers spent an average of 1 hour* listening to Internet video broadcasts geared to professionals in their occupation. Combining the immediacy and the impact of cutting-edge, interactive, web technologies, *Spectroscopy's* cutting-edge audio and video Webcast programs showcase your company as an industry leader. The interactive Webcast platform offers a compelling promotional outlet for sponsors that **accelerates lead generation** and produces visible results while delivering educational information to our readers and viewers. Each Webcast is designed to **generate new sales opportunities** for participating sponsors by providing an educational forum for viewers to learn about new technologies and services, industry issues and solutions that will enable intuitive buying choices for their companies.

We offer a complete turnkey marketing program with 60–70 minutes of a video and/or audio Webcast, broadcast live and/or on-demand. The package includes program management, marketing, production and execution by our trained professional staff. The most striking feature of the Webcast platform is the lead reporting functionality that allows for customized registrant profiling for successful qualification and following up of leads. Our team collaborates with an array of technology partners to ensure that your program is fully-serviced with the best technology that meets your program's needs. The Webcast platform features 12 months of on-demand viewing, a master event CD, live Q&A, real-time polling, post-Webcast survey deployment, and real-time reporting functionality. *Choose from our Standard or Premier Webcast marketing platforms. Ask your sales representative for more information.*

*2008 Readership Study Conducted by Advanstar Research Services

e-Newsletters

51%* of readers stated that they read e-Newsletters to keep up-to-date in their industry

The Wavelength

The *Wavelength* is *Spectroscopy's* monthly global e-Newsletter providing cutting-edge information to over 30,000 spectroscopists' inboxes. Readers are exposed to new tools, applications, feature articles and other industry-related developments pertinent to their professional work. *Advertising opportunities include banners, skyscrapers, and text ad positions.*



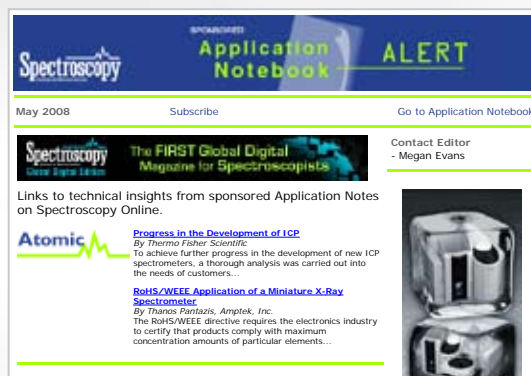
e-Issue Alert

Spectroscopy's monthly e-Issue Alert is deployed to approximately 27,300 subscribers as a preview to the monthly print edition. Included in the Issue Alert are current feature articles, columns and a "look ahead" at the next issue. *Advertising opportunities include banners, skyscrapers, and text ad positions.*



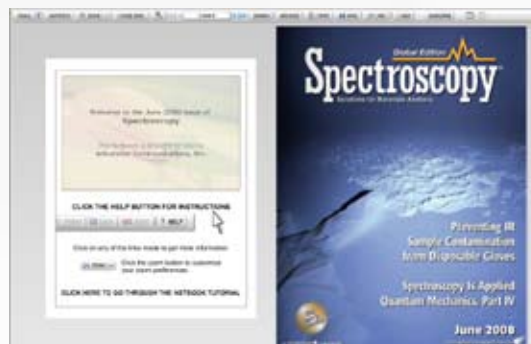
e-Application Note Alert

Spectroscopy's quarterly e-Application Note Alert drives readers to *Spectroscopy's* Featured Application Notes section on SpectroscopyOnline.com, and informs readers about new technical Application Notes submitted by the industry's leading solution providers. The banner ads on this monthly alert are designed for you to call attention to new or enhanced categories of Application Notes, and/or to showcase and link to your entire application Note library to drive downloads and traffic to your website. *Advertising opportunities include banners, skyscrapers, and Application Notes.*



Global Digital Edition

The Global Digital Edition provides technical, application-oriented articles and features from the pages of *Spectroscopy's* monthly print edition. The Digital Edition reaches an audience of approximately 35,000 global professionals monthly (17,000 in the US, and 18,000 in Europe and Asia). The Digital Edition is deployed approximately two weeks after the print issue mails, multiplying your exposure each month and going beyond a North American reader base. *Advertising opportunities include two-page spreads, cover tips, full page ads, and half page ads.*



*2008 Readership Study Conducted by Advanstar Research Services

TERMS & CONDITIONS FOR ADVERTISING

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders submitted to Advanstar Communications Inc. ("Publisher") by Advertiser or its advertising agency:

- A** – Invoices are rendered at date of publication.
- B** – Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to *Spectroscopy*. All past due payments may be re-invoiced directly to the Advertiser, who will be held fully responsible for payment.
- C** – Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.
- D** – Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.
- E** – All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.
- F** – Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.
- G** – Publisher reserves the right to reject any advertising which Publisher feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.
- H** – Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.
- I** – All orders are accepted by Publisher subject to change in rate upon notice from Publisher.
- J** – Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.
- K** – An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- L** – A 1/4 page ad is the minimum rate holder.
- M** – Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.
- N** – Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.
- O** – In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.
- P** – Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.
- Q** – Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.
- R** – Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.
- S** – Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.
- T** – These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

Commission

Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days. Production charges are not subject to agency commission.

Monthly electronic delivery of industry developments

The **Wavelength** is a monthly e-Newsletter that delivers cutting-edge information to spectroscopists' inboxes monthly. As subscribers, Wavelength readers are exposed to new tools, applications, feature articles and other industry-related developments pertinent to their professional work.

The **Wavelength** is deployed monthly to more than 28,400 opt-in industry professionals.

Banner Ad
\$2,500
 468 x 60
 17kb max file size

Skyscraper
\$3,500
 160 x 600
 25kb max file size

Text Ad
\$1,000
 Primary position

Button Ad
\$500
 Primary position

The **FIRST**
Global Digital
Magazine for
Spectroscopists

Free
Subscription
CLICK HERE

Question of the

Specifications:
 Formats: GIF or JPEG
 Designated URL for Live Link

Materials must be submitted five business days prior to run date.

2008 Focus:		
January: ICP & ICP-MS	February: Pittcon Roundtable	March: Industry Trends
April: Optics and Lasers	May: Mass Spectrometry	June: Raman
July: X-Ray	August: UV-VIS	September: FTIR-NIR
October: Optics and Lasers	November: Flourescence	December: FTIR-NIR



Spectroscopy
Solutions for Materials Analysis



2009 Editorial Calendar
SHEDDING LIGHT ON THE SPECTROSCOPIC SCIENCES

www.SpectroscopyOnline.com

EDITORIAL CALENDAR

	Issue Focus	Columns	Special Supplement	Bonus Distribution	Value-Added Opportunities	Deadlines
JANUARY	ICP-MS Optics & Lasers	MS Forum The Baseline Laser and Optics Interface		IFPAC Photonics West European Winter Conference on Plasma Spectrochemistry	ICP Product Blast Pittcon Package (call your rep for details) Results from Atomic User Survey 4-Color Product or Literature Release	Ad Close: December 8 Materials Due: December 11
FEBRUARY	Pittcon	Molecular Spectroscopy Workbench Chemometrics in Spectroscopy	Application Notebook	Pittcon	Pittcon Exhibitor Product Blast 1/6 4-Color Product or Literature Release in Pittcon Showcase Pittcon Attendee Buyer Intention Leads	Ad Close: January 16 Materials Due: January 21
MARCH	Salary Survey New Instrumentation Trends Raman	MS Forum Molecular Spectroscopy Workbench Atomic Perspectives	Current Trends in MS	Interphex	4-Color Product or Literature Release	Ad Close: February 9 Materials Due: February 12
APRIL	Pharmaceutical Applications Raman Ad Performance Issue	The Baseline Focus on Quality Laser and Optics Interface	Homeland Security	MRS Spring Defense, Security + Sensing	Ad Performance Study <i>Gauge the effectiveness of your ad and find out how it compares to others</i> 4-Color Product or Literature Release	Ad Close: March 9 Materials Due: March 12
MAY	Pittcon Product Review	Pittcon Product Review Chemometrics in Spectroscopy Atomic Perspectives	Current Trends in MS	ASMS CLEO	Survey Results from Mass Spectroscopy Survey 4-Color Product or Literature Release	Ad Close: April 10 Materials Due: April 15
JUNE	FT-IR	The Baseline Chemometrics in Spectroscopy	Raman Technology for Today's Spectroscopist	Forum LABO & Biotech HPLC	4-Color Product or Literature Release	Ad Close: May 8 Materials Due: May 13

	Issue Focus	Columns	Special Supplement	Bonus Distribution	Value-Added Opportunities	Deadlines
JULY	X-Ray Analysis	MS Forum	Current Trends in MS	ACS Fall	X-Ray Product Blast	Ad Close: June 8
	Microscopy	Atomic Perspectives		Denver X-Ray	4-Color Product or Literature Release	Materials Due: June 11
	Optics & Lasers	Laser and Optics Interface		Microscopy & Microanalysis Optics & Photonics		
AUGUST	2009-2010 Annual Buyers' Guide and Industry Trends		FT-IR Technology	Distributed at all events attended by <i>Spectroscopy</i> from August 2009 through July 2010	Live Link Package on e-Buyers' Guide In Column Red Boxes Enhanced Listing with Bold Text	Ad Close: July 23 Materials Due: July 29
	Pharmaceutical Applications	MS Forum	Application Notebook	ECSBM	4-Color Product or Literature Release	Ad Close: August 7 Materials Due: August 12
Optics & Lasers	The Baseline Focus on Quality					
OCTOBER	Raman	Molecular Spectroscopy Workbench	Current Trends in MS	FACSS	FACSS Exhibitor Product Blast	Ad Close: September 11
	FT-IR	Chemometrics in Spectroscopy			4-Color Product or Literature Release	Materials Due: September 16
	FACSS Preview					
NOVEMBER	Environmental Applications	MS Forum	Applications of ICP & ICP-MS Techniques for Today's Spectroscopist	AAPS	EAS Exhibitor Product Blast	Ad Close: October 9
	Surface Analysis Applications	Focus on Quality Atomic Perspectives		EAS MRS Fall	4-Color Product or Literature Release	Materials Due: October 12
DECEMBER	FT-IR	The Baseline		The 2009 Corporate Capabilities guide will be distributed at all events attended by <i>Spectroscopy</i> from December 2009 through November 2010	4-Color Full Page Advertorial	Ad Close: November 8
2009 Corporate Capabilities	Focus on Quality		Materials Due: November 11			

For more than 23 years, *Spectroscopy* has been the only publication dedicated to the spectroscopic sciences. The in-depth coverage of this science provided by *Spectroscopy* continues to connect industry professionals with the critical information, research, and instrumentation they require.

Every issue reaches **24,300[†]** spectroscopists, leading the way in all areas of spectroscopy, with peer-reviewed research articles and technical reports on innovative applications and instruments, tutorials on key techniques, productivity-boosting columns, and comprehensive news coverage of products and industry events.

Special Supplements



The Application Notebook

Published in February and September

Spectroscopy's Application Notebook provides manufacturers with an opportunity to publish valuable information about the performance of their products under specific laboratory conditions. These application notes help chemists determine the usability and efficiency of these products for their own work. The Application Notebook is a valuable resource, connecting *Spectroscopy* subscribers and manufacturers working in pharmaceutical, environmental, agricultural, food/beverage, medical/biological, drug discovery, and other application areas.



Current Trends in Mass Spectrometry

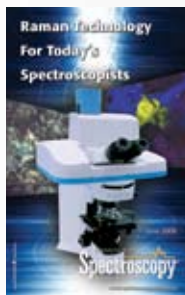
Published in March, May, July, and October

This supplement offers practical, technical, and tutorial information about MS and its ability to solve complex analytical problems in a range of industrial applications.

NEW! Homeland Security

Published in April

With the issue of homeland security moving to the forefront in the world community in recent years, the field of analytical chemistry has seen a surge in the amount of research dedicated to biological weapons testing, explosives testing, and much more. This supplement explores the newest research in this area.

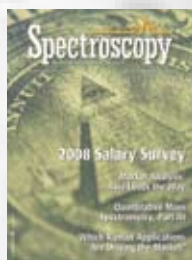


Spectroscopy Primer Series: Raman, FT-IR, and ICP-MS

Published in June, August, and November

An invaluable resource for readers and advertisers alike, *Spectroscopy's* Primer Series will be published for the fifth straight year. Each primer will explore the latest practical and technical information in a targeted discipline, with this year's topics centering around Raman, FT-IR, and ICP-MS. This is just one more way *Spectroscopy* provides its readers with the kind of cutting-edge information required in today's laboratory.

Annual Resource Issues



Annual Salary Survey

Published in March

Spectroscopy's 10th survey of spectroscopists' salaries and employment issues measures the changes in compensation packages for spectroscopists. This popular annual series documents the progression of how the industry's bottom line affects the paychecks of spectroscopists, as well as a general outlook of employment conditions for the next year.



Buyers' Guide and Industry Trends 2009-2010

Published in August

The annual Buyers' Guide and Industry Trends issue is the industry's most comprehensive listing of spectroscopic equipment, suppliers, and more. This year's issue will include cutting-edge market research and analysis from a leading independent consulting firm, exploring each technology area of this dynamic market. It also features extensive listings for readers in the market for general lab equipment, process analyzers, and bioanalysis products. The continued popularity of this special issue

has prompted *Spectroscopy* to introduce an online version to accompany the print directory. Various packages are available to help reinforce and extend your marketing message.



Corporate Capabilities 2009

Published in December

This annual directory presents you with an excellent opportunity to provide more than 24,000 of your best prospects with detailed information about your company's services and products.

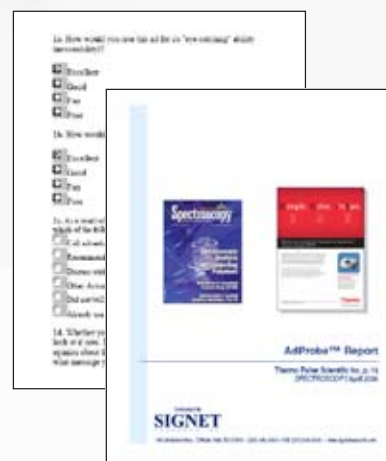
Ad Performance Study

Find out what your clients and prospects think about your company's advertisement!

Spectroscopy has partnered with Signet Research to obtain subscriber feedback about your advertising presentation and message. Advertisers who run full page, spread, half page or fractional page ad units in the April issue of *Spectroscopy* will receive a bound report that provides an in-depth analysis on what our readers think about your advertisement and its effectiveness.

Results include:

- Ad recall
- Message awareness
- Message impact
- Verbatim assessments
- Comparative scoring of your ad against other ads featured in the issue



BLACK & WHITE RATES - US DOLLARS

	1x	3x	6x	12x	18x	24X	36X
Full Page	8,430	8,285	8,190	8,110	7,360	7,130	7,115
2/3 Page	7,420	7,285	7,190	7,135	6,460	6,235	6,230
1/2 Page Island	6,755	6,630	6,540	6,485	5,865	5,660	5,650
1/2 Page	6,485	6,370	6,340	6,225	5,625	5,420	5,410
1/3 Page	4,765	4,670	4,580	4,535	4,075	3,935	3,915
1/4 Page	3,765	3,675	3,605	3,550	3,190	3,045	3,015

FOUR COLOR RATES - US DOLLARS

	1x	3x	6x	12x	18x	24X	36X
Full Page	10,350	10,205	10,110	10,030	9,280	9,050	9,035
2/3 Page	9,340	9,205	9,110	9,055	8,380	8,155	8,150
1/2 Page Island	8,675	8,550	8,460	8,405	7,785	7,580	7,570
1/2 Page	8,405	8,290	8,260	8,145	7,545	7,340	7,330
1/3 Page	6,685	6,590	6,500	6,455	5,995	5,855	5,835
1/4 Page	5,685	5,595	5,525	5,470	5,110	4,965	4,935

Standard	855
Matched	1,010
Metallic	1,280
Four-Color	1,920

Cover 2	1,775
Cover 3	1,775
Cover 4	3,340
Preferred Pos.	1,410

AD DIMENSIONS	WIDTH	X	DEPTH	PUBLICATION DIMENSIONS	WIDTH	X	DEPTH	PRIMERS	WIDTH	X	DEPTH
Full Page	6 3/4"	x	9 1/2"	Trim Size	7 3/4"	x	10 1/2"	Trim	5 1/4"	x	8 3/8"
2/3 Page	4 1/2"	x	9 1/2"	Bleed	8"	x	10 3/4"	Bleed	5 1/2"	x	8 3/8"
1/2 Page Island	4 1/2"	x	7"	Live Matter	7"	x	9 3/4"	Live Area	4 1/4"	x	7 3/8"
1/2 Page Horizontal	6 3/4"	x	4 3/8"	Spread Size	14 1/2"	x	9 1/2"	Spread	10 1/2"	x	8 3/8"
1/2 Page Vertical	3 3/8"	x	9 1/2"	Bleed (Spread)	15 3/4"	x	10 3/4"	Bleed (Spread)	11"	x	8 3/8"
1/3 Page Square	4 1/2"	x	4 3/8"								
1/3 Page Vertical	2 1/8"	x	9 1/2"								
1/4 Page	3 3/8"	x	4 3/8"								

2009 Digital Ad Requirements

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", icc profile is "U.S. Web Coated (Swop) v2", or none should be applied, 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 or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than PDF/X-1a. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size, download digital ad specifications from www.AdsAtAdvanstar.com or contact the production manager.

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. Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.

4. 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.

*Send all CD-R or DVD-R files to:

Rhonda Rychlak, LCGC North America, 131 West 1st Street, Duluth, MN 55802-2065
Phone: 218-740-6372, Fax: 218-740-7224, Email: rychlak@advanstar.com