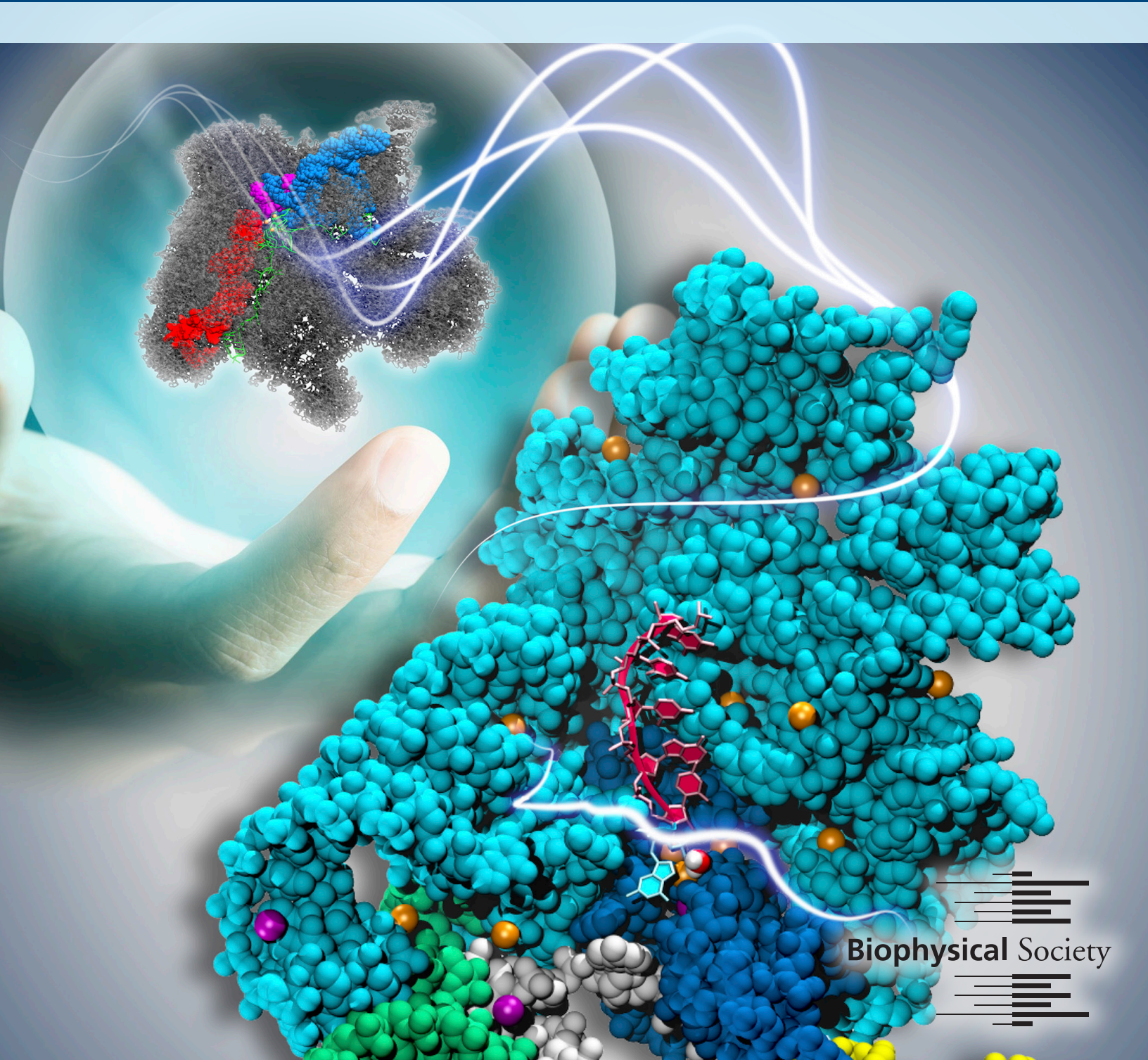



# Biophysical Society Media Kit



Biophysical Society







# Biophysical Society

## The Biophysical Society

Biophysics is one of the fastest growing scientific disciplines, bringing together cell biology, physics, chemistry, biomedical engineering, and a myriad of other research areas to understand biological phenomenon. Biophysicists study life at every level, from atoms and molecules to cells, organisms, and environments. As innovations come out of physics and biology labs, biophysicists find new areas to explore where they can apply their expertise, create new tools, and understand the mechanics of biology. Biophysicists always aim to find out how biological systems work.

The Biophysical Society was founded in 1958 to lead the development and dissemination of knowledge in biophysics. It does so through its many programs, including its meetings, publications, and committee outreach activities. The Society's members, now over 9,000, work in academia, industry, and in government agencies throughout the world.

The Society publishes the *Biophysical Journal* twice monthly, which is accessible online to all members as a benefit of membership. Furthermore, various Annual Meeting publications, a monthly Society Newsletter, and a Directory of Members, are also made available to members.

## Let's Work Together

### Interested in advertising with us?

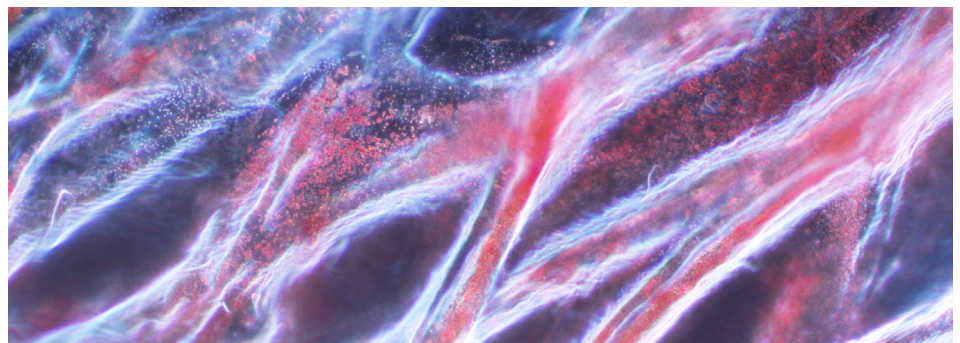
Contact us at 240-290-5609 or [exhibits@biophysics.org](mailto:exhibits@biophysics.org)

## Why Advertise with the Biophysical Society (BPS)?

Target your strongest prospects when you advertise with the Biophysical Society to build brand identity among hard-to-reach life science researchers throughout the year. Our publications and Annual Meeting attract readers and attendees with unique influence within the industry and their organizations. Advertising options let you build market awareness among life science researchers who are most likely to influence purchasing decisions. The variety of advertising platforms available will allow you to create the ideal marketing mix.

The Biophysical Society recognizes that marketers face steep challenges when targeting their message to such an important and diverse audience. The Biophysical Society is uniquely positioned to deliver access to the life science community with print and digital opportunities that will ensure your influence in this highly specialized and difficult to reach segment of the scientific market.

There is strong evidence that cohesive marketing plans that use a multi-platform approach lead to significantly higher returns on investment. By planning your marketing strategy with us, you take full advantage of our knowledge of how life science researchers decide which products and services are purchased.



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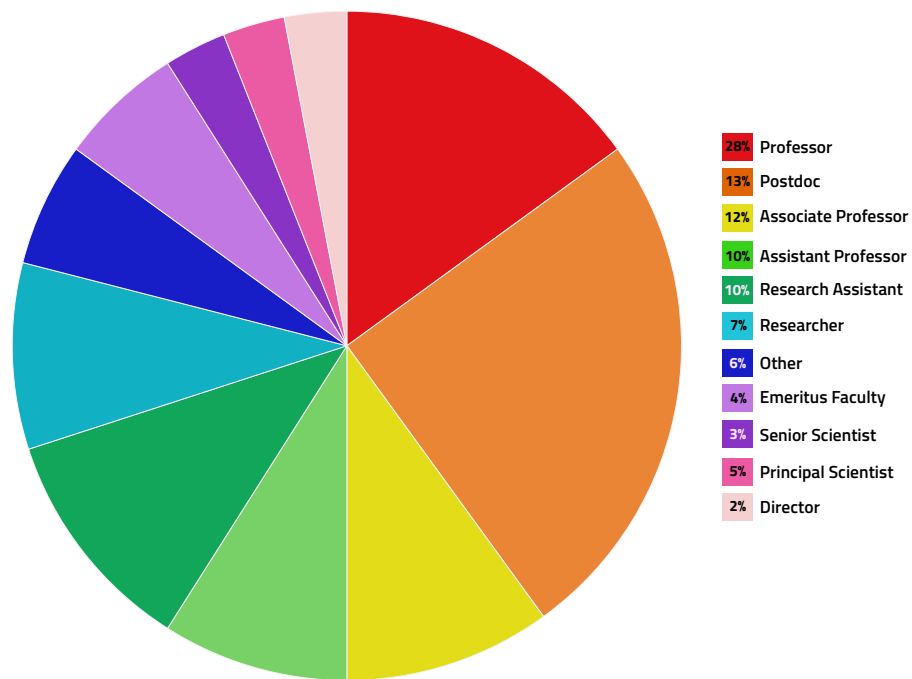
### GET STARTED

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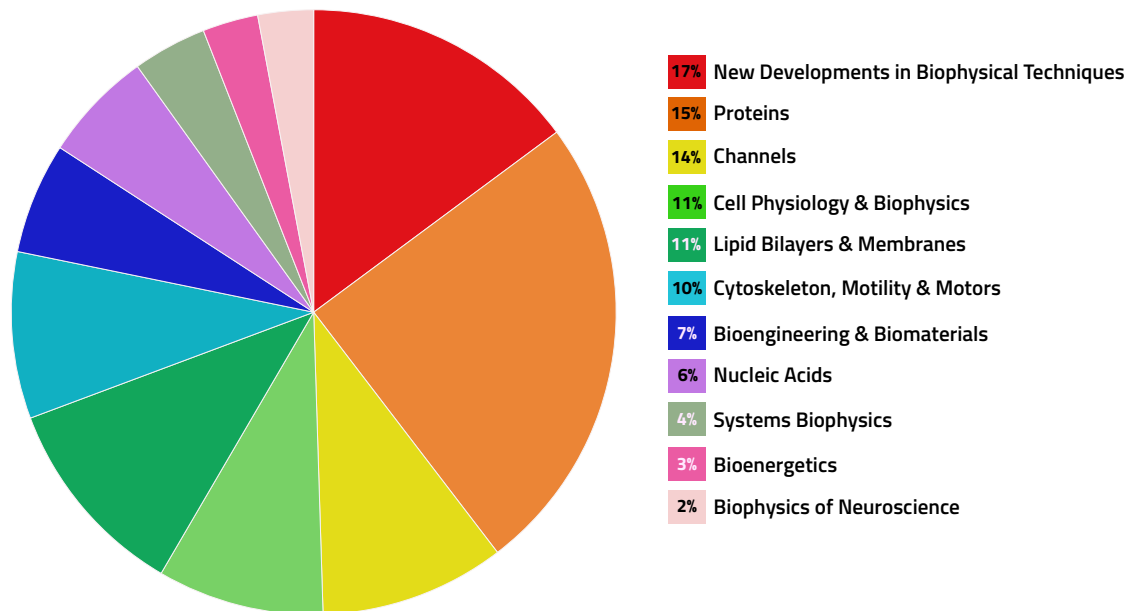
When you **advertise** with The Biophysical Society, you **strengthen** the **global biophysics community** by supporting BPS programs providing resources for researchers and keeping members informed of the latest technology.

# Our Readers, Your Target Audience

## Job Function

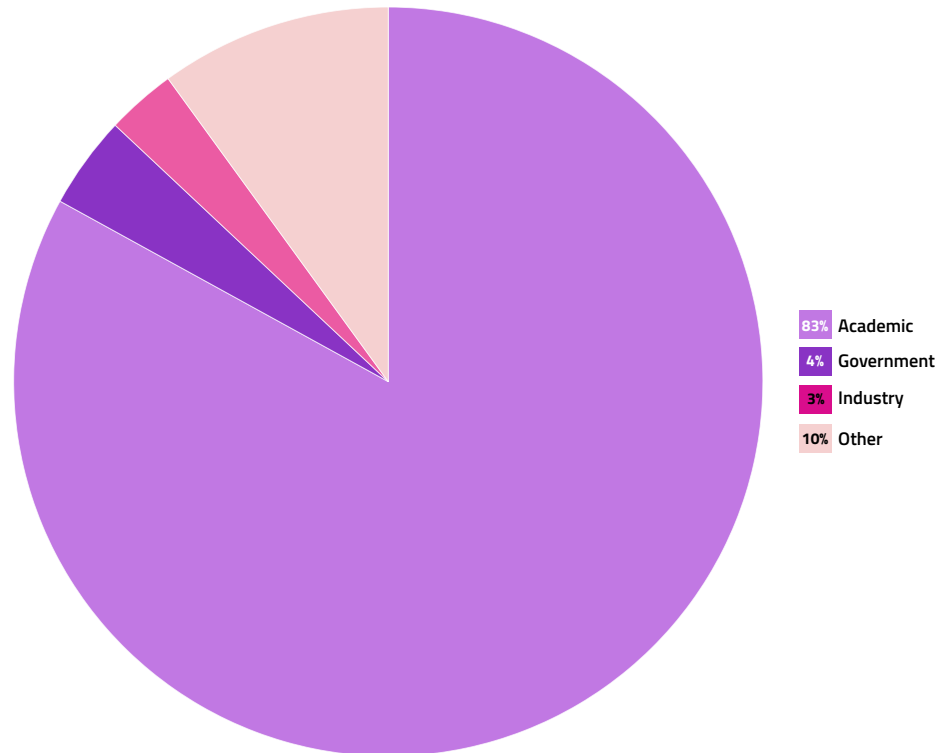


## Research Areas

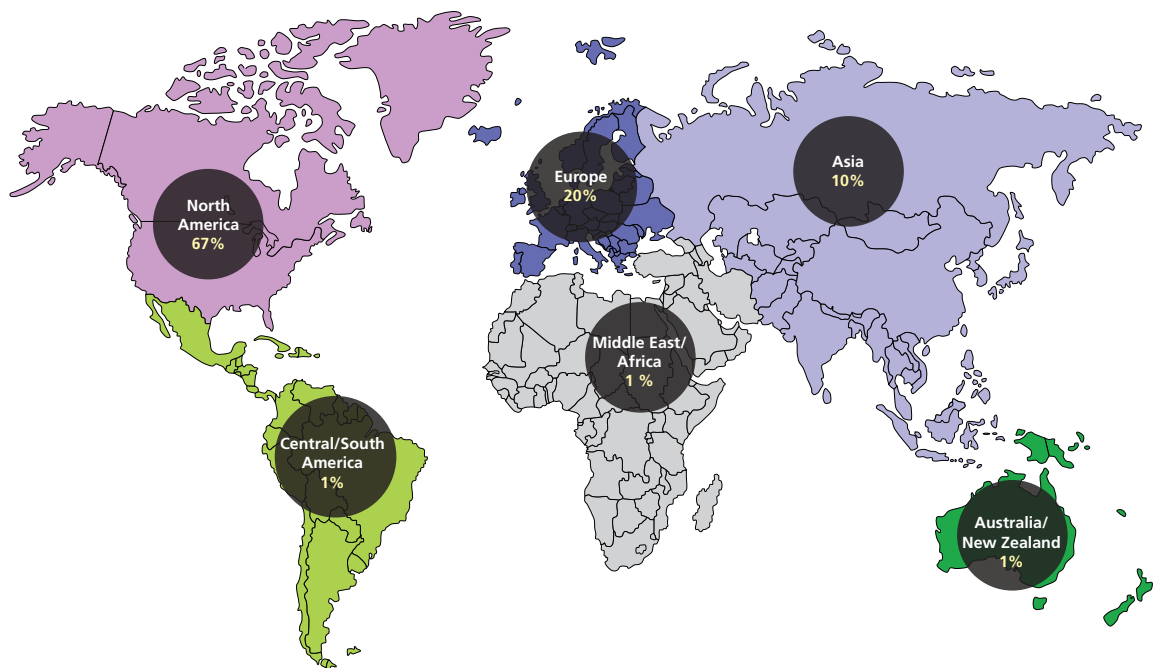


# Our Readers, Your Target Audience

## Employment Sector



## Continents Reach



# Spread Your Message

Establish a presence and connect with the Biophysical Society reader. Create targeted awareness by taking advantage of several branding opportunities available for print and online, allowing you to spread your message across multiple media platforms. Your customer is here, spread awareness today!

Our audience sees advertising as an ideal way to stay up-to-date on products and services that contribute to their work. Placing your ad with the Biophysical Society ensures that you will be on the minds of our audience when they make their purchasing decisions.

Eliminate your competition and take advantage of the different advertising opportunities to deliver an exceedingly powerful marketing message. Throughout the Media Kit, explore solutions to suit your budget, including print and online opportunities. Maximize your investment today!

## PRINT



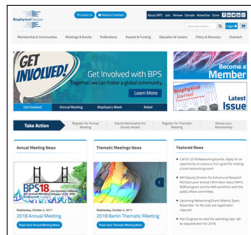
### Biophysical Society Bulletin

Printed 11 times a year, this publication serves as the anchor of your integrated marketing plan. Our Bulletin features announcements on Society news, affairs, and events. It also contains member profiles, committee and subgroup news, award nominations, career articles, and much more! Gain incomparable exposure to an international circulation of over 7,500 members by choosing this print platform.

### Expand your market reach in our special issues:

- August (Launch of Annual Meeting Issue)
- January (Pre-Annual Meeting Issue)
- February (Annual Meeting Issue)
- March (Post-Annual Meeting Issue)

## DIGITAL



### Biophysical Society Website

BPS offers a variety of website banner advertising options to reach a target audience in today's technology-driven world. Generate awareness for your brand and products by choosing from a variety of dynamic ad units on our top visited webpages. Capture your audience's attention and deliver YOUR incredibly powerful advertising message.



### Biophysical Society Product Guide

Advertise in the online edition of the Biophysical Society Product Guide, a unique way to engage over 7,500 life science researchers. The online Product Guide provides members and site visitors a live, continually updated, and fully searchable list of suppliers

and products worldwide. Create your listing to increase your exposure and awareness of your products and services among Biophysical Society members and site visitors!

## MAILING LISTS

### Membership and Annual Meeting Registrants

Reach BPS members and Annual Meeting registrants anytime, year-round. Promoting your products and services directly to BPS members and Annual Meeting registrants is a cost-effective way to reach the leaders in the life sciences, keeping your company in the spotlight throughout the year. Only postal mailing lists are available and will be provided electronically to a third-party mail house. **Annual Meeting registrant lists available to Annual Meeting exhibitors only.**



## Let's Work Together

### Interested in advertising with us?

Contact us at 240-290-5609 or [exhibits@biophysics.org](mailto:exhibits@biophysics.org)

# Print Marketing Opportunities

Broaden your reach with decision makers in the *BPS Bulletin*. Advertising is the perfect vehicle to list job openings, introduce a new product, highlight your technology, and generate instant marketing impact for your company. Print can play a very important role in your marketing plan for your product or technology. Print advertising is the key to driving and building brand awareness.

## Biophysical Society *Bulletin*



Biophysical Society *Bulletin* features keep readers engaged:

- Message from the President
- Biophysicist in Profile
- Public Affairs
- Biophysical Journal
- Molly Cule
- Student Center
- Subgroups
- From the BPS Blog
- Grants and Opportunities
- Members in the News
- Upcoming Events

Space Unit	1x	3x	6x	11x	Dimensions	Trim Size	Live/"Safe" Area	Bleed Size
Full Page	\$2,000	\$1,890	\$1,780	\$1,690	8.4" x 10.9"	8.375" x 10.875"	7.5" x 10"	8.625" x 11.125"
Double Page Spread	\$2,500	\$2,350	\$2,000	\$1,800	8.4" x 10.9"	16.75" x 10.875"	15" x 10"	17.25" x 11.125"
Half Page	\$1,100	\$990	\$880	\$810	((H) 6" x 4.25" (V) 3" x 8.55"			
Quarter Page	\$825	\$740	\$660	\$630	3" x 4.25"			

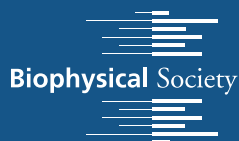
### Print Issues and Dates

### Ad Due

January	November 30
February	December 30
March	January 29
April	February 26
May	March 31
June	April 30
July/August	June 15
September	July 30
October	August 31
November	September 30
December	October 29

### Print Specifications

- File Format: PDF Version 1.3; Acrobat Distiller 4.0 compatible, EPS, TIF, PS or AI
- Color Mode: CMYK
- All rates include four-color process
- Image resolution: 300 dpi
- All fonts and images must be embedded in the file



## Let's Work Together

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# Digital Marketing Opportunities

Online banner ads help deliver your messages effectively. With our help, your banner ads will be seen in their best quality on a desktop, tablet, or mobile device. There is an ad spot waiting to showcase your company or product!

## Website Advertising Locations

### Leaderboard

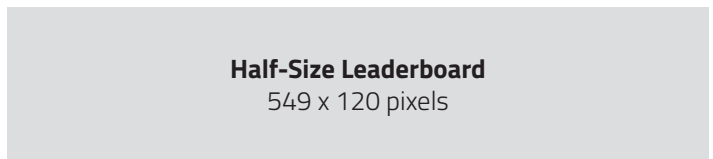
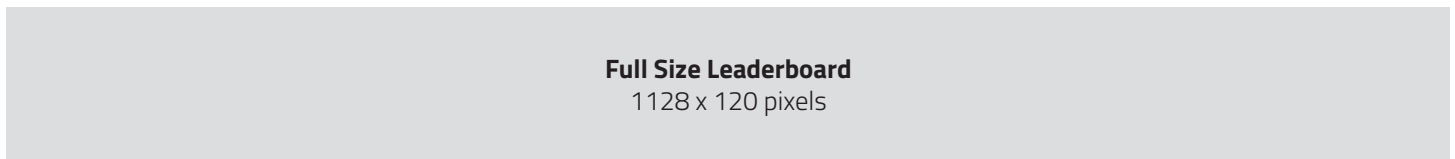
- Biophysical Society Home
- Annual Meeting Home

### Skyscraper

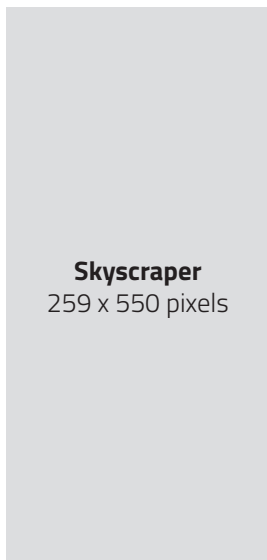
- What is Biophysics
- Annual Meeting Symposia
- Careers in Biophysics

## Banner Ad Units, Dimensions, and Rates

Leaderboard	Location	Dimensions	1 Month	2 Months	3 Months	6 Months
Full Size	BPS Society Home or Annual Meeting Home	1128 x 120 px	\$2,000	\$2,500	\$3,000	\$4,500
Half Size	BPS Society Home or Annual Meeting Home	549 x 120 px	\$1,500	\$2,000	\$2,500	\$4,000



Skyscraper	Location	Dimensions	1 Month	2 Months	3 Months	6 Months
	Located on left side under menu					
One Size	Annual Meeting Symposia What is Biophysics Careers in Biophysics	259 x 550 px	\$1,000	\$1,500	\$2,000	\$3,500



**Banner Ad Specifications**

- File size should not exceed 250KB
- File type: GIF, Animated GIF, .JPG, PNG
- Must include URL/web address where your ad is to be linked



## Let's Work Together

**Interested in advertising with us?**  
 Contact us at 240-290-5609 or [exhibits@biophysics.org](mailto:exhibits@biophysics.org)

# Biophysical Society Product Guide

Advertise in the online edition of the Biophysical Society Product Guide, a unique way to engage over 7,500 life science researchers. The online Product Guide provides members and site visitors with a live, continually updated, and fully searchable list of suppliers and products worldwide.

Create your listing to increase your exposure and awareness of your products and services.

## Listings

Basic Listings are free and include company name and 1 product category. Basic Listings can be upgraded to paid Enhanced or Featured Listings. These paid listings include:

- Additional company information including: company address, phone, email, logo, URL, fax, company summary, company detailed description page, 8-15 product categories, gallery of images, social media icons, and videos.
- Placement above all basic free listings.
- Company logo placement and tagline on the directory category and search results page.
- Placement includes 8-15 product categories of the company's choice.
- Enhanced search engine optimization of listing contents.

Take advantage of additional options to make your basic listing more visible. There are two options for a paid listing within the Biophysical Society Product Guide:

**ENHANCED LISTING (Most Popular)** – This listing will appear in up to 8 categories within the Product Guide and appear in alphabetical order above the basic free listings [Annual Fee of \$900]

**Featured Listing (Max Exposure)** – This listing will appear in up to 15 product categories within the Product Guide and includes a company detailed description page, gallery of images, social media icons, videos, and much more! [Annual Fee of \$750]

## Banner Ads

There are four banner ad zones on the homepage and subpages of the Product Guide. These ad zones can be shared with up to three additional advertisers, guaranteeing a minimum 25 percent audience exposure rate. They are priced as follows:

**Gold Banner Package** [Annual Fee \$1,350]  
Visibility in 2 locations (Header and Side Banner)  
Header Banner Size: 728 x 90 pixels  
Side Banner Size: 160 x 600 pixels

**Platinum Banner Package** [Annual Fee \$2,500]  
Visibility in 5 locations:  
Header and Footer Banner on Home Page, Header and Side Banner on Listings Page, and Footer Banner on Categories Page  
Header & Footer Banner Size: 728 x 90 pixels  
Side Banner Size: 160 x 600 pixels

## Banner Ad Specifications

- File size should not exceed 250KB
- File type: GIF, Animated GIF, .JPG, PNG
- Must include URL/web address where your ad is to be linked



# Mailing List Opportunities

Reach BPS members and Annual Meeting registrants anytime, year-round. Promoting your products and services directly to BPS members and Annual Meeting registrants is a cost-effective way to reach the leaders in the life sciences, keeping your company in the spotlight throughout the year. Utilizing these lists will allow you to directly reach scientists who have significant influence over purchasing decision in academic, government, industry, and other sectors.

## Membership Mailing Lists

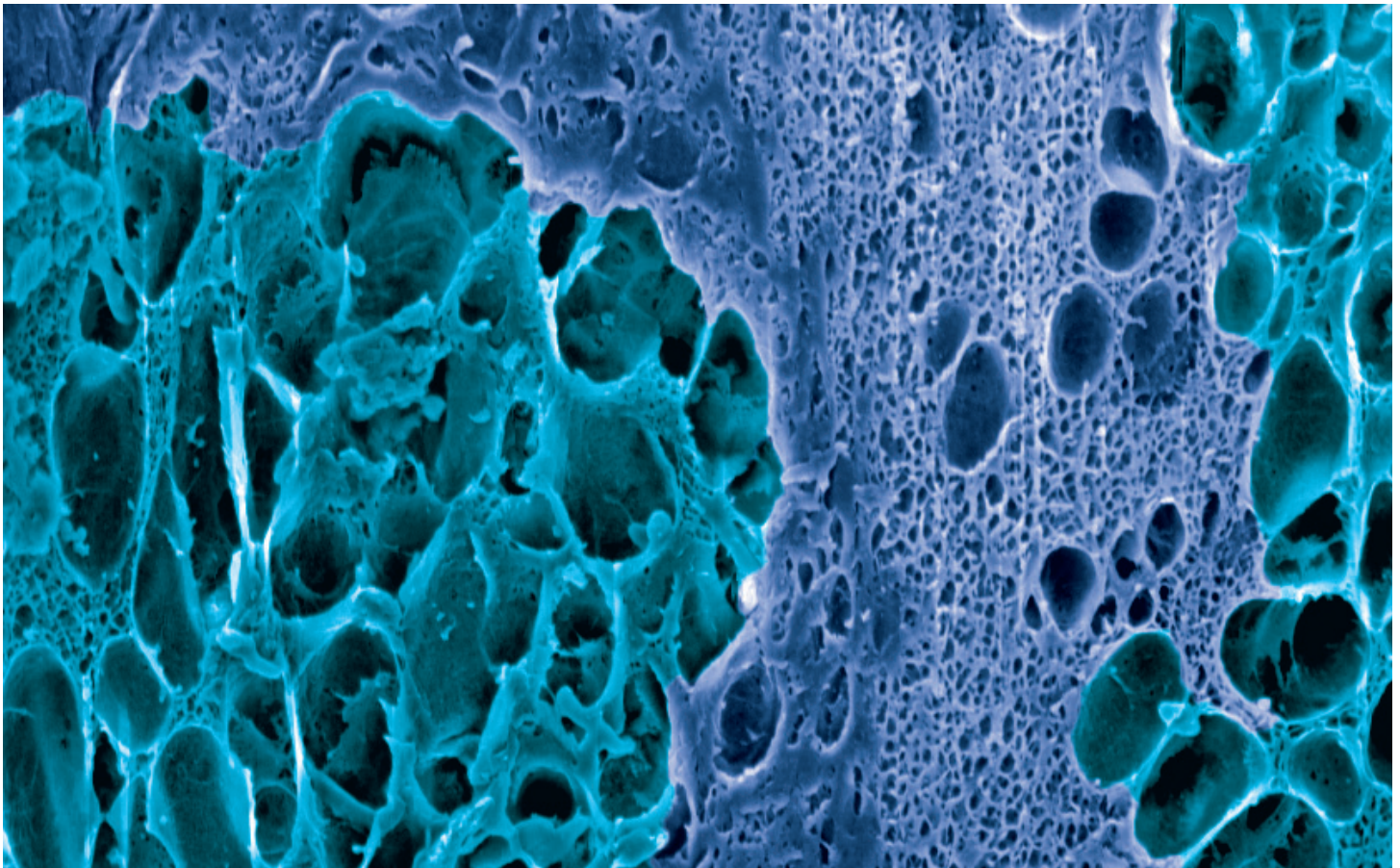
Promote your products and services directly to BPS members year-round! Utilizing this list will enable you to reach 7,500+ members who have significant influence over the purchasing decisions in research, academic, and government institutions. Only postal mailing lists are available and will be provided electronically to a third-party mail house.

## Annual Meeting Registrant Mailing Lists - Exclusively for Annual Meeting Exhibitors

Stay in touch with Annual Meeting attendees! The attendee mailing list gives you the ability to invite attendees to visit your booth, remind them about the products and services you have to offer, and keep them updated on special offers and new product rollouts. Only postal mailing lists are available and will be provided electronically to a third-party mail house.

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For more detailed information about these Mailing List opportunities, contact 240-290-5609 or [exhibits@biophysics.org](mailto:exhibits@biophysics.org).



### Company Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Advertising Opportunity Selected: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

### Method of Payment

\_\_\_\_\_ Check (*Payable to Biophysical Society – US currency drawn on US bank. No Purchase Orders accepted.*)

\_\_\_\_\_ Credit Card

Card Type (check one):

MasterCard  Visa  Discover  American Express

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ CVV Number: \_\_\_\_\_  
(month) (year)

Name as it appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_

(Your signature authorizes your credit card to be charged for the total payment.  
The Biophysical Society reserves the right to charge the correct amount if different from the total payment.)

**Please allow 7–10 business days for processing.  
Return form to the Sales & Exhibits Manager at [exhibits@biophysics.org](mailto:exhibits@biophysics.org) or fax to 240-290-5555.**

# General Advertising Policies

## Advertising Terms and Conditions

**Applicability of Terms:** These advertising terms shall apply to all print, online, and email advertisements that are submitted to the Biophysical Society, and which are accepted for publication or distribution. The Advertiser, by submitting an Advertisement Form to the Biophysical Society, agrees to be bound by these Terms and Conditions. The "Advertiser" shall be defined to include any agent, broker, or other intermediary submitting a form for advertisement. An Advertiser's standard terms and conditions shall not apply.

**Conditions:** All advertisements are subject to the approval of the Biophysical Society. Acceptance of advertising is at the discretion of the Society, which reserves the right to refuse any advertisement at its sole discretion for any reason whatsoever, including without limitation for offensive or inappropriate content. Media Kit advertising opportunities are not available to publishers and journals at this time. Thank you for your interest.

**Specifications:** All accepted advertisements must comply with the stated advertising specifications included in this Media Kit. The Biophysical Society has the right to request or make changes to an advertisement to the extent it reasonably believe necessary to comply with the Can-Spam Act and/or federal or state advertising laws. Materials must be prepared in accordance with the mechanical requirements specified herein. Advertiser will be billed for any additional work required to print/display advertisement.

**Advertising Orders:** Insertion orders must be received in writing on or before closing dates published herein. If new material is not received by the closing date for reoccurring ads, existing material will be repeated.

**Ad Position:** Ad placement is on a first-come, first-served basis.

**Publisher Liability:** The advertiser and agency, jointly and separately, will indemnify and hold harmless the Biophysical Society, its officers, employees, and agents of either body against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, copyright infringement to plagiarism.

**Payment Terms:** Advertising rates published in the Media Kit apply and may be changed at any time. Advertiser agrees to pay net seven days after submitting an advertisement form. Payments are accepted via credit card, check, or wire transfer. All prices are net, there are no agency discounts.

**Cancellation:** Cancellations must be received in writing at least seven days before the published insertion date. No cancellations are accepted after this time. Late delivery of materials may incur penalty of space at full cost.

**Other:** Advertising in any of the BPS Publications will earn your company additional priority points in the Annual Meeting Booth Allocation Process.

