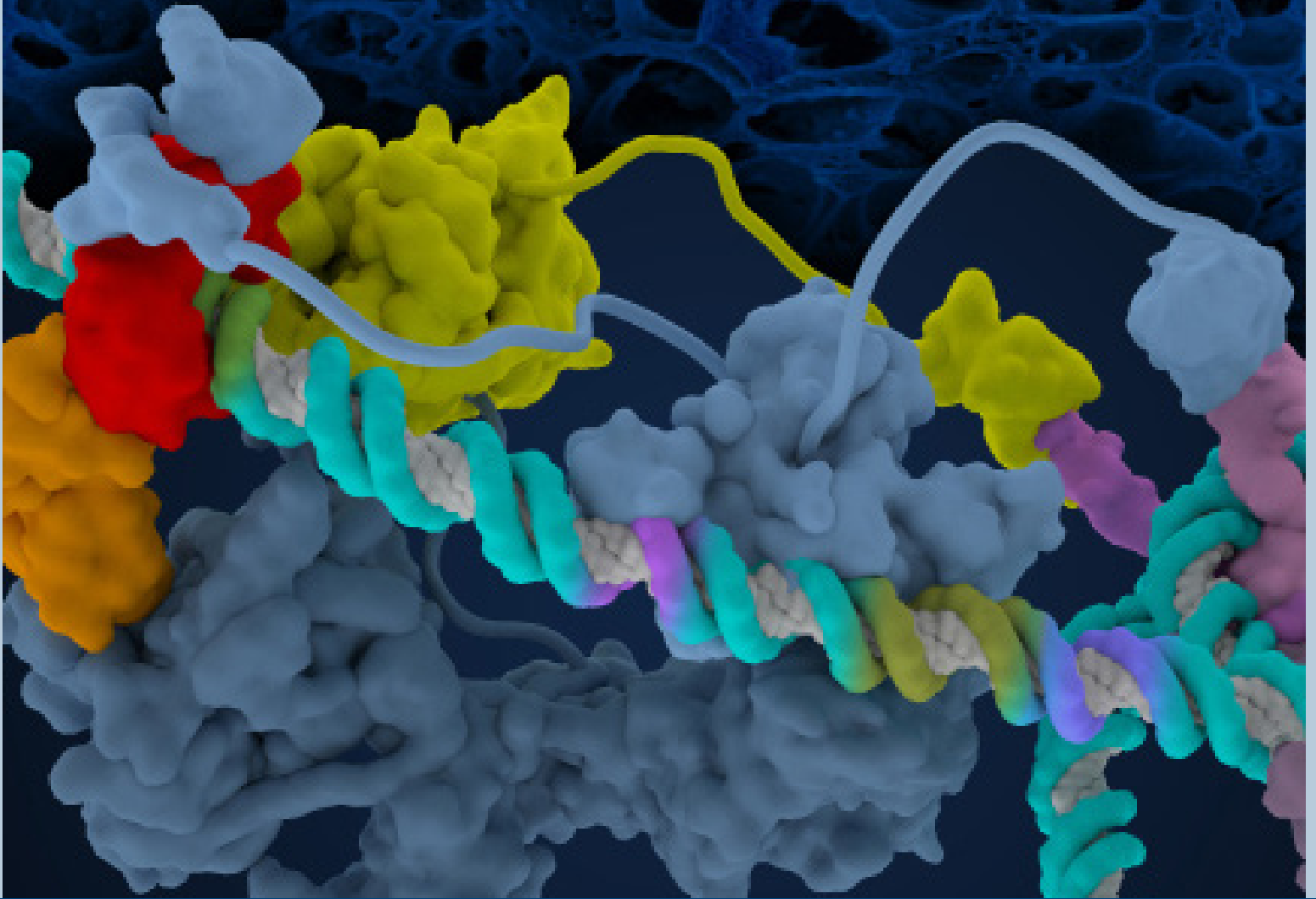




Biophysical Society



**MEDIA KIT**



Target your strongest prospects when you advertise with the Biophysical Society to build brand identity among hard-to-reach life science researchers involved in the interdisciplinary field of biophysics.

240-290-5609 | [exhibits@biophysics.org](mailto:exhibits@biophysics.org) | [biophysics.org/advertising](http://biophysics.org/advertising)



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, Annual Meeting, Thematic Meetings, and BPS Conferences, attract readers and attendees with unique influence within the industry and their organizations. BPS advertising opportunities help you build market awareness around the globe and reach those who influence or are part of purchasing decisions. BPS' membership includes graduate students, postdocs, Lasker Awardees and Nobel laureates. With such a diverse membership, you have the greatest opportunity to reach an audience who make decisions to purchase technologies and products.

## BPS Membership Information Overview

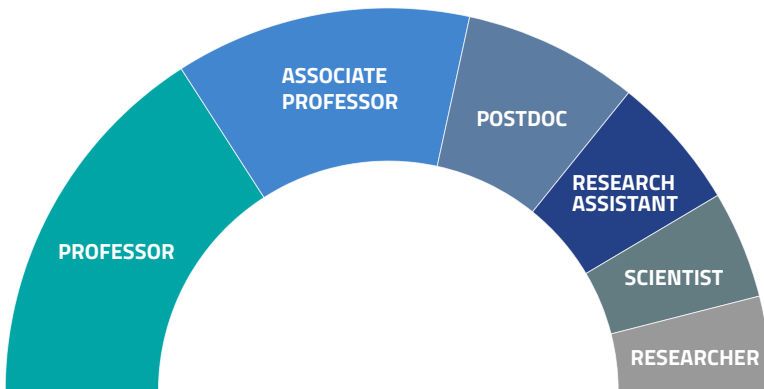
**6,500+** members, with around **30%** of our membership residing outside of the United States

**64%**  
have a PhD, MD or both

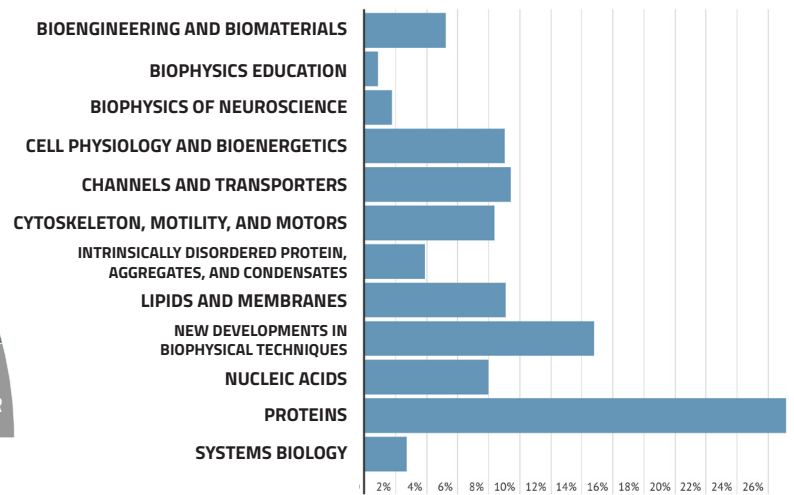
**92%**  
have an academic university as their professional focus

## Our Members, Your Target Audience

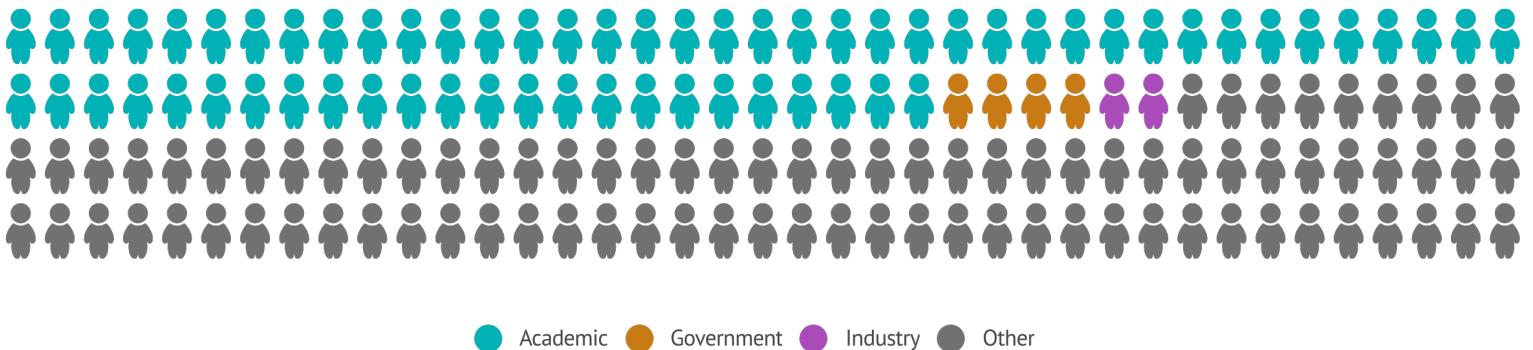
### Job Function



### Research Areas



### Employment Sector





## Digital Platforms

Advertising with BPS is the perfect vehicle to list job openings, introduce a new product, highlight your technology, and generate instant marketing impact for your company.

### BPS Bulletin

Published 11 times a year, the *BPS Bulletin* serves as the anchor of your marketing plan and reaches our entire membership. The *BPS Bulletin* features announcements on Society news, affairs, and events. Members read this publication for its wide range of articles covering career development, biophysicist profiles, public affairs, Annual Meeting, communities, and much more! Gain incomparable exposure to an international circulation of over 6,500 members by placing an ad in this publication.



**Distribution (Print): 1,500 BPS Members**

**Annual Online Views: 82,000**

### Industry Sponsored Content Spread

Showcase your sponsored content in our monthly newsletter over a 2-page spread. Include a summary of a recent paper, white paper, or case study. Give an overview of the field and the experimental capabilities or show examples of data your researchers obtained. Highlight your research and spotlight your technology and/or products to thousands of BPS members.

**Distribution (Print): 1,500 BPS Members**

**Annual Views: 82,000**

### Webinars

Need a platform to reach 6,500+ scientific researchers? Let BPS host your webinar and handle all registration for you. BPS will aid in your marketing efforts including recognition in emails, social media, and on our Society Homepage.

### Industry Partner Membership

Industry Partner Membership provides public and private organizations, including nonprofits and foundations, direct access to the Biophysical Society's international scientific community. Industry Partners enjoy a variety of benefits with their membership. The most valuable member benefit is access to decision makers, resulting in significant visibility among BPS members and accelerated company growth.



## Let's Work Together

Interested in partnering with us?

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



## Digital Platforms

### Meeting & Events Banner Ad

Don't miss this opportunity to be seen on the BPS Meetings & Events page! Place your clickable banner ad on this highly viewed page, which displays our Annual Meetings, Thematic Meetings, BPS Conferences, networking events, events calendar, code of conduct, and important dates.

**Annual Views: 21,500**

### Annual Meeting Banner Ad

There is an ad spot waiting to showcase your company, technology, or product to those viewing the Annual Meeting page. This highly trafficked page will be viewed by registered and non-registered attendees and members throughout the year.

**Annual Views: 212,000**

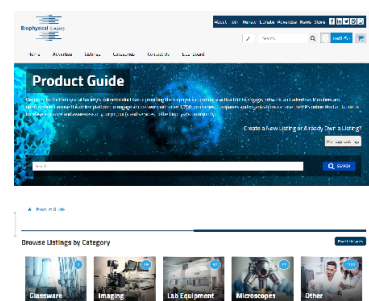
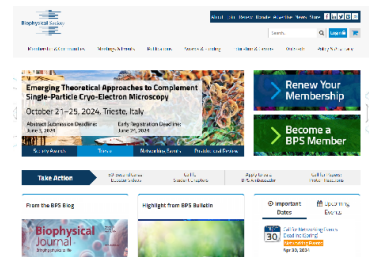
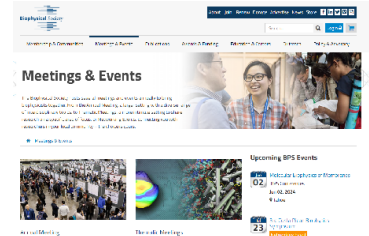
### Society Homepage Banner Ad

The Biophysical Society's membership, including scientists, graduate students, postdocs, and Nobel laureates, from over 50 international markets, depend on BPS for research, networking, publications in the field and depend on BPS for research, networking, and publications in the field of biophysics. The Society Homepage serves as a hub, providing the most up-to-date information on the Annual Meeting, Thematic Meetings, BPS Conferences, journals, networking, career development, job opportunities, government policy and advocacy, and much more.

**Annual Views: 212,000**

### Online Product Guide

Looking for a unique way to engage approximately 6,500+ researchers? Advertise in the online edition of the BPS Product Guide providing members with a live, continually updated, and fully searchable list of suppliers and products worldwide.





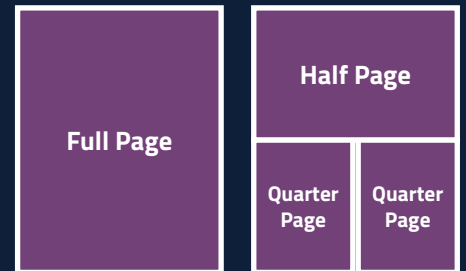
## Advertising Rates and Specs

### Display Ads

<i>BPS Bulletin</i>	Rate	1x	2x	3x
Inside Front Cover .....	\$975			
Inside Back Cover .....	\$975			
Full Page .....	\$950	\$850	\$750	
Half Page .....	\$850	\$750	\$650	
Quarter Page .....	\$750	\$650	\$550	
Industry Sponsored Content Spread .....	\$1,750	\$1,650	\$1,550	

### Display Ad Specifications

High Resolution PDF, JPG, EPS. All fonts must be outlined or embedded.

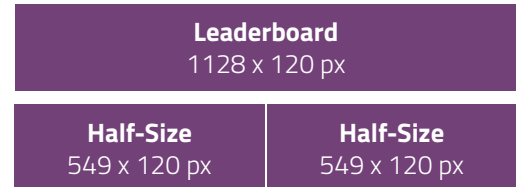


### BPS Bulletin Ad Specs

**Full Page:** Trim Area: 8.375 in x 10.875 in  
**Full Page:** Full Bleed: 8.625 in x 11.125 in  
**Full Page:** Safe Area: 7.5 in x 10 in  
**Half Page:** 6 in x 4.25 in or 3 in x 8.55 in  
**Quarter Page:** 3 in x 4.25  
**Spread:** Trim Area: 16.75 in x 10.875 in  
**Spread:** Full Bleed: 17.25 in x 11.125 in

### Banner Ads

Location	Rates		
<b>Meetings and Events Page</b>			
Leaderboard .....	\$1,000	2x \$900	3x \$800
<b>Annual Meeting Page</b>			
Leaderboard .....	1x \$1,500	2x \$1,250	3x \$1,150
Half Size .....	1x \$1,000	2x \$900	3x \$800
<b>Society Homepage</b>			
Leaderboard .....	1x \$1,500	2x \$1,250	3x \$1,150
Half Size .....	1x \$1,000	2x \$900	3x \$800



### 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.



## Advertising Rates and Specs

### Webinars

1 Hour..... \$2500/webinar

---

### Online Product Guide

**Enhanced Listing (Most Popular)**..... \$500/Year

This listing will appear in up to 8 categories within the Product Guide and appear in alphabetical order above the basic free listings

**Featured Listing (Max Exposure)** ..... \$800/Year

Includes all Enhanced Listing benefits plus a gallery of 3 images, social media icons, 2 videos, and a company detailed description page (1500 characters max). This listing will appear in up to 15 product categories within Online Product Guide and be placed in alphabetical order above all Basic and Enhanced Listings.

**Gold Banner Package** ..... \$1,350/Year

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** ..... \$1,350/Year

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

---

### Industry Partner Membership

BPS offers three levels of Industry Partner Membership and can meet a wide range of budgets.

**Silver**..... \$2,500

**Gold**..... \$5,000

**Platinum** ..... \$10,000

### 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.

## 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.