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.

What’s Inside...

BIOPHYSICS
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Our Readers, Your Target Audience  Page 3

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Let’s Work Together

Interested in advertising with us? Contact us at 240-290-5609 or exhibits@biophysics.org

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

Let’s Work Together
Interested in advertising with us?
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Our Readers, **Your Target Audience**

### Employment Sector

- **83%** Academic
- **4%** Government
- **3%** Industry
- **10%** Other

### Continents Reach

- **North America**: 67%
- **Europe**: 20%
- **Asia**: 10%
- **Middle East/Africa**: 1%
- **Australia/New Zealand**: 1%
- **Central/South America**: 1%

**Let’s Work Together**

Interested in advertising with us? Contact us at 240-290-5609 or exhibits@biophysics.org
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.

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.

**Buyer’s Product Guide**
Advertise in the online edition of the Biophysical Buyer’s Product Guide, a unique way to engage over 7,500 life science researchers. The online Buyer’s 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. *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
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

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>11x</th>
<th>Dimensions</th>
<th>Trim Size</th>
<th>Live/“Safe” Area</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,000</td>
<td>$1,890</td>
<td>$1,780</td>
<td>$1,690</td>
<td>8.4” x 10.9”</td>
<td>8.375” x 10.875”</td>
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<td>8.625” x 11.125”</td>
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<td>Double Page Spread</td>
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<td>$2,000</td>
<td>$1,800</td>
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<td>16.75” x 10.875”</td>
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<td>17.25” x 11.125”</td>
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<tr>
<td>Half Page</td>
<td>$1,100</td>
<td>$990</td>
<td>$880</td>
<td>$810</td>
<td>(H) 6” x 4.25”</td>
<td>(H) 6” x 4.25”</td>
<td>(H) 6” x 4.25”</td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$825</td>
<td>$740</td>
<td>$660</td>
<td>$630</td>
<td>(V) 3” x 8.55”</td>
<td>(V) 3” x 8.55”</td>
<td>(V) 3” x 8.55”</td>
<td></td>
</tr>
</tbody>
</table>

Print Issues and Dates

<table>
<thead>
<tr>
<th></th>
<th>Ad Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>March 31, 2020</td>
</tr>
<tr>
<td>June</td>
<td>April 30, 2020</td>
</tr>
<tr>
<td>July/August</td>
<td>June 15, 2020</td>
</tr>
<tr>
<td>September</td>
<td>July 31, 2020</td>
</tr>
<tr>
<td>October</td>
<td>August 31, 2020</td>
</tr>
<tr>
<td>November</td>
<td>September 30, 2020</td>
</tr>
<tr>
<td>December</td>
<td>October 20, 2020</td>
</tr>
</tbody>
</table>

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

Interested in advertising with us? Contact us at 240-290-5609 or exhibits@biophysics.org
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

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>Location</th>
<th>Dimensions</th>
<th>1 Month</th>
<th>2 Months</th>
<th>3 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Size</td>
<td>BPS Society Home or Annual Meeting Home</td>
<td>1128 x 120 px</td>
<td>$2,000</td>
<td>$2,500</td>
<td>$3,000</td>
<td>$4,500</td>
</tr>
<tr>
<td>Half Size</td>
<td>BPS Society Home or Annual Meeting Home</td>
<td>549 x 120 px</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$2,500</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

**Full Size Leaderboard**
1128 x 120 pixels

**Half-Size Leaderboard**
549 x 120 pixels

**Skyscraper**
Located on left side under menu

<table>
<thead>
<tr>
<th>Location</th>
<th>Dimensions</th>
<th>1 Month</th>
<th>2 Months</th>
<th>3 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Meeting Symposia</td>
<td>259 x 550 px</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>What is Biophysics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Careers in Biophysics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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
Advertise in the online edition of the Biophysical Buyer’s Product Guide, a unique way to engage over 7,500 life science researchers. The online Buyer’s 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 can be upgraded to an enhanced paid listing. These paid listings include:

- Additional company information including: company logo, tagline, website URL, email address, fax, full HTML description with embedded links, embedded Google map, and complete contact information for the primary contact of the organization
- Larger listing size and placement above all basic free listings
- Company logo placement and tagline on the directory category and search results page
- Placement within up to five 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 three options for a paid listing within the Biophysical Buyer’s Product Guide:

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENHANCED LISTING</strong></td>
<td>This listing will appear in up to eight categories within the Product Guide and appear in alphabetical order above the basic free listings [Annual Fee of $900]</td>
<td></td>
</tr>
<tr>
<td><strong>DELUXE LISTING</strong></td>
<td>Guarantee your company appears on the first page of the subcategory search results. [$99 per subcategory]</td>
<td></td>
</tr>
<tr>
<td><strong>PREMIUM LISTING</strong></td>
<td>Guarantee your company appears within the top three results of a subcategory. [$799 per subcategory]</td>
<td></td>
</tr>
</tbody>
</table>

**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:

- Leaderboard (728 x 90) – $1,350
- Skyscraper Left Column (120x600) – $1,350
- Skyscraper Left Column (120x600) – $1,350
- Footer (728x90) – $1,000

**Homepage Featured Listing**

There are three text-based ad zones on the homepage that allow Product Guide-listed companies to enhance exposure of their listings to every marketplace visitor. The price of a Homepage Featured Listing is $750.

Note: Unless otherwise noted all product listings are one year in duration.

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**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

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**Let’s Work Together**

Interested in advertising with us? Contact us at 240-290-5609 or exhibits@biophysics.org
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. Order your list today!

For more detailed information about these Mailing List opportunities, contact 240-290-5609 or 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 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.

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, and 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.

Let’s Work Together

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