

# Accelerating Excellence

The Official Publication of Bioscience in Ohio

*Accelerating Excellence* is the forum for bioscience business and technology news in Ohio. It provides BioOhio members as well as those in the global bioscience community with the latest trends and innovative ideas on subjects such as:

- Business operations and planning
- Funding and financing
- Government, corporate & educational initiatives
- Case histories
- Industry news

## *Accelerating Excellence* – The Voice of Bioscience in Ohio

As the official publication of BioOhio, *Accelerating Excellence* is a must-read for not only its members, but also for anyone who needs to know about the exciting developments taking place in Ohio's bioscience industry. *Accelerating Excellence* magazine offers an ideal forum to reach key decision makers in the several hundred billion dollar a year bioscience industry. It is an ideal venue for advertising:

- Legal, financial, employment and accounting services
- Bioscience equipment, supplies and service providers
- Governmental agencies
- Medical, health, pharmaceutical and research facilities
- Educational institutions
- Venture Capital firms



Official Publication of



Accelerating Excellence Magazine  
311 Lloyd Road  
Cleveland, OH 44132  
publisher@ohiobiomagazine.com  
www.ohiobiomagazine.com

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## Circulation

Published annually, 5,000 copies of *Accelerating Excellence* are printed each issue. Nearly 2,000 copies are mailed to BioOhio members and the balance are distributed at industry conferences, trade missions, and meetings. *Accelerating Excellence* is also online as a unique, multimedia, “page-flip” electronic format on the official BioOhio web site and is downloaded over 8,000 times annually. An additional 1,500 copies of the electronic version are also distributed on CD-ROM throughout the year for added exposure

## Industry Reach

Agricultural Biotechnology

Bioinformatics &  
Biocomputing

Biologics & Biological  
Devices

Contract Manufacturing &  
Distribution

Contract Research

Diagnostics

Food & Nutraceuticals

Genomics & Proteomics

Medical Devices &  
Equipment

- Diagnostic
- Hospital & Clinical  
Furnishings & Equipment
- Medical Device  
Components
- Radiology & Imaging
- Safety
- Surgical
- Therapeutic

Professional Services &  
Consulting

- Accounting & Finance
- Consulting
- Incubation Services
- Information Technology &  
Computing
- Legal
- Other Services
- Public Relations & Marketing
- Technical Services
- Testing

Scientific & Research  
Equipment & Supplies

- Analytical
- Laboratory Furnishings
- Other Laboratory  
Equipment
- Reagents & Materials
- Synthesis & Culture  
Equipment

Therapeutics &  
Pharmaceuticals

- Biologics
- Drug Formulation & Delivery
- Small Molecules

Other

- Academic
- Animal Technology
- Chemicals & Materials
- Cosmetics
- Environmental & Industrial  
Technology
- Government
- Site Selection/Design/  
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# Accelerating Excellence

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## Rates - Black and White

Size	Cost
Two Page Spread	\$2850.00
Full Page	\$1850.00
2/3 Page	\$1450.00
1/2 Page Island	\$1150.00
1/2 Page	\$1050.00
1/3 Page	\$825.00
1/4 Page	\$650.00
1/8 Page	\$449.00
BioScience Mart	\$390.00

## Cover Rates – Black & White

Outside Back	\$3300.00
Inside Front	\$2900.00
Inside Back	\$2900.00

Cover space available on a first-come, first-served basis and must be secured in writing and is non-cancellable.

## Color Rates

Process Color\* \$480.00

Four Color \$800.00

\* Process Colors – yellow, cyan, magenta.

Guaranteed Position – add 10% of B&W rate.

No charge for bleed.

## Proofs

Paper Proofs \$25.00

CD-ROM Proof – \$50.00

## Reprints & E-prints

For high quality reprints and e-prints (PDFs) of your print ad or article, contact:

James O'Hare

BioMedia, LLC

216.373.7676

[publisher@ohiobiomagazine.com](mailto:publisher@ohiobiomagazine.com)

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## Insert and Poly-bag Rates

Contact publisher.

## Online Version

Free to all advertisers. For online issue sponsorship and BioMation multimedia rates contact the publisher.

## Dates

Editorial closing: April 3, 2009

Advertising space reservations: April 9, 2009

Advertising material deadline: April 23, 2009

Publication date: May 8, 2008

## Contacts

For general publication and advertising information, contact:

James O'Hare

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[publisher@ohiobiomagazine.com](mailto:publisher@ohiobiomagazine.com)

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## Advertising Specifications

Size	Width (in.)	Depth (in.)
Two Page Spread		
Trim	16.75	10.875
Live Area	15.375	10
Full Page		
Trim	8.375	10.875
Live Area	7	10
$\frac{2}{3}$ Page	4.75	10
$\frac{1}{2}$ Page Island	5	7
$\frac{1}{2}$ Page Horizontal	7	5
$\frac{1}{2}$ Page Vertical	3.375	10
$\frac{1}{3}$ Page Vertical	2	10
$\frac{1}{3}$ Page Square	4.75	4.75
$\frac{1}{4}$ Page	3.375	5
$\frac{1}{8}$ Page Horizontal	3.375	2.5
$\frac{1}{8}$ Page Vertical	1.6875	4.75
BioScience Mart	2	2

## File Specifications

We ask that our advertisers supply digital files using the standardized file formats as listed below.

Platform: Macintosh or PC accepted.

Files Accepted: Press-ready PDF, or high-resolution Postscript File (with fonts).

Color: Send all files in CMYK mode.

MINIMUM resolution requirements:

- 300dpi for full color artwork or grayscale
- 1200dpi for Bitmap (B&W/Line Art).
- Images and logos from web sites and PowerPoint presentations are NOT usable for print ads.

Proof: SWOP certified proofs for all ads must be provided.

BioMedia LLC will not be held liable for the reproduction of any ad submitted without a SWOP certified proof.

## Electronic file transfer:

You may submit electronic files via the web site:

**[www.ohiobiomagazine.com/rates\\_specs.htm](http://www.ohiobiomagazine.com/rates_specs.htm)**. When submitting files via the web site, a SWOP certified proof must be sent to:

BioMedia, LLC  
311 Lloyd Road  
Cleveland, OH 44132

216-373-7676

## Terms and Conditions

Payment – All invoices payable in full value in U.S. funds, drawn on a U.S. bank only. A service charge of 1.5% per month will be charged on all invoices after 60 days from the date of invoice. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Publisher reserves the right to reject any advertising that in the judgment of the publisher, is not appropriate for the publication.

## Commission and Cash Discount

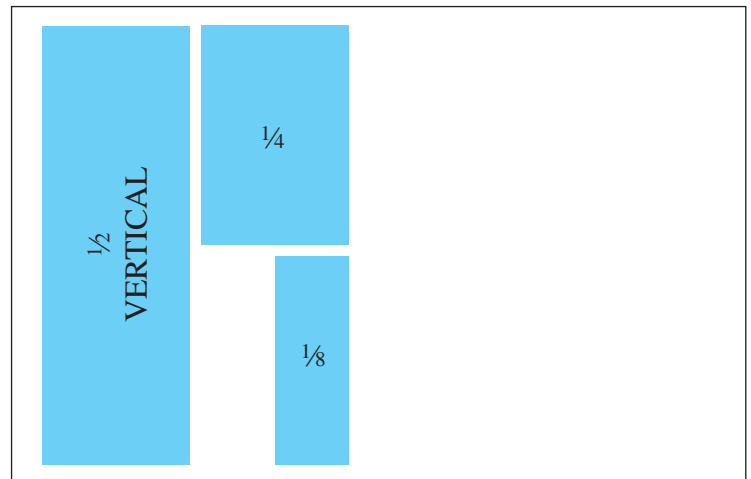
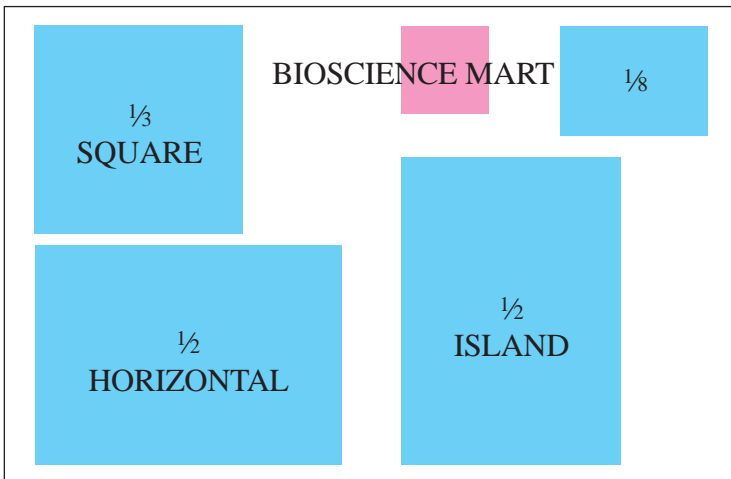
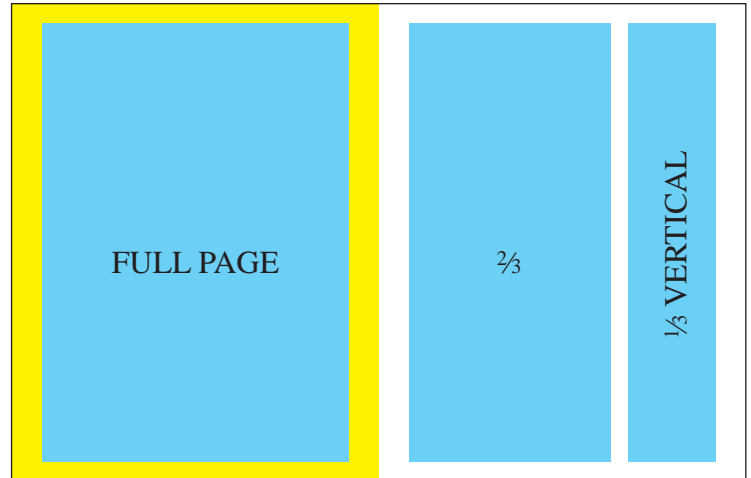
All rates are net with no discounts.

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## Ad Configurations



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