

R&DTM

www.RDmag.com



2010

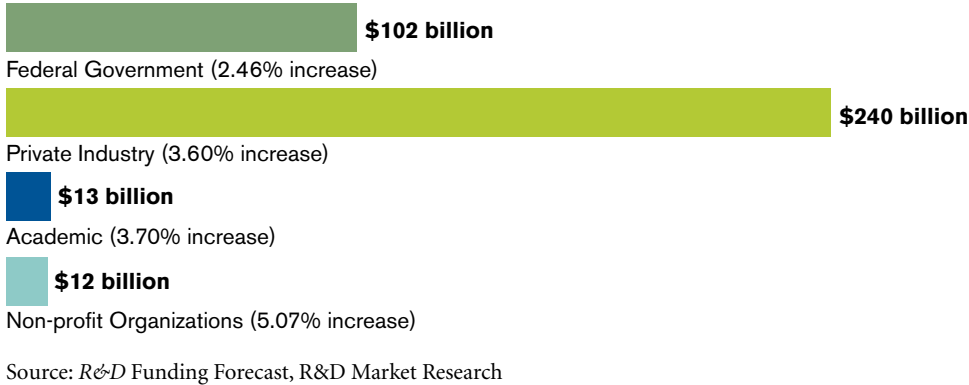
**INTEGRATED MEDIA
PLANNING GUIDE**

2010

**INTEGRATED MEDIA
PLANNING GUIDE**



The U.S. research & development market is currently \$367 billion. The four major sectors of the R&D market include:



Within the government sector, specific verticals targeted for expansion over the next three years include:

ENERGY

- Renewable Energy
- Fuel Cells
- Portable Power

NATIONAL SECURITY

- Lightweight Armor
- Real-Time Surveillance

HEALTH

- Cancer
- HIV/AIDS
- Infectious Pandemic Disease

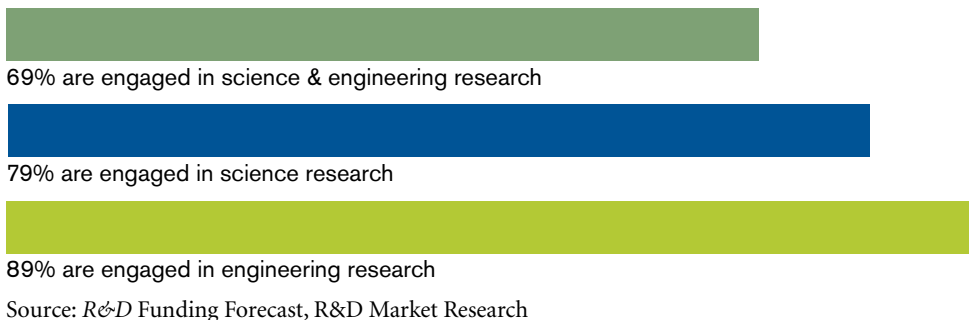
Decision-Making Process

The four levels of decision-making involved in completing a requisition of new R&D technologies:

	Identify Need	Evaluate	Approve Brand & Purchase
Corporate Managers	24.5%	23.2%	81.3%
R&D, Engineering, Lab Directors	34.3%	50.7%	92.3%
Project Managers	47.1%	69.3%	93.7%
Engineers & Scientists	60.8%	68.1%	94.7%

Source: R&D Funding Forecast, R&D Market Research

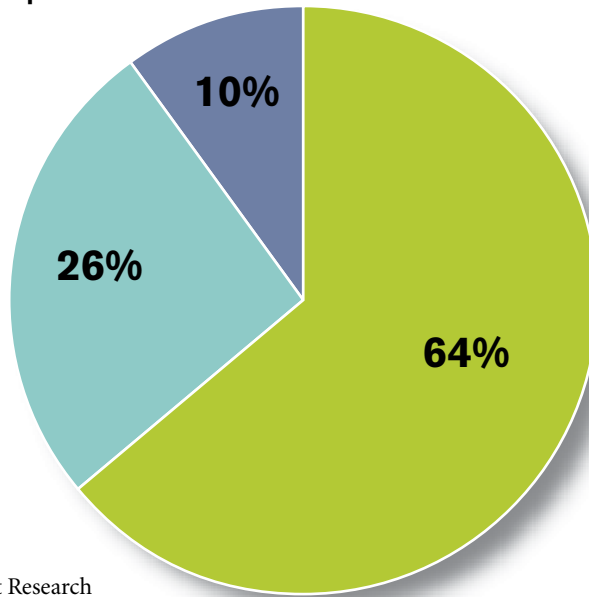
R&D subscribers work at private industry companies with average annual revenues of \$2.6 billion:





Three out of four *R&D* subscribers work for organizations that are early adopters of new R&D technology:

- Estimate their firm will maintain expenditures for new R&D technologies
- Estimate their firm will increase expenditures for new R&D technologies
- Estimate their firm will decrease expenditures for new R&D technologies



Source: *R&D* Funding Forecast, *R&D* Market Research

Lab Facility Construction/Design

In addition to researchers' involvement with top to bottom R&D technologies, lab facilities design and capital laboratory equipment remain the single largest expenses for research organizations. The *R&D* franchise, via its *Lab Design* portfolio, provides special interest information, education, and design specifications to an expanded building/design team that includes architects, builders, and construction engineers. See *Laboratory Design Newsletter* and *Conference* page for more information.

R&D Source Subscribers' Involvement with Specific R&D Technologies*		
	Currently Use	Approved Requisitions
Analytical Instruments	66.1%	\$264,000
Chemicals	69.6%	\$235,000
Computers	90.7%	\$235,100
Data Acquisition Systems	75.7%	\$142,000
Electronic Test/Measurement Equipment	77.2%	\$182,600
Gases	56.3%	\$91,500
Lab Equipment	70.7%	\$290,000
Lab Supplies & Consumables	67.5%	\$64,900
Materials	69.8%	\$274,600
Scientific R&D Software	60.1%	\$104,600
Microscopy	56.1%	\$77,200

Source: *R&D* Funding Forecast, *R&D* Market Research



www.RDmag.com

The World of Research & Development



A world without research and development is a world without progress. A working knowledge of the market, products, and the technologies they build on is crucial before going forward in today's business world.

Every year, *R&D Magazine* welcomes those who understand this need to its annual *R&D 100 Awards*. For nearly half a century, we have recognized the year's top high-technology products and innovations that help them stand out. Why do we do this? Movie stars have their Oscars; musicians have their Emmys; writers compete for Pulitzers; and the world's top thinkers seek Nobels.

Driving Innovation

In science, the Nobels are just the tip of the iceberg; *R&D Magazine* helps hundreds of laboratories, corporations, institutes, universities, and individuals evaluate their finest work and give it a crucial push forward in the marketplace. Over the years, we have recognized the arrival of anti-lock brakes, the cardiac defibrillator, the cash machine, the fax machine, halogen lamps, liquid crystal displays, lab-on-a-chip technology, hybrid engines, high-definition television, and Blu-ray data storage technology. Literally hundreds of other meaningful advances have been subject to the rigorous evaluation of our experts, qualifying the *R&D 100 Awards* as one of the most relevant awards programs in existence.

The Face of Technology

Who are the people behind these award-winning products? They are the innovators in solar cell technology. The team behind the latest fast, "green" analytical instruments. The leading edge designers of high-resolution electron microscopes. The companies behind next-generation laboratories. The pioneers of sensors, nanotechnology, and computational genomics.

In short, the *R&D 100 Awards* are all about the future of R&D, and *R&D Magazine* is there to track this progress throughout the year. Widely read by many of the top executives at household names of corporate research, *R&D Magazine* serves scientists, engineers, and technical staff members at laboratories worldwide, bringing them news, techniques, and product information on the latest and most crucial innovations.



The R&D Vision:

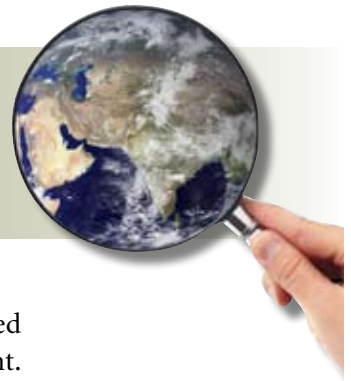
To build, deliver, and grow a community of scientists and innovators who seek and provide answers in research and development through interactive editorial content and interconnected media. To become the standard strategic resource for R&D news, trends, products, and information in core and emerging sectors and the go-to technology forum for professionals in industrial, academic, and government laboratories.



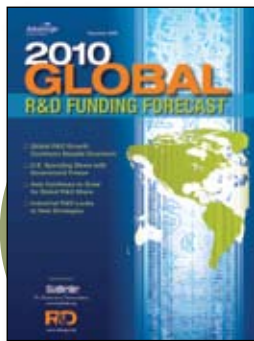


www.RDmag.com

Editorial Mission




R&D is written by scientists, for scientists. *R&D Magazine* provides in-depth analysis of established and newly minted technologies and products across a wide spectrum of research and development. Delivered through print, Web community, daily e-newsletters, and awards programs that honor the people and products it covers, *R&D* is a primary resource for readers who want to track global trends, gain product insight, and identify important concepts for innovation and growth.



2010
**LABORATORY
Design**
conference



ISSUE	JANUARY/ FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/ AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER	2011 R&D Industry Guide
CLOSING DATE	January 8	March 12	May 7	July 9	August 13	September 10	November 12	November 22
SPECIAL TOPICS	<ul style="list-style-type: none"> Analytical Instrumentation Government and Industry R&D Projections 	Energy and Environment	Lab of the Year	Secrets of R&D Success	48th Annual R&D 100 Awards	Emerging Technologies	<ul style="list-style-type: none"> Global R&D Report 2010 Innovators and Scientist of the Year 	
TECHNOLOGIES								<p>The <i>Industry Guide</i> is your chance to put your products and services in front of your best customers and prospects for an entire year:</p> <ul style="list-style-type: none"> Reach more than 72,000 R&D professionals Penetrate 58,000+ labs nationwide Influence a pass-along audience of 165,600
Analytical Instrumentation	New Innovations at Pittcon 2010	Spectroscopy	Microscopes	Particle Characterization		Imaging	SEMs/AFMs	
Test and Measurement	Electronic Test Systems	Data Acquisition/Management	Wireless Systems	Oscilloscopes		Sensors	Meters	
The Lab Environment	Lab Design	Lighting	Lab of the Year	Liquid Handling		Benches and Workstations	Monitoring and Control Systems	
Materials	Plastics	Gases	Ceramics	Metals		Composites	Chemistries	
Software	Modeling and Simulation	Physics	Facility Design	Finite Element Analysis		Image Analysis	Hardworking and Networking	
Services	Material Testing	Contract R&D	Analytical Testing	Environmental Testing		Materials Characterization	Electronics Testing	
BUSINESS & POLICY	Tax Benefits of R&D	Protecting Intellectual Property	Outsourcing	Academic Research		Venture Funding	Regulatory Outlook	
DEPARTMENTS	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 		<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	<ul style="list-style-type: none"> OEM New to Market Tools of the Trade Patent Update 	
VALUE-ADDED	<ul style="list-style-type: none"> Online Application Note Lead Generator 	Advantage AdIntell Study	Corporate Profiles	<ul style="list-style-type: none"> Buying Intelligence Research Study Lead Generator 		Lead Generator	Advantage AdIntell Study	
EVENTS	<ul style="list-style-type: none"> Spring 2010 Laboratory Design Conference, April 19-21, 2010, Raleigh, NC 48th Annual R&D 100 Awards, Date and Location – TBD 							



www.RDmag.com

Display Advertising Rates



2010 Black & White Rates (Gross): Effective January 1, 2009

Size	1x	3x	6x	12x	24x
Full Page	\$9,760	\$9,670	\$9,520	\$9,080	\$8,610
2/3 Page	\$8,100	\$8,000	\$7,900	\$7,620	\$7,530
1/2 Page	\$6,370	\$6,290	\$6,230	\$5,990	\$5,920
1/3 Page	\$4,110	\$4,070	\$4,020	\$3,870	\$3,840
1/4 Page	\$3,140	\$3,110	\$3,050	\$2,970	\$2,930

Color Rates

2-color: \$1,025; Matched 2nd color: \$2,155; 4-color: \$2,155; Metallic color: Contact Account Manager.

Cover/Special Position Rates (non-cancelable) Cover and special position charges are in addition to black and white space and color rates. Cover 2 (4-color only): \$2,800; Cover 3 (4-color only): \$2,600; Cover 4 (4-color only): \$2,900; Editorial Page: \$1,200.

Bleed: No charge.

Binding: Saddle stitch.

Insert Rates: Contact account manager for rates, specs and quantities; materials due five days after issue close date.

Reprints: To discuss reprint ideas, obtain a proposal or special pricing, call 800-217-7874.

General Advertising Rate Policy

Rates are determined by the total space used in a 12-month period (January to December), unless otherwise specified in your contract. For all advertisers, rates are effective with the January/February 2010 issue. Earned frequency is determined by the total number of insertions, not issues. Sizes may be mixed, Industry Guide ads (that are 50% off) do not count toward the frequency discount.

Commissions and Discounts

All accredited agencies receive a 15% commission on all quoted rates except Classifieds. Production and mechanical charges are non-commissionable. Unearned discounts will be rebilled. Invoices are rendered upon publication of each issue and terms are net 30 days from invoice date. Payment in U.S. funds is required for all invoices.

Shipping Instructions: All contracts and insertion orders should be sent to: Amy Onufrick, R&D Magazine, 100 Enterprise Drive, Suite 600, Box 912, Rockaway, NJ 07866-0912; 973-920-7465; Fax: 973-920-7541.

All ad materials and instructions should be sent to: Danielle DiSessa, Production Manager, R&D Magazine, 100 Enterprise Drive, Suite 600, Box 912, Rockaway, NJ 07866-0912; 973-920-7159; Fax: 973-607-5561; danielle.disessa@advantagemedia.com

Ad Specifications

Ad Size	Live Area	Trim Size for Bleed Ads	Overall Size Including Bleed
Full page	8½" x 10¾"	9" x 10⅞"	9¼" x 11⅞"
Spread	17½" x 10¾"	18" x 10⅞"	18¼" x 11⅞"
2/3 page vert	5¼" x 10¾"	5¾" x 10⅞"	6" x 11⅞"
Junior page	5⅞" x 7¾"	6⅞" x 8⅞"	6⅝" x 8¼"
1/2 page vert	3⅞" x 10¾"	4⅜" x 10⅞"	4⅝" x 11⅞"
1/2 page horiz	8½" x 4½"	9" x 5"	9¼" x 5¼"
1/2 island	5¼" x 7½"		
1/3 page vert	2½" x 10"		
1/3 page horiz	8¼" x 3"		
1/3 page sq	3⅞" x 6½"		
1/4 page sq	3⅞" x 4¾"		
1/4 page vert	1¾" x 10"		
1/4 page horiz	8¼" x 2⅛"		
1/6 page horiz	3⅞" x 3"		
1/6 page vert	2½" x 4⅝"		

Live area for bleed units: Type or illustrative material not intended to bleed must be kept ¼" from trim edge. Live matter on facing-page spreads should not be closer than 1/8" from center fold on each page, providing a total separation of 1/4".

Additional 2010 Advertising Information

Product/Literature Showcase – Gross Rates

Frequency	1x	3x	6x
Rate	\$1,910	\$1,800	\$1,700

E-Solution Electronic Showcase

Rates (net): Advertiser: \$1,200; Non-advertiser: \$1,500

Color: 2-color: \$400 net; 4-color: \$760 net.

2009 Publishing Schedule (closes first of the month of email date): January, March, May, July, September, November

Specifications: Digital material preferred. This media is best suited for graphic, high impact messages. User display limitations can render small text difficult to read.

Format: .jpg, 72 dpi.

Size: 400 x 256 pixels. Ads can be oriented horizontally or vertically.

Contact Jack Apostolik, Account Executive, at 973-920-7185; jack.apostolik@advantagemedia.com to reserve space.

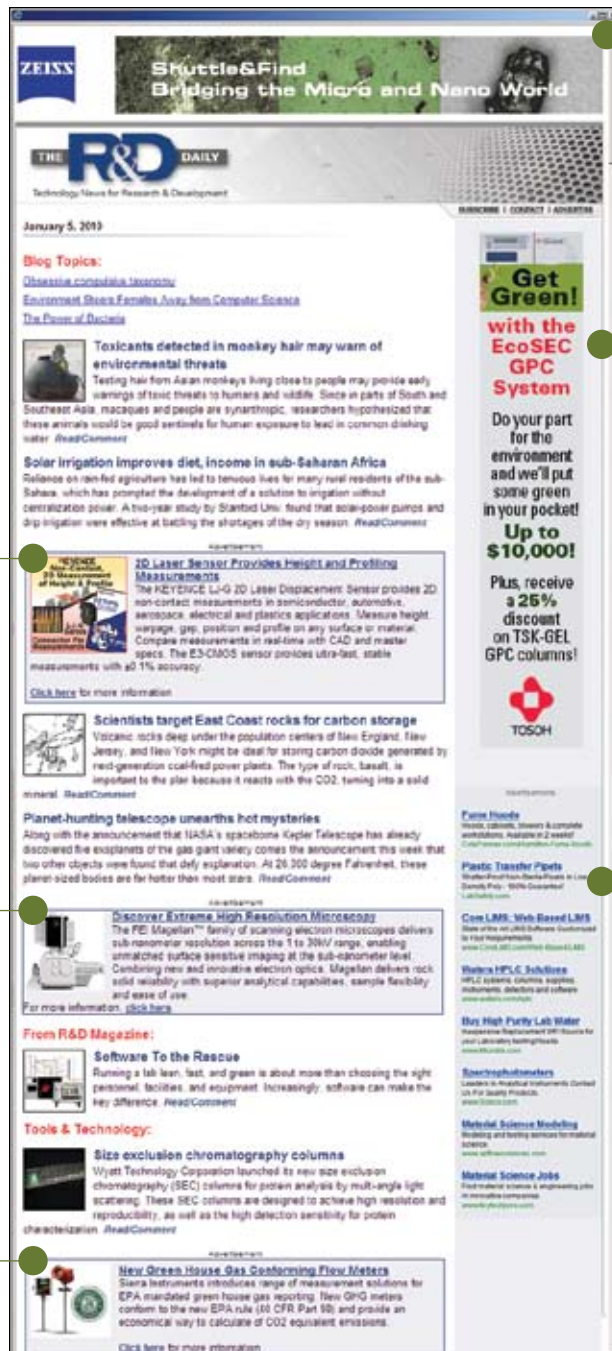


www.RDmag.com

The R&D Daily Enewsletter



R&D Magazine's daily newsletter – *The R&D Daily* – provides must-read news, features, analysis, and emerging products, systems, and equipment for an opt-in audience of 83,478 influential R&D decision-makers. Your ad will link directly to your site giving buyers access to more information about your company's products and services.



Banner or Text Ad*:
Position #1
Located among the newsletter articles
468 x 60 pixels

Banner or Text Ad*:
Position #2 –
Located among the newsletter articles
468 x 60 pixels

Banner or Text Ad*:
Position #3 –
Located among the newsletter articles
468 x 60 pixels

Leaderboard Ad:
Located above the top header (first item)
728 x 90 pixels

Tower Ad:
Located in the right-hand column
120 x 600 pixels:

Product Text Ads*:
Located in the right-hand column
Up to 24-character headline;
two-line text message not to exceed 75 characters;
up to 40-character URL (character counts should include spaces)

*Text ads: Send 40 words or less of text and a 100 x 100 pixel image. We will build the ad.

Send all R&D Daily advertising materials to newslettermaterials@advantagemedia.com.



Laboratory Design Newsletter & Conference

The *Laboratory Design* group of publications and events exists to serve the needs of the entire *R&D/Lab* community involved in the design, construction, and operation of laboratory facilities, including building owners and operators, high-level lab users and managers, and the building team (architects, engineers, consultants, and constructors). Our subscribers are involved in buildings owned by government, academia, and the private sector, devoted to research, teaching, clinical and forensic analysis, and QC/QA. *LDN* works synergistically with *R&D* to provide in-depth coverage and vertical reach from the inception of the laboratory building (new, renovated, or adapted) through all aspects of continuing operations.

Mission

The editorial mission is to provide cutting-edge information on trends and techniques that make these mission-critical buildings more efficient, cost-effective, and functional. Our diverse content, created by experts in the industry, is delivered effectively through:

- *Laboratory Design News* print newsletter. A concise monthly newsletter covering breaking news, trends, technical articles, new projects, new products, case studies, coming events and more.
- *Laboratory Design News*. A new expanded digital issue enables more news, features content, graphics, and more products that are easy to access and forward to colleagues and associates.
- *Laboratory Design Conference*. High-impact education, an expo of key products and services, and tours of either new or renovated lab facilities. Fully accredited by the American Institute of Architects (AIA), the conference is a great opportunity for learning and networking with lab design/construction/management as well as building owners/facilities managers and building teams.

These publications and events offer a unique mix of targeted information not provided by any other franchise.



2010
LABORATORY
Design
conference



Laboratory Design Newsletter

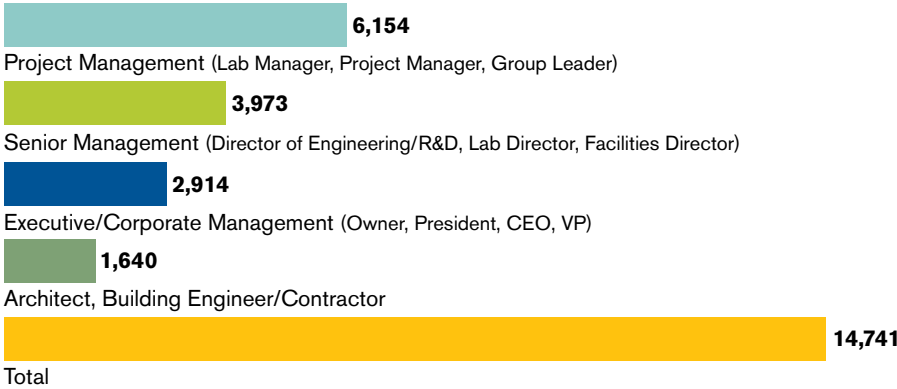
Published monthly, the *Laboratory Design Newsletter* delivers the freshest, most relevant, must-read information for people involved in designing, engineering, constructing, and operating laboratory facilities. Monthly editorial coverage focuses on the latest news and trends, providing detailed information about exemplary buildings, reports on exciting new facilities and new products, and additional need-to-know data that has a strong positive impact on their organizations.

**LABORATORY
Design** newsletter

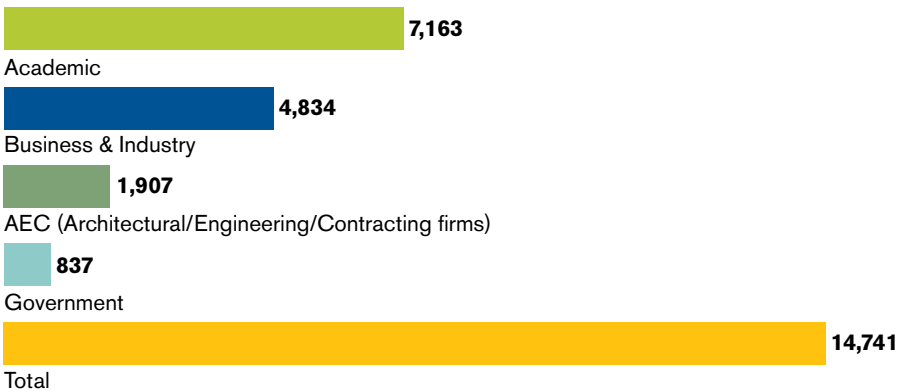
Monthly distribution 16,241
North American distribution 14,741



North American Circulation by Job Title



North American Circulation by Business & Industry



Japan distribution 1,500

Source: Publisher's data – September 2009.

Laboratory Design Newsletter Ad Sizes

- Full Page:** 7½" x 9¾"
- Half Page Horizontal:** 7½" x 5"
- Half Page Vertical:** 3½" x 9¾"
- Half Page Island:** 5" x 7½"
- Third Page:** 2¾" x 9¾"
- Quarter Page:** 3½" x 4¾"

Laboratory Design Newsletter Rates

Ad Size	Rate
Full Page	\$4,020
Half Page	\$2,990
Third Page	\$2,160
Quarter Page	\$1,850



Laboratory Design Conference

R&D's *Laboratory Design Conference* addresses researchers' needs for information, education, and design specifications as their firms expand their R&D activities through laboratory expansion, construction, and capital equipment purchases.

The *Laboratory Design Conference*, held each spring, is a dynamic educational and networking event for those involved in planning, designing, engineering, constructing, and operating laboratory facilities. Meeting sessions feature recognized experts delivering unique presentations on trends in creating the most efficient, state-of-the-art facilities.

Scheduled simultaneously with the Conference, the Laboratory Design Exhibition allows attendees to learn about companies offering relevant products and services to the laboratory design industry. Social gatherings provide plenty of opportunity for relaxation and networking. Tours of exemplary lab facilities, including those to which attendees would not otherwise have access, are an integral part of the overall Lab Design experience.

2010
**LABORATORY
Design**
conference

Sheraton Raleigh
Raleigh, North Carolina
April 19-21, 2010



Laboratory Design Conference/Sponsorship Rates

Premium Conference Sponsorship

- Pre-conference e-marketing blast to 5,400 *Laboratory Design Newsletter* subscribers
- Post-conference follow-up e-marketing blast
- 2 free attendee passes
- 10-foot linear exhibit space
- Complete attendee list with detailed contact information
- Company logo included on all marketing materials
- Corporate listing on Conference agenda
- 300 free leads

Cost: \$7,500 (net)

Lunch & Learn + Exhibit

- 15-minute presentation time
- Five-minute question and answer session after presentation
- 2 free attendee passes
- 10-foot linear exhibit space
- Complete attendee list with detailed contact information
- Company logo included on all marketing materials
- Corporate listing on Conference agenda
- 100 free leads

Cost: \$5,500 (net)

Exhibit Only

- 2 free attendee passes
- 10-foot linear exhibit space
- Complete attendee list with detailed contact information
- Corporate listing on Conference agenda
- Company logo included on all marketing materials
- 100 free leads

Cost: \$3,100 (net)

Lab of the Year Awards Ceremony Sponsor

- 20-minute presentation prior to ceremony
- Five-minute question and answer session after ceremony
- Full-page ad in May 2010 *Laboratory Design Newsletter*
- Laboratory Design Section Sponsorship on the Laboratory Design website with cross-promotion on RDmag.com
- 2 free attendee passes
- 10-foot linear exhibit space
- Complete attendee list with detailed contact information
- Company logo included on all marketing materials
- Corporate listing on Conference agenda
- 100 free leads

Cost: \$7,000 (net)

Cocktail Reception

\$5,000 (net)

Refreshment Breaks

\$3,800 (net)

Attendee Bag Sponsorship

\$1,000 (net)

Attendee Bag Insert

\$750 (net)



www.RDmag.com

Publishing Team



Editorial Staff:

Editorial Director

Rita Peters
973-920-7034; Fax: 973-920-7542
rita.peters@advantagemedia.com

Senior Editor

Paul Livingstone
973-920-7032; Fax: 973-607-5612
paul.livingstone@advantagemedia.com

Managing Editor

Lindsay Hock
973-920-7036; Fax: 973-920-7542
lindsay.hock@advantagemedia.com

Laboratory Design Newsletter

Julie Higginbotham, Editor in Chief
773-282-4753; Fax: 973-607-5676
julie.higginbotham@advantagemedia.com

Sales & Production Staff:

Group Publisher

Sofia Goller
973-920-7051; Fax: 973-920-7542
sofia.goller@advantagemedia.com

East Coast, Midwest

Jolly Patel
973-920-7743; Fax: 973-607-5584
jolly.patel@advantagemedia.com

West Coast

Brian O'Rourke
973-920-7753; Fax: 973-607-5486
brian.orourke@advantagemedia.com

Inside Sales, Florida

Jack Apostolik
973-920-7185; Fax: 973-607-5517
jack.apostolik@advantagemedia.com

Production Manager

Danielle DiSessa, R&D
973-920-7159; Fax: 973-607-5561
danielle.disessa@advantagemedia.com

Production Manager

Nicole Ross, Laboratory Design Newsletter
973-920-7151; Fax: 973-607-5556
nicole.ross@advantagemedia.com

Web Production Specialist

Marcel Schooler
973-920-7025; Fax: 973-607-5577
marcellus.schooler@advantagemedia.com

