



# LifeScienceLab

www.lifesciencelab.com.au

## Website overview

www.lifesciencelab.com.au is an essential online source of information for protein, cancer and genome research.

Content includes news and developments, cutting edge products, emerging trends in technological processes and the latest protein cancer genome science events coverage.

The site is updated daily with a variety of news stories, focuses on trends, product features and multimedia. Visitors also have the opportunity to post feedback to suppliers.

To further drive relevant and targeted traffic to each site, readers will have the option to subscribe to an e-newsletter delivered twice weekly. The site is targeted at buyers, specifiers and decision makers across the breadth of cancer genome research including directors, CEOs, doctors, scientists and managers.

## Sponsorship Opportunities

### The sponsorship package includes:

1. One tile ad run-of-site (ROS)
2. Rotational ROS banner inventory
3. Rotational Editorial island ad inventory
4. Exclusive editorial rights to the resource centre (includes lead generation)
5. One tile throughout sponsorship life in weekly email newsletter
6. Rotational banner inventory throughout sponsorship life in twice weekly email newsletter
7. Flat rate of \$1000 + GST per month



## Material Specifications for Online Advertising

- I All creative MUST be supplied with a click through URL
- I If supplying SWF files you must also supply back-up gif files
- I Files can be supplied as .GIF, JPEG, .SWF
- I .SWF cannot be used on html newsletters

Type	Spec	Size	Animation
Banner	468x60px	30K	20 sec
Tile	125x125px	20K	20 sec
Island	300x250px	35K	20 sec

## Flash creative

We currently support Flash player 6 or higher

**Please refer to our Spec Sheet for further details.**

Please note that Microsoft Outlook 2007 users will only see frame one on animated gif files, to ensure you gain the best exposure from your advertisement, we recommend that frame one of your animated artwork includes all contact details.

## contacts

Vertical Online Sales Manager  
 Helen Hill  
 T: 02 9422 2290  
 E: helen.hill@reedbusiness.com.au

Online Editor  
 Marilina Masciantonio  
 E: Marilina.Masciantonio@ReedBusiness.com.au