### 2016 CALENDAR & DEADLINES

<table>
<thead>
<tr>
<th>SPECIAL FEATURE</th>
<th>BONUS DISTRIBUTION</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
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<tr>
<td>JANUARY</td>
<td></td>
<td>Nov 30</td>
<td>Dec 3</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td></td>
<td>Dec 28</td>
<td>Dec 31</td>
</tr>
<tr>
<td>MARCH</td>
<td>Society of Toxicology (SOT) New Orleans; March 13 - 17</td>
<td>Jan 27</td>
<td>Feb 1</td>
</tr>
<tr>
<td>APRIL</td>
<td>American Association for Cancer Research (AACR) New Orleans; April 16 - 20</td>
<td>Mar 2</td>
<td>Mar 7</td>
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<tr>
<td>MAY</td>
<td></td>
<td>March 30</td>
<td>Apr 4</td>
</tr>
<tr>
<td>JUNE READEX STUDY (PG 7)</td>
<td>Tribranch Atlantic City; June 6 - 8</td>
<td>May 2</td>
<td>May 5</td>
</tr>
<tr>
<td>JULY</td>
<td></td>
<td>Jun 1</td>
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<tr>
<td>AUGUST</td>
<td></td>
<td>Jun 29</td>
<td>Jul 5</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>National Capitol Area Branch (NCAB) of AALAS</td>
<td>Aug 1</td>
<td>Aug 4</td>
</tr>
<tr>
<td>OCTOBER AALAS ISSUE (PG 8)</td>
<td>American Association for Laboratory Animal Science (AALAS) Charlotte; October 30 - November 3</td>
<td>Aug 31</td>
<td>Sep 6</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Society for Neuroscience (SfN) San Diego; November 12 - 16</td>
<td>Sep 29</td>
<td>Oct 4</td>
</tr>
<tr>
<td>DECEMBER BUYERS’ GUIDE (PG 9)</td>
<td></td>
<td>Oct 27</td>
<td>Nov 3</td>
</tr>
</tbody>
</table>

### 2016 RATE CARD

#### DISPLAY ADVERTISING 2016 RATES

<table>
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<tr>
<th></th>
<th>4 COLOR</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
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<td>$6,430</td>
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<td>$5,760</td>
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<tr>
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<td>$2,780</td>
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</tr>
<tr>
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<td>$2,000</td>
<td>$1,950</td>
<td>$1,900</td>
<td>$1,850</td>
<td>$1,800</td>
<td>$1,750</td>
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<tr>
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<td>$1,250</td>
<td>$1,220</td>
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</tbody>
</table>

|        | B&W | 1X    | 3X    | 6X    | 9X    | 12X   | 24X   |
|        |     | $5,110| $4,950| $4,790| $4,630| $4,470| $4,310|
| FULL PAGE | $4,690  | $4,560| $4,390| $4,240| $4,090| $3,940|
| 2/3 PAGE  | $4,330  | $4,240| $4,160| $4,090| $3,940| $3,790|
| 1/2 ISLAND| $3,320  | $3,210| $3,100| $2,990| $2,880| $2,770|
| 1/2 PAGE H/V| $2,490  | $2,420| $2,350| $2,280| $2,210| $2,140|
| 1/3 PAGE  | $1,670  | $1,620| $1,570| $1,520| $1,470| $1,420|
| 1/4 PAGE  | $1,120  | $1,090| $1,060| $1,030| $1,000| $970|

#### LAB ANIMAL PRODUCT SHOWCASE CALENDAR

Promote new products and services to 10,000 qualified animal research professionals

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>MATERIALS DEADLINE</th>
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<tbody>
<tr>
<td>Jan</td>
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<td>Dec 22</td>
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<td>Mar</td>
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<tr>
<td>Nov</td>
<td>Sep 23</td>
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<tr>
<td>Dec</td>
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### 2016 RATE CARD

#### CLASSIFIEDS 2016 RATES

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<th>3X</th>
<th>6X</th>
<th>9X</th>
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<th>24X</th>
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<td>$5,300</td>
<td>$5,140</td>
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<td>$3,860</td>
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<td>$1,150</td>
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<td>$1,090</td>
<td>$1,060</td>
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#### CLASSIFIEDS 1X

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>4 Color</td>
<td>$1,200</td>
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</tr>
</tbody>
</table>

*Add color charge when necessary*

*All premium positions add 15%*
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 Calendar &amp; Deadlines</td>
<td>REMOVABLE INSERT</td>
</tr>
<tr>
<td>About <em>Lab Animal</em></td>
<td>1</td>
</tr>
<tr>
<td>Reader Demographics</td>
<td>2-3</td>
</tr>
<tr>
<td>Digital Advertising</td>
<td>4</td>
</tr>
<tr>
<td>Inside View</td>
<td>5</td>
</tr>
<tr>
<td>Product Profile</td>
<td>6</td>
</tr>
<tr>
<td>Readex Message Impact® Study</td>
<td>7</td>
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</tr>
<tr>
<td>2017 Buyers’ Guide</td>
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</tr>
<tr>
<td><em>Lab Animal</em> Product Showcase (LAPS)</td>
<td>10</td>
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<tr>
<td>International Reach</td>
<td>11</td>
</tr>
<tr>
<td>Print Advertising</td>
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<tr>
<td>2016 Display Advertising Mechanical Specifications</td>
<td>13-15</td>
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<tr>
<td>What our readers are saying</td>
<td>16-17</td>
</tr>
</tbody>
</table>
Lab Animal publishes timely and informative content emphasizing proper management and care. Lab Animal reaches over 10,000 animal research professionals in both the academic world and applied research industries. This readership consists of influencers and decision-makers involved in genetic engineering, human and animal therapeutics, and pharmaceutical drug discovery.

Lab Animal is a valuable resource for the veterinarians, technicians, facility managers and IACUC members who work tirelessly behind the scenes of biomedical research. We offer them a variety of expert-written content on a full range of pertinent topics: animal care and husbandry; diagnosis and treatment; facility planning, design and management; staff training, and more.

Lab Animal pledges to continue fulfilling its role as a resource for the unsung heroes of biomedical research. As our readers are committed to ensuring the humane and efficient care of the animals on which our modern medical breakthroughs rely, so we are committed to bringing them the most current and relevant information – including products and technologies – affecting their research.
1. Which animals do you work with?**

- Rodents: 47%
- Cats/Dogs/Ferrets: 25%
- Domestic Farm Animals: 21%
- Lagomorphs: 20%
- Nonhuman Primates: 16%
- Amphibians: 15%
- Zebrafish: 11%
- Other: 6%

2. What products do you use?**

- Caging/Housing: 38%
- Surgical Equipment: 34%
- Biosafety Equipment: 32%
- Veterinary Care Equipment: 31%
- Sterilization Equipment: 31%
- Husbandry: 30%
- Enrichment Equipment: 30%
- Specialized Diets: 28%
- Feeders/Water Systems: 27%
- Monitoring Equipment: 26%
- Contract Services: 13%
- Lab Management Software: 12%
- HVAC: 10%
- Assay Kits: 8%
- Antibodies: 8%
- Aquarium/Aquatic Equipment: 6%

Lab Animal’s subscription application includes questions about the animals our readers work with and the products they use in their research.

*BPA data, 2015 **Publishers Own Data, June 2015
READERSHIP***

HOW MANY PEOPLE, INCLUDING YOURSELF, SHARE THE PRINT COPY OF LAB ANIMAL THAT YOU READ?

PASS-ALONG RATE = 2.59
LAB ANIMAL READERSHIP = 25,900

91% STATE THEY READ LAB ANIMAL 'EVERY ISSUE' OR 'MOST ISSUES'; ONLY 29% STATE THEY READ ALN THAT REGULARLY.

91% STATE THE QUALITY OF ORIGINAL ARTICLES IN LAB ANIMAL IS 'EXCELLENT'.

PRODUCT PURCHASING BEHAVIOR***

WHAT IS YOUR ANNUAL BUDGET FOR RESEARCH PRODUCTS/ EQUIPMENT (IN USD)?

- more than $50k: 49%
- more than $100k: 36%
- more than $500k: 9%

AFTER SEEING A PRODUCT ADVERTISED IN LAB ANIMAL, WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN?

- Visited a company's website for more information: 79%
- Discussed the product/technology: 61%
- Recommended the product/technology to a colleague: 40%
- Called a company for more information: 25%
- Purchased a new product/technology: 22%

88% ARE INVOLVED IN PURCHASING DECISIONS AT THEIR ORGANIZATION.

HOW DO YOU LEARN ABOUT NEW PRODUCTS AND TECHNOLOGIES?

- Journal articles: 84%
- Colleagues/ word of mouth: 71%
- Trade shows/ conferences: 64%
- Webcasts/webinars: 58%
- Print advertisements: 54%
- Buyer’s guides: 41%
- Emails: 39%
- Protocols: 39%
- Online advertisements: 29%
- Direct mail: 24%

***Reader Survey, 2015***
DIGITAL ADVERTISING

Wallpaper Advertising
The Wallpaper format provides seven times the level of message association, compared to traditional formats (Skyscraper, MPU, Banner) and the highest level of brand awareness.**

Banner Advertising
Benchmark research reports show that online display advertisements positively impact brand metrics: online ad awareness, message association, brand awareness, brand favorability, and purchase intent. Online ad exposures also yield a lift in important online behaviors such as brand site visitation and trademark searches.** Leaderboard and Skyscraper ads can run on both LabAnimal.com and the Buyers’ Guide (pg 9).

Alerts and Third Party Email
Email recipients use their inbox to stay connected with the news and information that is most relevant to them. Labanimal.com users sign up for monthly alerts as well as promotional emails from trusted third parties to keep up with news, research, and promotional opportunities that affect their work and the products and technologies they rely on. Ask your Account Manager for information and advice on effective banner advertising.

Alerts
With every monthly issue of Lab Animal an alert is sent to registered subscribers. Dedicated advertising positions allow your message to appear alongside the content they have requested to receive.

Email
You can also send a dedicated email to subscribers and online registrants who have opted to hear from trusted third parties. We offer digital design services at a competitive rate. Please ask your account manager for details. They can also assist you with incorporating social share tools into your email design: Facebook, Twitter, LinkedIn, forward to a friend, and more. Ask your Account Manager for advice on creating the most effective email campaigns.

*IAB Data **comScore, How Online Advertising Works, 2010
**INSIDE VIEW**

*Lab Animal* Inside View features offers a unique opportunity for organizations with big talent to showcase their most interesting and accomplished personalities to the *Lab Animal* audience. Appearing as a double-page feature, Inside View is a platform where you can introduce a key personality from within your organization and tell his/her story.

- Introduce the brilliant minds contributing to your organization’s success
- Strengthen the human element of your brand
- Establish personal connection with *Lab Animal’s* readership
- Leverage the *Lab Animal* brand to build credibility of your narrative

You can select the representative and the story you wish to share, then a writer commissioned by the *Lab Animal* editorial team will conduct an interview and write the feature.
A Product Profile provides a unique opportunity to engage with readers beyond the capabilities of a regular print ad. With a Product Profile, your company can speak directly to readers in depth about the unique advantages of your products and services. Become a ‘resource’ about the latest technologies and products and establish a deeper, more personal connection with the Lab Animal readership. If your company produces educational information, let Lab Animal be a platform to help distribute that content to an avid audience.
What is a Message Impact® Study?
By placing an ad in a Readex issue of Lab Animal you will receive a free Message Impact® Study conducted by Readex Research - an independent research company. Readex will ask a sample of readers to respond to questions regarding specific ads that appear in the study issue. The study is conducted via email and aims to hear from 80-100 respondents. As a participating advertiser in the study issue you’ll receive a complete results report approximately 4 weeks after the publication’s issue date.

What kind of feedback will I receive?
1. Ratings on your ad’s creative
In this section readers rate your ad on three dimensions: Attention-Getting Ability, Believability, and Information Value. Your report will feature graphs that not only show scores for your ad, but also the category averages for your ad’s product/service and size/color categories.

2. Actions taken or planned as a result of seeing your ad
Here you get a graphical look at what actions readers took or plan to take as a result of seeing your ad. You’ll be able to look at your results as a function of your ad’s objective. In other words, what were you trying to get people to do? Relative to other ads, did people do what you intended?

3. Qualitative Feedback
In this section, you’ll receive approximately 40-70 verbatim responses to the question, “What message or feeling do you get from this ad?” Here you will see, in the readers’ own words, some reasons why your ad may have scored the way it did.

Using and Interpreting Your Results
The results from your Message Impact® Study help you compare and contrast your ad to the overall averages in your product/service category or to size/color averages. You can then compare your scores to those of your competitors and generate new ideas to help you better communicate with your market.

2016 Readex Message Impact® Schedule

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSE</th>
<th>COPY DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAB ANIMAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 2016</td>
<td>May 2</td>
<td>May 5</td>
</tr>
</tbody>
</table>

As you plan your advertising schedule, don’t overlook the added value offered with a Message Impact® Study. The results can be an invaluable tool in helping you shape your advertising messages. To learn more about Readex Message Impact® Studies visit www.readexresearch.com/message-impact-studies.com
In addition to *Lab Animal*’s 10,000 qualified circulation, copies of the October issue will be distributed directly from our booth at the AALAS National Meeting.

**Reach delegates with a targeted message**

The October issue of *Lab Animal* will be distributed at the American Association for Laboratory Animal Science (AALAS) National Meeting taking place from October 30 - November 3 in Charlotte, North Carolina.

Over 4,000 registered attendees and more than 250 exhibitors in the academic world and applied research industries attend the AALAS National Meeting. Place a targeted message in the *Lab Animal* AALAS show issue and you can:

- Drive traffic to your booth at AALAS
- Promote special incentives or give-aways
- Announce a product release at the show

**AALAS exhibitors receive a complimentary counter card**

Advertise in the October issue of *Lab Animal* and you will receive a complimentary counter card displaying your advertisement. Counter cards add value to your conference promotions while associating your organization with the trusted *Lab Animal* brand.

**2016 AALAS Distribution Schedule**

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSE</th>
<th>COPY DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2016</td>
<td>Aug 31</td>
<td>Sept 6</td>
</tr>
</tbody>
</table>

*Lab Animal* Counter Card
2017 BUYERS’ GUIDE

Be included in the go-to reference for decision-makers at leading animal research organizations across the United States and around the world. Don’t miss out on the brand exposure, long-term visibility, and potential profits you gain with presence in the Lab Animal Buyers’ Guide and the International Buyers’ Guide.

What is the Lab Animal Buyers’ Guide?
The Lab Animal Buyers’ Guide is published every year in December and circulated to over 10,000 Lab Animal subscribers—key influencers and decision-makers at leading animal research organizations involved in genetic engineering, human and animal therapeutics, and pharmaceutical drug discovery.

The Lab Animal Buyers’ Guide is the go-to reference for veterinarians, technicians, facility managers and IACUC members looking for specific products and technologies they need for their research. The Buyers’ Guide is catalogued in offices, labs, and personal libraries across the North America and referenced throughout the entire year.

Interested in reaching a global audience with your products? Ask your Account Manager for more information on how to be included in the International Buyers’ Guide (pg 11), circulated to over 15,000 research professionals outside of North America.

Full-page and fractional ads can be accommodated within and around the Product Type section of your choice.

95% OF READERS STATE THE ANNUAL LAB ANIMAL BUYERS’ GUIDE IS A USEFUL RESOURCE*

2017 Buyers’ Guide Schedule

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
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</tr>
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<tbody>
<tr>
<td>December 2016</td>
<td>Oct 27</td>
<td>Nov 3</td>
</tr>
</tbody>
</table>

LAB ANIMAL PRODUCT SHOWCASE (LAPS)

Promote new products and services to 10,000 qualified animal research professionals

LAPS - Lab Animal Product Showcase is offered free of charge to Lab Animal advertisers. Lab Animal introduced LAPS to add value to your ongoing print and PR campaigns and to assist you in communicating product developments and/or launches to 10,000 qualified animal research professionals. LAPS appears in all issues of Lab Animal (except the December Buyers’ Guide) and is showcased consistently in prime real estate - just before the inside back cover.

What materials do I need to participate in a LAPS?
Simply supply 50 words describing the product you wish to promote and a high resolution product image.

How do I submit materials for a LAPS?
Simply email your materials to your dedicated Account Manager, Jeremy Rechtshaid at j.rechtshaid@us.nature.com. Be sure to include your desired issue date in the email.

Are there deadlines for submitting materials?
Yes. Please refer to the LAPS calendar below for deadlines on each Lab Animal issue.

2016 LAPS CALENDAR

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>MATERIALS DEADLINE</th>
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<tbody>
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<td>Nov</td>
<td>Sep 23</td>
</tr>
<tr>
<td>Dec</td>
<td>N/A*</td>
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</tbody>
</table>

*LAPS does not appear in the December 2016 Buyers’ Guide
INTERNATIONAL REACH

Lab Animal Europe
Packed with European content and topical issues, Lab Animal Europe is established as the leading publication for scientists, facility managers and technicians throughout Europe. Year on year it continues to be Europe’s most widely read publication in the Laboratory Animal Science sector of the research industry.

Lab Animal Asia Pacific
Produced quarterly, Lab Animal Asia Pacific has quickly become the publication of choice for laboratory animal technologists and scientists throughout Asia. It enjoys distribution to leading research establishments, contract research organisations and educational establishments studying laboratory animal science.

International Buyers' Guide
Circulated to over 15,000 research professionals located around the world. Be sure to secure your presence in this essential annual guide to products and services, the reference guide used by decision makers all year round.
In addition to traditional print advertisements, *Lab Animal* also accommodates inserts and outserts that are bound into or polybagged with the journal. Add value and impact to your ongoing campaigns, attract reader attention to new **product launches**, or target **delegates** at a particular conference and draw traffic to your booth.

**PRINT ADVERTISING**

- Tip-on
- Loose Insert
- Loose Outsert
- Bound Insert
- Gatefold
- Butterfly Gatefold
- Bookmark
- Magna-Strip
- Poster

---

**GIVE YOUR ADS THE POWER OF PRINT***

2016 DISPLAY ADVERTISING MECHANICAL SPECS

FULL PAGE ADVERTISEMENTS

**FULL PAGE TYPE AREA**
7” wide  
× 10” deep

**FULL PAGE TRIM SIZE**
8 1/4” wide  
× 10 7/8” deep

**FULL PAGE BLEED SIZE**
8 3/2” wide  
× 11 1/8” deep

**FULL PAGE BLEED SIZE**
16 1/2” wide  
× 10 7/8” deep

**DPS TRIM SIZE**
16 3/4” wide  
× 11 1/8” deep

**DPS BLEED SIZE**
16 3/4” wide  
× 11 1/8” deep

FRACTIONAL ADVERTISEMENTS

**HALF PAGE HORIZONTAL**
7” wide  
× 4 7/8” deep

**HALF PAGE VERTICAL**
3 3/8” wide  
× 10” deep

**THIRD PAGE VERTICAL**
2 3/16” wide  
× 10” deep

**THIRD PAGE SQUARE**
4 9/16” wide  
× 4 7/8” deep

**QUARTER PAGE**
3 3/8” wide  
× 4 7/8” deep

**ISLAND**
4 9/16” wide  
× 7 3/8” deep

*PAGE SPREADS SHOULD BE SET UP AS INDIVIDUAL FULL PAGE ADVERTISEMENTS AS PER TRIMS LISTED.
ENSURE THAT ALL PERTINENT INFORMATION IS AS LEAST 3/16” FROM THE GUTTER ON PAGE SPREADS.
SPECIAL SIZE ADVERTISMENTS: Require earlier ad submission, please speak with your sales representative for more information.

Double Gatefold Cover Trim Size*
(bleed should extend 1/8” from trim where necessary)

<table>
<thead>
<tr>
<th>Back Cover Gate (Cover 4 Gate)</th>
<th>Back Cover (Cover 4)</th>
<th>Front Cover (Cover 1)</th>
<th>Front Cover Gate (Cover 1 Gate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 3/4” W x 10 7/8” D</td>
<td>8” W x 10 7/8” D</td>
<td>8” W x 10 7/8” D</td>
<td>7 3/4” W x 10 7/8” D</td>
</tr>
</tbody>
</table>

Double Gatefold Back Cover Trim Size*
(bleed should extend 1/8” from trim where necessary)

<table>
<thead>
<tr>
<th>Inside Front Gate (Cover 2 Gate)</th>
<th>Inside Front Cover (Cover 2)</th>
<th>Inside Back Cover (Cover 3)</th>
<th>Inside Back Gate (Cover 3 Gate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 3/4” W x 10 7/8” D</td>
<td>8” W x 10 7/8” D</td>
<td>8” W x 10 7/8” D</td>
<td>7 3/4” W x 10 7/8” D</td>
</tr>
</tbody>
</table>

ACCEPTABLE FILE FORMATS FOR GRAPHICS
Artwork should be supplied in PDF format. To ensure good reproduction of your artwork please supply a PDF to PDF/X-1a standard. If this is not possible, supply a standard, high resolution PDF, of at least 300dpi with all fonts and images embedded. Ensure that bleed is included and clearly shown with bleed marks. We recommend using Adobe Acrobat 6.0 or higher.

For help on creating PDFs to our specifications please visit: http://npg.nature.com/advertising/adsend

We also accept artwork supplied in these formats: InDesign, QuarkXPress (v6.5), Adobe Illustrator, Adobe Photoshop, TIFF and EPS.

- Corel Draw and Microsoft Office files cannot be accepted
- PDFs should not use any passwords or security options
- Files should not contain transparency options, these may not print as expected
- Adobe Illustrator files need to be saved with all images embedded, all fonts embedded or converted to outlines
- Full page advertisements must have a bleed of 3mm or 1/8” added to the trimmed advert size
- Four-color solids should not exceed an overall ink density of 300%

COLOR
- All files must use a CMYK or Grayscale color space
- No spot colors should be used
- No Color Management, ICC profiles or Lab color should be used

FONTS
- Embed or supply fonts as necessary
- Do not use ‘multiple master’ fonts

IMAGES
- Images supplied should be no less than 300dpi
- Images must be CMYK or Grayscale
- Do not use duotones made using spot colors

PROOFS
For best color reproduction you must supply an accurate color proof.
Send via conventional mail to your production contact. The proof must have been created from the same digital files as those supplied to us. For monochrome advertisements, a black and white laser proof is sufficient.

*Page spreads should be setup as individual full page advertisements as per trims listed. Ensure that all pertinent information is at least 3/16” from the gutter on page spreads.
DIGITAL SPECIFICATIONS

Artwork should be supplied in PDF format. To ensure good reproduction of your artwork please supply a PDF to PDF/X-1a standard. If this is not possible, supply a standard, high resolution PDF, of at least 300dpi with all fonts and images embedded. Ensure that bleed is included and clearly shown with bleed marks. We recommend using Adobe Acrobat 6.0 or higher.

We also accept artwork supplied in the these formats: InDesign, Adobe Illustrator, Adobe Photoshop, TIFF and EPS.

For best color reproduction you must supply an accurate color proof. Send via conventional mail to your production contact. The proof must have been created from the same digital files as those supplied to us. For monochrome advertisements, a black and white laser proof is sufficient.

INSERTS

Advertisers can supply pre-printed inserts; specifications and rates should be discussed with their representatives. Three sample copies of an insert must be sent to the production department for inspection and approval one month prior to the issue date of insertion. Approved inserts must arrive at the printer two weeks prior to the issue date to guarantee insertion. We are not responsible for shipments that are delayed for any reason.

ONLINE SPECIFICATIONS

Banner creatives are due 3 business days prior to campaign start date, and must include a live clickthrough URL. Banners must be either 120x600 or 468x60 pixels in a GIF or JPEG format. Be sure to also provide an alternative text version of your banners (ex., Brought to you by <Company Name>).

Advertisements with white or grey backgrounds should have a one-pixel border around the graphic’s perimeter and/or created within the graphic, and the inclusion of the border must not exceed the ad’s dimension restrictions. For banners that include loops, there is a maximum number of 3 loops per banner, and best practice is for animation length that is no longer than 15 seconds. Advertisements may not employ persistent rapid/strobing animation of any graphic, copy, or background element(s).

Advertisements cannot mislead the user. No creative can mimic or resemble any Windows/Macintosh/Unix dialogue boxes, error messages, etc. Lab Animal has final approval over all creative supplied and in the case of extreme negative user feedback/interference reserves the right to pull creative prior to campaign delivery.

ELECTRONIC SUBMISSION

Sending Files via the internet
Please visit http://eagleray.nature.com
Log-in using the following information

USER ID: npgads
PASSWORD: npgads
Fill out the form, browse to the file that you want to upload and hit the upload button when finished.

SENDING FILES USING FTP
Use an FTP client such as ‘Transmit’ to upload advertising material to us. Compress all files before uploading. It is important to tell production the filename and issue it intends to run in.

ADDRESS: ftp.nature.com
USER ID: adtraffic
PASSWORD: npgads

SENDING FILES VIA E-MAIL
PDFs less that 4MB can be submitted by email to: ad_traffic@us.nature.com

MAIL SUBMISSION

We can accept digital files on CD and DVD
Please label the materials with:

• Journal Issue
• Contact Person
• Advert Name
• File Name

CONTACT INFORMATION

Please send discs and proofs to the address below
Dan Chen
Springer Nature
1 New York Plaza, Suite 4500
New York, NY 10004
T: 212-726-9327
Dan.Chen@us.nature.com

For further information, help and advice on any aspect of digital production please contact us using the details below:

Patrick Dawkins
T: 212.726.9307
p.dawkins@us.nature.com

Michael Broomes
T: 212.726.9302
m.broomes@us.nature.com
WHAT OUR READERS ARE SAYING ABOUT THE JOURNAL*

"LAB ANIMAL IS THE 'GOLD STANDARD' IN THE LABORATORY ANIMAL FIELD"
-Manager: Regulatory/Compliance/Safety/QA/QC

"GREAT LAYOUT AND INFORMATION"
-Research Scientist

"THIS IS GOOD JOURNAL [FOR] THOSE CONDUCTING BIOMEDICAL INVESTIGATIONS USING ANIMALS."
-Research Scientist

"STRAIGHT FORWARD, CLEAR AND CONCISE. NOT OVERWHELMING."
-Toxicologist

"[HAS] ALL THE DATA THAT I NEED TO HELP ANIMALS LIVE AND FEEL BETTER"
-Facility Director/Manager/Supervisor

"LAB ANIMAL PROVES TO BE A GREAT RESOURCE FOR PROCURING QUALITY LAB EQUIPMENT. GIVES CURRENT INFORMATION ON LAB PRODUCTS & EQUIPMENT."
-Professor

"GREAT INFORMATION ON PRODUCTS & ARTICLES ON RESEARCH ANIMALS"
-Facility Director/Manager/Supervisor

"GREAT REFERENCE!"
-Toxicologist

"I LOOK FORWARD TO EACH ISSUE. I ALWAYS FIND SOMETHING OF INTEREST"
-Manager: Regulatory/Compliance/Safety/QA/QC

"IT HAS TOPICAL ARTICLES WHICH IS VERY HELPFUL TO STAY ABREAST OF CURRENT RESEARCH."
-Facility Director/Manager/Supervisor

*Reader Survey, 2015
"THE BUYERS’ GUIDE IS ONE OF THE 1ST THINGS I THINK ABOUT USING WHEN I AM SEARCHING FOR A PARTICULAR LAB ANIMAL RELATED ITEM.”
-Pharmaceutical Manager

"IT IS BORROWED FROM ME ALL THE TIME.”
-Research Assistant/Associate

"I FIND IT VERY USEFUL AND IT HAS PRODUCTS THAT ARE NEW TO ME."
-Research Scientist

"IT’S A GREAT ONE STOP RESOURCE WHEN LOOKING FOR SUPPLIES"
-Facility Director/Manager/Supervisor

"I HAVE BEEN A REGULAR AND LOYAL USER OF THE BUYER’S GUIDE SINCE THE 80S."
-Facility Director/Manager/Supervisor

"THE BUYERS’ GUIDE IS AWESOME!"
-Facility Director/Manager/Supervisor

"IT IS A GREAT SERVICE"
-Research Scientist

"GREAT RESOURCE"
-Facility Director/Manager/Supervisor

"EXCELLENT RESOURCE MATERIAL"
-Professor

“THE BUYERS' GUIDE IS A GREAT RESOURCE FOR MY STORES GROUP!"
-Lab Animal Reader

“EASY TOOL."
-Facility Director/Manager/Supervisor

Reader Survey, 2015
For information on how to reach qualified, active, and engaged Lab Animal readers contact your dedicated Account Manager.

Jeremy Rechtshaid
E: j.rechtshaid@us.nature.com
T: (212) 451-8567

Learn more about advertising with Lab Animal online at labanimal.com/advertising