



Advertising Rates and Guidelines for Washington Biotechnology & Biomedical Association

- [Newsletter | The Life Science Innovator, A WBBA Publication](#)
 - [Website | WWW.WASHBIO.ORG](http://WWW.WASHBIO.ORG)
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The Life Science Innovator, A WBBA Publication

WBBA's newsletter, *The Life Science Innovator* is an online, quarterly publication sent to the WBBA membership database. Features include top stories, new member profiles, company updates from WBBA members and upcoming events. It also includes ads/paid announcements. We encourage you to work with us to ensure content and messaging are geared to *The Life Science Innovator* readership.

2011-2012 Publication Schedule: *(subject to change)*

December 15, 2011 | March 15, 2012 | June 14, 2012 | September 13, 2012 | December 13, 2012

Ads are due 10 days prior:

December 5, 2011 | March 5, 2012 | June 4, 2012 | September 3, 2012 | December 3, 2012

Advertising Options:

Exclusive Newsletter Email Announcement Ad: This ad is included in the email that is sent to inform readers that the newsletter is available. Limited to one ad per newsletter and priority is given to members. [Sample available online.](#) Placement of the ad will follow the newsletter summary sent via email and can be linked to advertiser's website.

COST: \$250 for members and \$500 for nonmembers per publication

SIZE: approximate 400 pixels wide X 300 pixels tall; JPEG format

Newsletter Ads: These advertisements are included in the framework of the online newsletter and can be linked to advertiser's website. [Sample available online.](#) Placement of the ad varies based on newsletter length and layout and is at the discretion of the editor.

COST: \$100 for members and \$200 for nonmembers per publication

SIZE: approximate 400 pixels wide X 300 pixels tall; JPEG format

Website Advertising

Home page ad: These advertisements are placed at the top of the right hand navigation panel of the website. Space is currently limited to 3 ads. Ads run for 30 days and can be renewed based upon space availability. [Sample available online.](#)

COST: \$250 for members and \$500 for nonmembers per 30 day period

SIZE: approximate 175 pixels wide X 175 pixels tall; JPEG format

Please contact Brenda Stav at Brenda@washbio.org or 206.456.9572 with questions or to reserve your advertising space.