

## LES INSIGHTS BANNER ADVERTISEMENT RATE CARD

To reserve advertising space, please email [ads@les.org](mailto:ads@les.org).

Duration	Position	Members		Non-Members	
		Price Per Week	Total Price	Price Per Week	Total Price
<b>STANDARD WEEKLY RATES</b>					
1 Week	Position 1	\$ 700	\$ 700	\$ 825	\$ 825
	Position 2	\$ 450	\$ 450	\$ 575	\$ 575
	Position 3	\$ 450	\$ 450	\$ 575	\$ 575
	Position 4	\$ 450	\$ 450	\$ 575	\$ 575

<b>DISCOUNTED RATES FOR AGREEMENTS EXTENDING 1 MONTH OR LONGER</b>					
1 Month*	Position 1	\$ 630	\$ 2,520	\$ 743	\$ 2,970
	Position 2	\$ 405	\$ 1,620	\$ 518	\$ 2,070
	Position 3	\$ 405	\$ 1,620	\$ 518	\$ 2,070
	Position 4	\$ 405	\$ 1,620	\$ 518	\$ 2,070
3 Months*	Position 1	\$ 595	\$ 7,140	\$ 701	\$ 8,415
	Position 2	\$ 383	\$ 4,590	\$ 489	\$ 5,865
	Position 3	\$ 383	\$ 4,590	\$ 489	\$ 5,865
	Position 4	\$ 383	\$ 4,590	\$ 489	\$ 5,865
6 Months*	Position 1	\$ 560	\$ 13,440	\$ 660	\$ 15,840
	Position 2	\$ 360	\$ 8,640	\$ 460	\$ 11,040
	Position 3	\$ 360	\$ 8,640	\$ 460	\$ 11,040
	Position 4	\$ 360	\$ 8,640	\$ 460	\$ 11,040
12 Months*	Position 1	\$ 525	\$ 27,300	\$ 619	\$ 32,175
	Position 2	\$ 338	\$ 17,550	\$ 431	\$ 22,425
	Position 3	\$ 338	\$ 17,550	\$ 431	\$ 22,425
	Position 4	\$ 338	\$ 17,550	\$ 431	\$ 22,425

\*The following discounts apply: 10% discount for a 1-month agreement; 15% for a 3-month agreement; 20% for a 6-month agreement; 25% for a 12-month agreement.

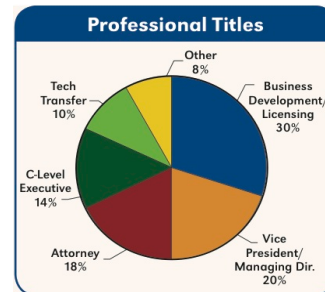
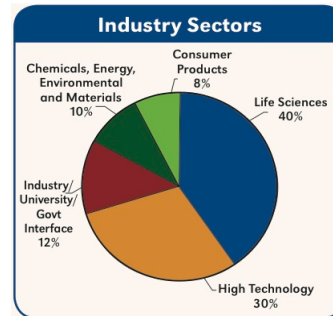
## LES INSIGHTS BANNER ADVERTISEMENT LAYOUT & SPECS

### DEMOGRAPHICS

LES Insights is emailed to nearly 5,000 LES members on a weekly basis, in a wide variety of industry sectors, including life sciences (40%); high technology (30%); industry/university/government interface (12%); chemicals, energy, environmental, and materials (10%); and consumer products (8%).

Professional titles include Business Development/Licensing (30%); Vice President/Managing Director (20%); Attorney (18%); C-Level Executive (14%); Tech Transfer (10%); and other (8%).

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### SPECS & DEADLINES

All ads should be submitted as a jpeg or gif. They must be received by 5pm ET on the Thursday preceding the issue's Tuesday distribution.

**Position 1:** 468 x 60

**Position 2:** 125 x 125

**Position 3:** 125 x 125

**Position 4:** 125 x 125

### LAYOUT

