

SoCalBio SYNERGIES

The Voice of the Life Sciences Community in the Greater Los Angeles Region

www.socalbio.org



Southern California
Biomedical
Council

Published quarterly by the Southern California Biomedical Council (SCBC), **SoCalBio Synergies** reports on the local trends, innovations, initiatives and companies that are driving the Los Angeles region's growing Life Sciences industry. It also includes profiles of the dynamic individuals who lead the region's firms and related public sector agencies, research hospitals and academic institutions.

"The mission of SoCalBio Synergies is to help shape the identity of our region's Life Sciences community, while providing a forum to share views on the issues that are key to its success in biocommerce," said Alfred E. Mann, chairman of the SCBC and founder of numerous industry-leading Los Angeles-based bioscience corporations including MiniMed (now part of Medtronic), Pacesetter (now part of St. Jude Medical), Advanced Bionics Corp. (recently bought by Boston Scientific), MannKind Corp., and Second Sight Medical Products.



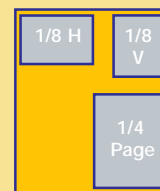
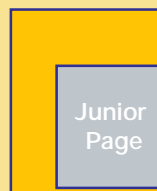
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Don't miss this opportunity to connect your company's products and services with the leaders of Southern California's Life Sciences industry. Advertise in SoCalBio Synergies and reach the CEOs, vice presidents, directors and other decision makers at 1,500 medical device and biotech companies located in Southern California.

Advertisement Rates

(SCBC members receive 15% discount and space & position priority)

Ad Size	1x	2x	3x	4x
Full Page (10" W x 16" H)	\$2000	\$3000	\$4000	\$5000
Junior Page (8" W x 10" H)	\$1500	\$2000	\$2500	\$3000
1/4 Page (5" W x 8" H)	\$1000	\$1500	\$1750	\$2000
1/8 page (5" W x 4" H)	\$500	\$750	\$1000	\$1500



Requirements

1. Your ad should be submitted no later than 3 weeks prior to the publication date
2. Your ad should be in PageMaker or QuarkXpress for the PC
3. Design your ad in color, black/white or gray-scale
4. Your ad should be submitted -- depending on the size -- on a CD
5. Your CD should include all the fonts used in the ad
6. No ads are allowed on front and back covers.
7. Rate contract must be signed to guarantee placement.

Ad Material Submission Deadlines

Summer Issue	First week of June
Fall Issue	First week of September
Winter Issue	First week of December
Spring Issue	First week of March

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