**Banners**

*Engage with purchasing scientists and reinforce your brand message to a targeted audience.*

Banners (300x250) can feature a video or graphical message and can be used to drive traffic to your website, increase brand awareness or to highlight product news. Your copy can be changed at any time within the banner period; we advise changing your banner content every two weeks.

**Video banners** are 300 x 250 pixels (video files should be 16:9 to accommodate a title on the banner). Video files are accepted in .MP4 and .FLV (Flash) format. Please send a link to the videos online or contact us to transfer your video to our server. We are also able to extract videos from YouTube.

**Graphical banners** are 300 x 250 pixels, 300k max size and should be an animated .GIF or static .JPG image.

Please also provide a URL for banner traffic.

Banner (300x100) Guidelines

*Engage with purchasing scientists and reinforce your brand message to a targeted audience.*

Banners (300x100) can be either advertorial or graphical, and can be used to drive traffic to your website, increase brand awareness or highlight product news. Your copy can be changed at any time within the banner period; we advise changing content every two weeks.

**Standard graphical banners** are 300 x 100 pixels, 300k max size and accepted formats are animated .GIF or static .JPG image.

Please note that we no longer accept banners in Flash format.

Please also provide a URL for banner traffic.

**Advertorial banners** can be based on a press release, application note or product review. A text banner can then be created on your behalf. Unless specified otherwise, the banner will direct to the relevant press release, application note or product review on SelectScience.

*For more information, contact your Account Manager.*
Contact the SelectScience sales team to request our Media Kit »

Image submissions: Any images supplied for publication must have a license for usage on SelectScience. Any liabilities arising from the incorrect use of an image supplied to and published on SelectScience will be passed on to the provider and/or their agent. In the event of improper usage of a supplied image, SelectScience will charge an administration fee to the image provider and/or their agent.