SelectScience® Banner Guidelines

What is a Banner?
- Banners can feature a video or graphical message and can be used to drive traffic to your website, increase brand awareness or highlight product news.
- Banners can be targeted to a specific community audience on the SelectScience website, as well as geo-targeted by region.
- Your copy can be changed at any time within the 1-month period.

Content Recommendations
- Highlight your latest or best application content with a graphical banner.
- Using independent and trusted product reviews will influence more decision makers to click through to your product.
- SelectScience can design and produce your banner for you based on your landing page or content. You will receive a proof of your banner for approval prior to publication.

Content Deadlines
- If you are providing your own banner copy, copy is due 1 week prior to the delivery date.
- If you would like SelectScience to design and produce your banner, please provide your landing page or content, and any design specifications, 3 weeks prior to the delivery date.

Content Guidelines
- Video banners are 300 x 250 pixels (video files should be 16:9 to accommodate a title on the banner). Please send a link to the videos on your site or contact us to transfer your video to our server. We are also able to extract video content from YouTube. The video will play within the banner space, so an alternative would be to create a graphical banner that looks like a video banner, but would direct traffic to the video page and description.
- Graphical banners (300 x 250 or 300 x 100) should be 300 k max size and accepted formats are animated .GIF or static .JPEG.
- Please also provide a destination URL for graphical banner traffic.
- Please note, we are no longer able to accept .SWF (Flash) files.

Banner Communities
- Life Sciences
- Drug Discovery and Development
- Clinical Diagnostics
- Separations
- Spectroscopy
- General Lab
Image submissions: Any images supplied for publication must have a license for usage. Any liabilities arising from the incorrect use of an image supplied to SelectScience and published on the SelectScience website 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.

For more information contact your Account Manager.

Contact the SelectScience sales team to request our Media Kit »