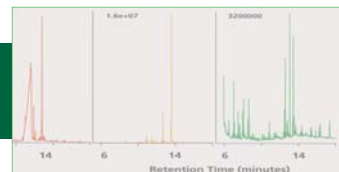


Guidelines for Application Notes



Publish Your Application Note in CHROMATOGRAPHY TECHNIQUES

One standard, full-page application note is offered to advertisers free of charge with the purchase of one standard full-page ad. Application notes must fit within one standard-sized page (7 7/8" x 10 1/2", including any photos, figures, tables or chromatograms).

Each advertiser must submit one completed application note, including full creative, in a high-resolution, print-ready PDF file to www.ads4advantage.com.

CHROMATOGRAPHY TECHNIQUES also offers processing and full creative for application notes submitted in raw format. The staff is not responsible for editing application note copy that exceeds one standard page, or for proofreading copy. A PDF proof will be sent to the appropriate parties for approval before publication.

NOTE: There is an \$850 charge per Application Note for creative and processing of raw materials completed by the staff of CHROMATOGRAPHY TECHNIQUES.

Specs for Raw Materials:

1. Articles should be approximately 500 words in length.
2. An email of a Word document, or a CD or Zip disk (PC Microsoft Word compatible) containing the article in a .doc file is required.
3. A hard copy of the article must also accompany the electronic version. This is absolutely necessary as documents emailed or on disk can lose important scientific and mathematical characters.
4. No more than two illustrations may accompany the text. These need to be referenced in the article. Please include captions. Digital images are preferred. If graphics are in an electronic format, they must be 300 dpi in resolution, 4" x 5" in size, and .jpg, .eps or .tif format. Pictures must not be embedded in a Word or other text file.
5. Please include full company name, author's name, title, address, phone number and URL, along with an image file that contains the company logo.

Please send all application note information in one package to:

Debbie Wawzyanick, Production Manager
CHROMATOGRAPHY TECHNIQUES
100 Enterprise Drive, Suite 600, Box 912
Rockaway, NJ 07866
973-920-7148
debbie.wawzyanick@advantagemedia.com

Chromatography Techniques

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