## COMPARING H $\beta$ AND MgII 2798 AS VIRIAL ESTIMATORS OF BLACK HOLE MASS IN QUASARS

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The broad MgII2798 and H $\beta$  lines are the most reliable virial estimators of black hole mass in quasars. Which is more reliable? Part of the challenge centers on comparing MgII and H $\beta$  line profiles in order to improve the  $\pm 1-2 \text{ dex } M_{BH}$  uncertainties inherent in single-epoch FWHM measures from noisy spectra. Comparison of MgII and H $\beta$  FWHM measures in the same sources provide an ideal way to compare the two lines. We identified 680 bright SDSS DR8 quasars with spectra showing both MgII and H $\beta$  (z=0.4-0.75). The S/N of these spectra are high enough to allow binning in the 4D Eigenvector 1 optical plane. High S/N median composite spectra were computed for 8 distinct bins. Resultant composite spectra yield essentialy rms FWHM measures in a restricted range of quasar luminosity (median log  $L \sim 46.2 \pm 0.2$ ). We confirm that FWHM MgII shows a profile  $\sim 20\%$  narrower than H $\beta$ . MgII apparently arises at a larger distance from the ionizing continuum. Further refinement requires distinction between sources with narrower Population A and broader Population B profiles. Population A sources show both  $H\beta$  and MgII profiles best-fit with Lorentz functions. FWHM MgII measures based on Gaussian profile fits will yield  $\log M_{BH}$ estimates 0.1-0.2 dex too high. Spectral type A1 and A2 conform to the general trend of narrower FWHM MgII while extreme Pop. A bins show an increasing ratio  $FWHM(MgII)/FWHM(H\beta)$  along with a significant MgII profile blueshift which is likely the signature of a radiation-driven wind. FWHM measures for Population B sources are less certain because they show more complex profiles involving at least two broad-line components involving an nearly unshifted broad (BC) and redshifted very-broad (VBC) components. Only the BC is likely to be a valid virial estimator. If H $\beta$  and MgII are not corrected for the VBC then  $M_{BH}$  values for Pop. B sources will be systematically overestimated by log  $M_{BH} \sim 0.3 - 0.4$ . We suggest a simple correction that can be applied to the majority of sources. MgII is the safer virial estimator for Pop. B sources because the centroid shift at half maximum is less than for H $\beta$ . In the BC+VBC interpretation this is a consequence of the lower VBC/BC ratio in MgII.