

American Laboratory® Advertising Rates

Print*	1X	3X	9X
Full Page	\$8,000	\$7,500	\$7,000
Half Page	\$7,000	\$6,500	\$7,000
Third Page	\$4,500	\$4,250	\$4,000
Quarter Page	\$3,500	\$3,250	\$3,000
Cover Tip <i>*Net and includes printing based on standard paper stock.</i>	\$7,500		
Product Highlight	\$1,250		
Article PDF Conversion	\$1,000		

*Prices are gross and include 4-Color. **Net prices.

Digital Edition	Cost
Digital Blow-in Ad	\$1,000
Digital Edition/iPad App Embedded Video	\$1,000

Online	Cost
Leaderboard Advertisement on Labcompare or American Laboratory—Run of Site with Targeted URLs	\$75 CPM
Leaderboard Advertisement on Labcompare or American Laboratory—Run of Site	\$60 CPM
Medium Rectangle Advertisement on Labcompare or American Laboratory - Run of Site with Targeted URLs	\$75 CPM
Medium Rectangle Advertisement on Labcompare or American Laboratory - Run of Site	\$60 CPM
Featured Article—Hosting	\$1,200 per article
White Paper—Hosting	\$1,200 per article
Virtual Poster—Hosting	\$1,000 per poster
Enhanced Featured Product on Labcompare and American Laboratory	\$1,500
Exhibit Hall Preview	\$1,250
Product Listing with Lead Generation	Custom quote
Pay per Click, Lead, Impression	Custom quote

Email Blast	Cost
Custom Email Blast (\$1,500 minimum drop)	\$0.40 per email address
Creative Design Fee	\$500/hour

Direct Mail Marketing	Cost
Direct Mail	\$0.20 per address

Inserts**	Cost
16-page bound insert	\$12,800
8-page tipped insert	\$8,400
8-page bound insert	\$6,400
4-page tipped insert	\$7,000
4-page bound insert	\$5,500

Wall Calendar	Cost
Wall Calendar Single Spot	\$3,500
Wall Calendar Double Spot	\$5,000

eNewsletter Sponsorship	Cost
Digital Edition Alert - Primary Sponsor	\$2,500
Laboratory Instrumentation News - Primary Sponsor	\$2,500
Laboratory Instrumentation News - Secondary Sponsor	\$1,500
Targeted eNewsletter - Primary Sponsor	\$1,500
European & India Lab eNewsletter - Primary Sponsor	\$1,500

Video	Cost
Live Webinar	\$6,000
Audio Webinar	\$3,500
Video Webinar	\$6,000
Product Brochure Video	\$6,500
Tradeshaw Video	\$3,900
Video Microsite	\$5,000
Video Hosting (Annual)	\$1,200
Video Upload/Placement	\$250 per video
Commercial Video	Custom quote
3D Animation	Custom quote
Demo/Training Video	Custom quote
Customer Profile/Testimonial Video	Custom quote

Survey	Cost
Custom Survey and Report	Custom quote