



American Laboratory[®]

labcompare

2015 MEDIA KIT

Integrated Marketing Solution



American Laboratory | Labcompare provides a unique platform that integrates both online and offline channels, allowing advertisers to reach and engage pharmaceutical/biotech professionals worldwide.

Integrated Platform

The world-class content of *American Laboratory*, coupled with Labcompare's state-of-the-art online marketplace and interactive services, makes American Laboratory | Labcompare the ultimate technology and product information resource for scientists and researchers, and a fully integrated platform for marketers to connect with laboratory professionals.

Reach a Comprehensive Audience of Professionals

With American Laboratory | Labcompare, nearly 70,000 subscribers and over 700,000 annual unique visitors across all disciplines can stay up-to-date with the latest technology advances, discover the products and services that best meet their needs, and make more informed purchasing decisions.

Utilize a Comprehensive Suite of Marketing Channels

Suppliers now have access to a comprehensive suite of ROI-based marketing channels to connect with laboratory professionals. American Laboratory | Labcompare provides:

- Online advertising
- Mobile advertising
- Email marketing
- Lead generation
- Web seminars
- Video
- Print advertising
- Direct mail

Editorial Mission



Our editorial mission at American Laboratory | Labcompare is to provide scientists and researchers with the ultimate technology and product information guide.

• Focused on Scientists and Researchers

We conduct readership surveys to learn about what topics and trends our readers consider most timely and useful, and what types of articles and features they like to read. We use this information to develop our editorial calendar.

• Fueled by Current Market Needs

We use online data from our websites and Google search volumes to pinpoint specific topics and interests that are most relevant to our audience and have the greatest utility. We use this information to deliver content that scientists want and need the most.

• Written by Scientists and Industry Experts

All our editorial is assigned and independently written by scientists and industry experts.

• Matched to Related Products

All editorial will be matched with related products online, allowing our readers to better connect with you when they are already learning about your type of product.

Distribution Channels

American Laboratory is available in multiple formats and distributed in several ways. The printed magazine is mailed to our BPA-audited subscribers, and is distributed at major industry meetings. The digital version is emailed to the entire American Laboratory | Labcompare email subscriber database, and available for download via our iPad app. All articles are also posted online, where links are embedded for related products to promote engagement and lead generation.

Print Advertising



For over 45 years, *American Laboratory* has been providing analytical chemists and life scientists with up-to-date information about equipment, instrumentation, and applications that they use in their labs every day. Addressing basic research, clinical diagnostics, pharmaceutical, environmental, food and beverage, forensics, life science, chemistry, materials science, spectroscopy, and other markets, *American Laboratory* combines in-depth articles and news to deliver the latest advances in their fields to over 46,000 print and digital BPA audited subscribers. With an extensive archive of applicationbased articles, *American Laboratory* is a valuable resource for lab professionals to ensure that their work is always on the cutting edge.

Additional Print Options



Reprints

Article reprints are ideal for distribution at seminars, trade shows, via direct mail, or through area representatives. Reprints can be purchased in black and white or four color, and in single or multiple quantities. Licensed PDF files are also available.

Direct Mail Marketing

The American Laboratory | Labcompare Direct Mail Program allows you to contact potential customers with information about your latest offerings. Lists may be targeted to job title, work area, discipline, degree, specific products used in the market, and by geographic location.

Inserts & Cover Tips

American Laboratory | Labcompare can provide a variety of options for specialty print inserts, produced by our printer, or supplied from your own inventory. Cover tips, catalogs and advertising inserts of other types can be included within an issue, or mailed with an issue in a poly bag. Inserts may be bound into the center of the book or glued (tipped) with easy-release glue.

Product Listing

ZEISS LSM 880 Confocal Laser Scanning Microscope from Carl Zeiss Microscopy

Revolutionize your confocal imaging with ZEISS LSM 880 with Airyscan, a 32 channel area detector which collects all light of an Airy disk simultaneously. Experience increased lateral and axial resolution for minute structures, improved signal-to-noise for weak fluorescence, and increased speed for dynamic events.

Use LSM 880 with Airyscan for antibody stained tissue slices or cells, imaging of model organisms, deep tissue imaging, including samples that have been chemically cleared, and live cell imaging, including samples that are highly photosensitive.

Get Quote

Get Quote from Carl Zeiss Microscopy for ZEISS LSM 880 Confocal Laser Scanning Microscope

Product Detail | **Company Info**

| | |
|-------------------------|--|
| Item | ZEISS LSM 880 Confocal Laser Scanning Microscope |
| Company | Carl Zeiss Microscopy |
| Price | Get Quote |
| Catalog Number | 7F155 LSM 880 |
| Quantity | EA |
| Type | Laser Scanning Confocal |
| Resolution | 4 x 1 to 8192 x 8192 Also for multiple channels |
| Applications | Confocal microscopy neuroscience, cartilage Three dimensional, 3D tissues, and model organisms Spectral imaging, Multi imaging, Imaging dis imaging and FCS/FRAP microscopy with super |
| Illumination | 365 nm, 405 nm (UV-NIR laser for multiple channels) |
| Objective Magnification | Inquire |
| Total Magnification | Inquire |

[Add to Compare List](#)

Get Quote Now

Please fill out the information below to request information on the products you selected. If you are already registered, or have requested a quote before, login and this information will be filled out for you.

Name: First Name * Last Name *

Company / Institution: Select * Type *

Street Address: Street Address Line 2: City: Postal Code: United States: Select * Country: State:

E-mail Address:

Work Phone Number:

Purchase Timeline: Select *

Send information for all the manufacturers in this category?

[Click Here to Get Quote](#)

Product Listings & Lead Generation

The Labcompare Product Directory features laboratory instrumentation and products organized into easy-to-locate product categories. Users are able to quickly find and compare product specifications and information side-by-side across manufacturers. Qualified leads are generated when users click on the Request Quote button and fill in their information. These leads are distributed to Labcompare advertisers throughout the week.

Featured Products

Date Published

- ZEISS LSM 880 Confocal Laser Scanning Microscope**
Carl Zeiss Microscopy Wednesday, November 12, 2014
Revolutionize your confocal imaging with ZEISS LSM 880 with Airyscan, a 32 channel area detector which collects all light of an Airy disk simultaneously. Experience increased lateral and axial resolution for minute structures, improved signal-to-noise for weak fluorescence, and increased speed for ... [read more](#)
- ZEISS Smartzoom 5 Digital Microscope**
Carl Zeiss Microscopy Wednesday, November 12, 2014
ZEISS Smartzoom 5 provides superior optical quality and top performance for your digital microscopy needs in QA/QC and failure analysis. Quick and easy to set up, fully automated, and very simple to use. No expert knowledge or tools are required. The system's guided workflow in combination with ... [read more](#)
- Endura MD™ Mass Spectrometer**
Thermo Fisher Scientific Tuesday, November 11, 2014
Develop in vitro diagnostic tests that leverage the sensitivity, quantitative accuracy, and confidence of mass spectrometry with the Thermo Scientific™ Endura MD™ mass spectrometer. The Endura MD instrument, a Class I medical device, combines excellent sensitivity, quantitative performance, and ... [read more](#)
- CytoFLEX Flow Cytometer**
Beckman Coulter Inc Monday, October 27, 2014
Revolutionize Your Research. CytoFLEX has the advanced detection technology you need to drive leading edge discoveries and position your lab at the forefront of cellular research. Its unique design offers progressive application capabilities, from one to 3 lasers and from 4 to 13 colors, ... [read more](#)

Product Reviews

- Single Cell Analysis Made Simple
- Economical Workhorse Scope for Research ...
- robust UV Vis spectrophotometer
- Stellar scope for IHC and Single Cell ...
- Quantitative LC/MS/MS of Metabolites using ...
- Mycobacteria Identification
- Fatty acid estimation

Featured Products

Increase product awareness by showcasing your product through a Featured Product listing. Featured Products are prominently displayed on the American Laboratory and Labcompare homepages and through the Featured Products section. Purchase one to announce a new product, or to increase visibility for any of your products.

Online Advertising

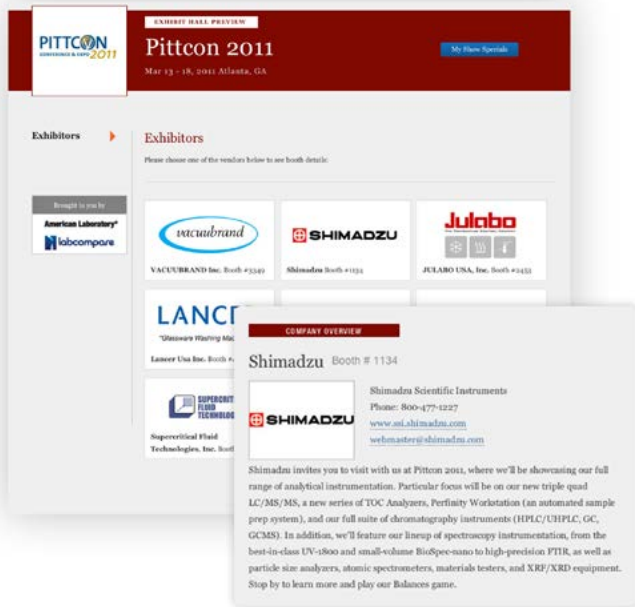


Exhibit Hall Preview

The American Laboratory | Labcompare Exhibit Hall Preview helps drive traffic to your booth and promote new products, events, and giveaways. It is published for most major meetings including Pittcon, AACC, ASMS, SFN, ACS and more. American Laboratory | Labcompare also promotes the Exhibit Hall Preview through targeted group email blasts and eNewsletters.

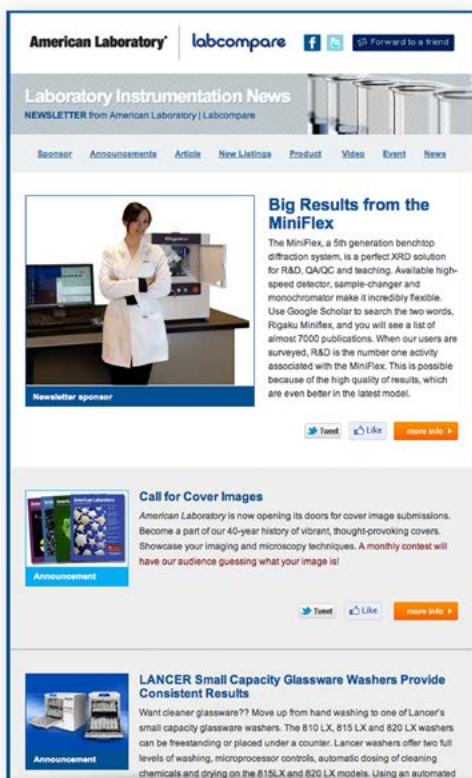


Electronic Display Advertising

Notice higher clickthroughs, better branding, and more interaction with successful rich-media advertising. Ads appear throughout the American Laboratory and Labcompare websites and are available in three IAB standard sizes:

- Medium Rectangle: 300 × 250 pixels
- Leaderboard: 728 × 90 pixels
- Wide Skyscraper (Labcompare only): 160 × 600 pixels

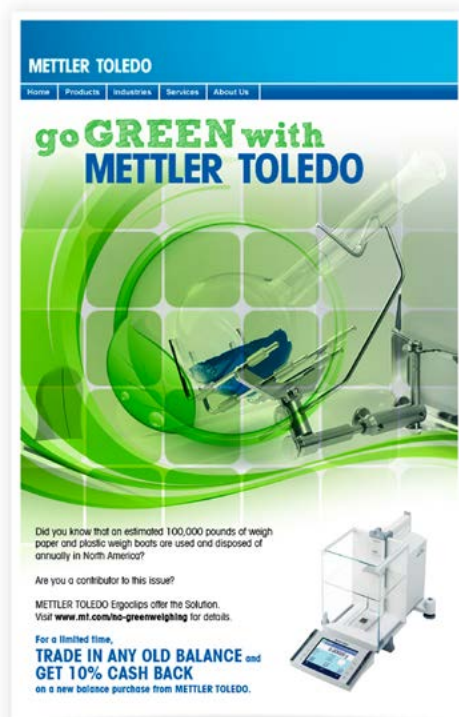
Email



eNewsletter Sponsorship

Showcase your products in our HTML newsletters. American Laboratory | Labcompare eNewsletters are distributed to thousands of laboratory professionals weekly.

- **Laboratory Instrumentation News**
Sent three times a month with multiple sponsorships.
- **Targeted eNewsletters**
Sent monthly with a primary and secondary sponsorship. Topics include: Clinical Diagnostics, Drug Discovery / Clinical Trials, Environmental, Food-Beverage, Forensics, Informatics–LIMS, Life Science, Materials Testing & Research, Optics Image Analysis / Microscopy, Petrochemicals, Pharmaceutical, Separation Science / Chromatography & Spectroscopy.
- **Digital Edition Alert & Pre-Issue Alert**
Monthly newsletter announcing digital version of the print magazine. Sent to the entire American Laboratory | Labcompare email subscriber list. Two sponsorship placements are available.
- **Whitepaper & Video**
Two new eNewsletters have been added featuring whitepapers and videos. These newsletters have several sponsorship opportunities available and are sent quarterly.
- **International Newsletters**
European News and India Lab News are sent monthly.



Email Blasts

Take advantage of permission-based marketing. Through American Laboratory | Labcompare, scientists can request product information, event and e-seminar announcements, and promotions via email from third parties. You can promote your products in an exclusive email message to this extremely targeted list as a low-cost and effective way to reach your intended audience. Email blasts may be targeted to geographic location, job type, job title, product interest, discipline, and work area.

Video

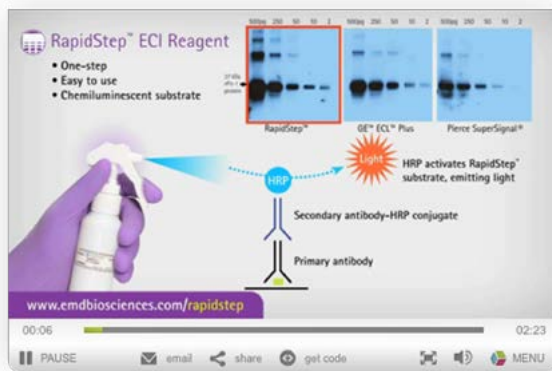


Tradeshow Videos

Educate researchers and scientists long after a tradeshow has ended with an American Laboratory | Labcompare tradeshow video. It's quick and easy — we can film your product demonstration or in-booth presentation, or conduct an interview.

Product Brochure Video

Product Brochure videos are mini-commercials on your offerings that can be leveraged and multipurposed towards any marketing/sales needs. The video features a combination of compelling graphics, music, and audio narration



Product Demo & Training

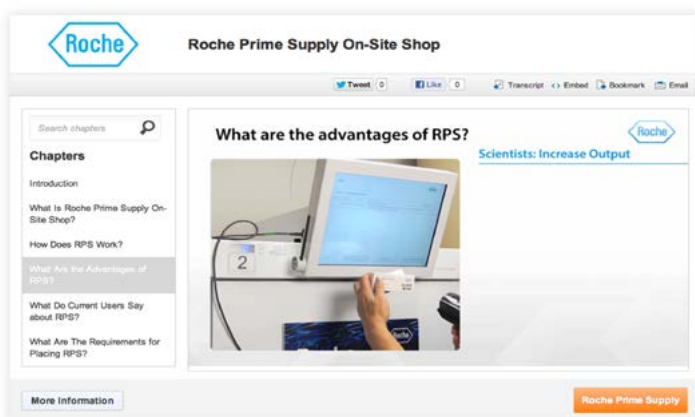
American Laboratory | Labcompare's Product Demo videos allow you to give an overview of your product's key features and benefits. We combine video with motion graphics to point out important aspects, show how a product functions, and demonstrate its ease of use. Your video may be divided into indexed chapters so that you can cover multiple steps and applications.

Customer Profile & Testimonial

Customer Profile and Testimonial Videos showcase your products in action at a laboratory or feature a customer discussing your product at a conference. These videos allow scientists to see how others have benefitted from purchasing your product.

Video Features:

- Production coordination
- HD camera/lighting package
- Script development/ storyboarding with client
- Video editing, motion graphics, sound design
- Professional voiceover narration/recording
- Optimized for online and mobile devices
- 6-12 months hosting on global server network
- Featured on American Laboratory | LabCompare video pages
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time six weeks from start of project including three rounds of changes
- Client owns the copyright
- Complete reporting of views, clicks and downloads
- Contact details of those who downloaded your poster, if gated option selected
- 3D Animation services available at an additional cost



Webinars

STANBIO
LABORATORY
An EKF Diagnostics Company

The Value, Efficacy and Efficiency of β -Hydroxybutyrate

Presenter: Dr. James H. Nichols Posted: July 24, 2012

Tweet 1 Like 2 Transcript Embed Bookmark Email

Search chapters

Chapters

- Introduction
- Objectives
- Case #1
- Case #2
- Case #3
- Ketone Bodies
- Diabetic Ketoacidosis
- Absence of Insulin

Case #1

- 13 y/o caucasian female (BMI 26.5 kg/m²)
- No past Med Hx, Family Hx of type 1 diabetes
- Sees PCP, 2 wk Hx polyuria, polydipsia, 20 lb weight loss (couldn't get enough to drink; waking up several times a night to urinate)
 - Capillary glucose 444 mg/dL (70 - 99 mg/dL)
 - Urinalysis Ketones 4+
- She was transferred to ED:
 - pH 7.2 (7.33 - 7.43)
 - Serum glucose 478 mg/dl (70-99 mg/dL)
 - Bicarbonate 11 mmol/L (22 - 29 mmol/L)
 - Anion Gap 33 (4 - 17)
 - β -HB 8.46 mmol/L (0 - 0.27 mmol/L)
 - Sodium 137 mEq/L (133 - 145 mEq/L)
 - Corrected Sodium 141 mEq/L (for hyperglycemia)

Baystate Health

James H. Nichols
PhD, DABCC, FACB
Professor of Pathology
Tufts University School of Medicine
Medical Director, Clinical Chemistry
Baystate Health, Springfield, MA

More Information

On-Demand Webinars

Online audio/video webinars are “on-demand,” allowing laboratory professionals to view seminars and presentations in their own time, making them cost-effective and convenient. By synching video to PowerPoint through Flash, web seminars become interactive. Scientists and researchers can skip between slides, request a quote, ask a question, or click through to your product page.

- Audio and/or Video recording and editing up to 30 minutes
- Custom-branded webinar interface
- HTML5 format that is mobile compatible
- Interactive chapters and search tool
- Prominent call-to-action buttons for lead generation
- 12 months hosting on global server network
- Featured on American Laboratory | Labcompare video pages
- Copyright owned by client
- Deliverables: final URL and HTML embed code for placement on webpages
- Turnaround time four weeks from start of project including three rounds of changes

On-Demand Webinars Filmed at Conferences

Turn your conference presentations into enduring online video content. We film at major industry conferences. Converting your presentations to On-Demand Webinars allows scientists to view seminars and presentations online long after the conference ends.

Live Webinars

American Laboratory | Labcompare Live Webinars put you in front of a large audience without the travel costs. Fully customizable, live web seminars may be used for customer training, educating potential buyers on your new products, hosting online classrooms, or continuing education events.

Custom Video Solutions



3D Animation

3D animation is the ideal format for delivering a visually rich, informative overview of your latest product. Take the viewer on a tour inside your product, spin your product 360°, or zoom down to the molecular level. By combining 3D animation with voiceovers and commentary from the scientists, engineers, and product managers behind your product, customers can learn about the features and benefits of your technology like never before.



Viral Video Commercials

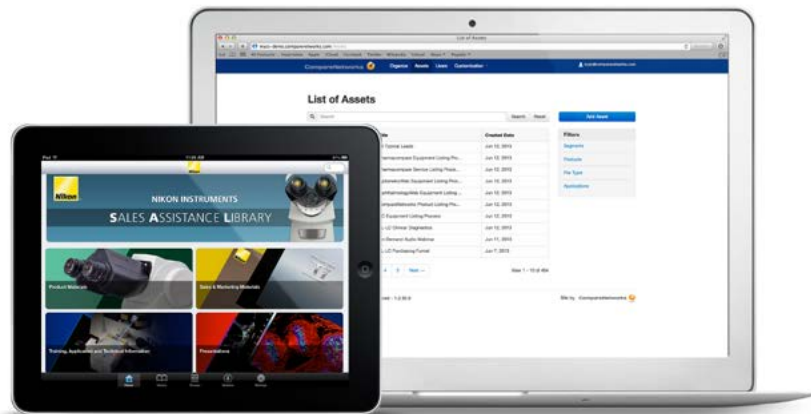
It's a video that spreads like a virus, as the link is emailed from scientist to scientist. By creating highly entertaining videos aimed at your target audience, our viral videos help your products literally market themselves as viewers forward them to their colleagues and friends. By embedding the video on a page alongside more technical information about your product and a link to request a quote, viral campaigns deliver your product message and generate sales leads.



Microsite

A Microsite is a webpage designed to educate buyers on your new product or upcoming event through detailed information, interactive video, and an easy form where they can request more information. Fully customizable to meet any marketing needs, a Microsite will help you boost awareness, drive sales leads and registrations, and precisely measure ROI on your marketing spend.

Mobile Sales & Marketing App



imSMART

The Interactive Mobile Sales and Marketing Tool (imSMART) is a mobile content management system, tablet app and robust tracking system. imSMART is available in two versions - one for sales organizations and one to engage customers.

Both versions of imSMART feature a beautiful, template-driven library of product collateral easily accessible via a tablet. Product collateral may include everything from PDFs and videos, to ROI calculators and interactive presentations. imSMART also provides complete tracking of app usage through a sophisticated and powerful tracking system. With the rise of closed loop marketing, metrics are crucial to measure the success of sales materials and strategies. To learn more about imSMART, please visit www.imsmartapp.com.

Customer App

The imSMART Customer Engagement App is designed to engage your customers and potential customers. Customers may download the app in the app store to see product training, purchase additional products, view whitepapers, and more.

Sales App

The imSMART Sales App is used to empower your sales organization with sales collateral and marketing materials that are quickly accessible via tablet app.

Research Services



Do you bring orally-delivered small molecule products to market?

If you are a decision maker for, or have an influence in, the co-development or in-licencing of oral drug delivery products into your company, please take a moment to participate in this [short survey](#).

Your feedback will be used to inform how a company in the industry ensures that it is communicating clearly, and with relevance, to you and other industry leaders.

To thank you for your participation, a **donation of \$50** will be made to the **Cystic Fibrosis Foundation** on your behalf and you will be entered into a draw for a chance to win an iPad mini.

Take the Survey ▶

The [survey](#) should take 15 minutes to complete

[Survey Rules](#)

sponsored by **CollegeHill**
Life Sciences

Surveys

Leverage the breadth of American Laboratory | Labcompare users worldwide. We can assist you with creating and deploying custom surveys to specifically meet your market research needs.

- Survey creation and input into survey software
- Email blast design and deployment
- Prizes and prize administration
- Basic or custom reporting

Testimonials



Labcompare has provided Jeio Tech exposure to the laboratory marketplace that has gone far beyond our expectations. Quality leads from potential buyers are the key metric allowing us to highly recommend Labcompare as a cost effective investment for one's precious marketing dollars.

*Frank Brombley, General Manager,
Jeio Tech, Inc.*

In the first year working with Labcompare.com, I have been very impressed with the results. The quality of leads for both domestic and international prospects is first-rate. With Labcompare, we have found new opportunities especially in the materials sciences market.

*John Enterline, Sales Manager,
HORIBA Jobin Yvon, Inc.*

Working with Labcompare.com and the professional staff there has been an excellent experience. The customer service/support is superb, and we consistently receive high-quality leads to easily realize a maximum ROI.

Kevin McLaughlin, Sr. MarComm Coordinator, Shimadzu Scientific Instruments

Labcompare has been a wonderful site for us. After having our products listed on the site for less than a year, we've had numerous quote requests and have been pleased with the strong, qualified sales leads Labcompare has provided.

*Tara J. Vanderploeg, Marketing Specialist,
BioTek Instruments, Inc.*

Esco has consistently received excellent traffic and leads from Labcompare and would recommend this marketing platform to any other laboratory products supplier.

*XQ Lin, VP—NPD/Engineering/Quality/EOS,
Product Management, Business Development,
Marketing Communications,
Esco Global*












Unlike print advertising, the ability to compare products at your fingertips, Labcompare provides quality driven leads direct to your email. Definitely a great return on your investment.

*John D. Peters, Assistant Marketing Director,
NuAire, Inc.*

Working with American Laboratory and Labcompare has been a really big boost to our sales. The advice and flexibility, combined with the wide range of new products, have really been outstanding.

*Bill Ciccone, President
MicroSolv Technology Corporation*

American Laboratory[®] 2015 Editorial Calendar

| | | Corporate Profile Feature | | | | | | | | | | |
|---|----------------------|--|---|---|--|---|---|--|---|--|---------------------------|--|
| | | Jan/Feb | March | April | May | June/July | August | September | October | Nov/Dec | | |
|  | Chemistry | Thermal Analysis | Spectrophotometry | Mass Spectrometry | Pittcon Review | Sample Preparation | HPLC/UHPLC | Statistics | XRD/XRF | Separation Science | | |
|  | Environmental | Water Quality/Testing | Petrochemicals | Field Testing | | Sustainable/Natural Energy | Water Quality/Testing | Elemental Analysis | Field Lab Equipment | Agrochemicals (pesticides, crop engineering, etc.) | | |
|  | Life Science | Automated Liquid Handling | Next-Gen Sequencing | Microscopy/Image Analysis | | Genomics/DNA Analysis | Microscopy/Image Analysis | Proteomics/Protein Research/RNA | Cell Culture and Analysis | PCR | | |
|  | Pharmaceuticals | | | Toxicology | Technology Transfer and Method Development | | Bioassays | Trials/Stability Testing | Dissolution Testing | Formulation | | |
|  | Forensics | DNA Analysis | | | | Research-use-only (RUO) Assays | Forensics Laboratory Equipment | | | Forensic Toxicology | | |
|  | Clinical Diagnostics | Application of Mass Spectrometry | Molecular Diagnostics | POC Testing | | Clinical Informatics/Clinical Genomics | Molecular Diagnostics | | POC Testing | | | |
|  | Food and Beverage | | Food Safety | | Food Adulteration/Contamination Testing | | | Neutraceuticals/Functional Foods | | Food Quality Testing | | |
|  | Materials Science | Particle Size Analysis | NMR and IR | Metals Analysis | | Materials Characterization | | Raman | Viscometry/Rheometry | | | |
|  | Product Intelligence | Fluorescence Spectrophotometers (Spectrofluorometers) Microplate Readers | Ultra-low Temperature Freezers Cryoware | Scanning Electron Microscopes (SEMs) Shaking Incubators | GC/MS Systems Microplates | HPLC Systems Reagents, Standards, Chemicals | Infrared Spectrophotometers Immunoassay Analyzers | Particle Size Analyzers PCR Consumables | Viscometers Raman Spectroscopy | Cell Culture Consumables Microscope Slides | | |
| Industry Events | | SLAS Feb 7-11, Washington, DC | ACS Mar 22-26, Denver, CO | CLMA Mar 29-Apr 1, Orlando, FL | ASMS May 31-Jun 4, St. Louis, MO | HPLC Jun 21-25, Geneva, Switzerland | Microscopy & Microanalysis 2015 Meeting Aug 2-6, Portland, OR | Gulf Coast Conference October 20-21, Houston, TX | Society for Neuroscience Oct 17-21, Chicago, IL | ASCB Dec 12-16, San Diego, CA | | |
| | | Pittcon Mar 8-12, New Orleans, LA | BONUS DISTRIBUTION | AACR Annual Meeting April 18-22, Philadelphia, PA | BONUS DISTRIBUTION | AACC Jul 26-30, Atlanta, GA | BONUS DISTRIBUTION | BONUS DISTRIBUTION | BONUS DISTRIBUTION | EAS Nov 16-18, Somerset, NJ | BONUS DISTRIBUTION | |
|  | Insertion Orders Due | 1/20/15 | 2/18/15 | 3/25/15 | 4/22/15 | 5/25/15 | 7/21/14 | 8/19/15 | 9/21/15 | 11/2/15 | | |
|  | Ad Materials Due | 1/26/15 | 2/24/15 | 3/30/15 | 4/28/15 | 6/1/15 | 7/28/15 | 8/25/15 | 9/25/15 | 11/6/15 | | |

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 | \$2,250 | \$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 |

Specifications

Print



Full Page with Bleed*

Bleed size: 8.75" x 10.75" (223mm x 273mm)

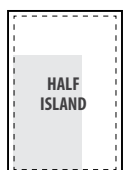
Trim size: 8.5" x 10.5" (216mm x 267mm)

Full Page without Bleed

Page Trim Size: 8.5" x 10.5" (216mm x 267mm)

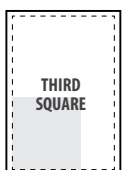
Please keep all text/live material within 0.25" (6mm) from trim/edge

*Bleed only available on full-page ads



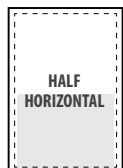
Half Page Island:

5"w x 6.75"h
(127mm x 172mm)



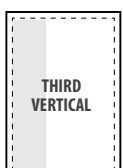
Third Page Square:

5"w x 4.5"h
(127mm x 114mm)



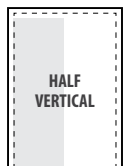
Half Page Horizontal:

7.5"w x 4.5"h
(191mm x 114mm)



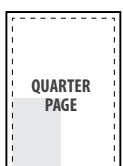
Third Page Vertical:

2.375"w x 9.5"h
(60mm x 241mm)



Half Page Vertical:

3.625"w x 9.5"h
(92mm x 241mm)



Quarter Page:

3.625"w x 4.5"h
(86mm x 114mm)

Print File Formats

Press Optimized PDF (*preferred*)

Adobe Creative Suite (InDesign, Illustrator, Photoshop, provide linked images and fonts)

MS Office or Publisher **are NOT acceptable**

Photo/Image/Logo

CMYK, 300 dpi, .tif, .eps, .jpg, .ai
All spot colors/RGB will be converted to CMYK

Submitting Artwork

Email (under 8 MB):

jcampbell@comparenetworks.com (*preferred*)

Internet: www.hightail.com, DropBox or other online file transfer service

FTP:

ftp://americanlaboratory.com
Username: amlab_ftp
Password: amlab1

Please notify Jennifer Campbell when uploading to the ftp site

Mail:

CompareNetworks
Jennifer Campbell
10150 Lantern Road, Suite 150
Fishers, IN 46037

Contact Jennifer Campbell for artwork questions
jcampbell@comparenetworks.com
or 317-288-0773

Website

Medium Rectangle: 300 x 250 pixels

Leaderboard: 728 x 90 pixels

Wide Skyscraper: 160 x 600 pixels

Expandable Ads: Contact us for more information.

Rich Media/Video Ads: Contact us for more information

File Size: 40kb size limit

Animation: 15 second animation limit, 3 animation loops max

File Formats: .gif, Flash, or HTML/Third-Party

Featured Products

Product Name or Catalog Number

Images: 400 x 300px (.jpg format) Up to 4 total (5 without video)

No logos

Video (Optional)

Hosted videos on Labcompare.com only

Product Description: Up to 80 words, No hyperlinks

Email

Subject Line: Compelling, specific subject line containing a call to action or sense of urgency

File Formats: HTML 4.0 (use inline styles; avoid CSS), Template, or Creative Services (layered .psd)

If sending raw materials: High resolution photo, text, link, & logo file

Dimensions: Width should be no more than 600px

File Size: 50kb size limit

Enewsletter

Title: Brief, one line title summary of product to be featured

Image: Your product image or logo, with the dimensions 300 pixels wide by 250 pixels high

Body Copy: 40 to 80 words (limited to 600 characters) in one paragraph of product or branding copy (limit HTML formatting to bold or italics)

URL: One link to a lead form, website or landing page.

Exhibit Hall Preview

Logo: High resolution .jpg or vector file

Image or Video: 400 x 300px (.jpg format)

Hosted videos only

Contact Information: Include website url

Booth Number (if exhibiting)

Company Overview: Company history, featured technologies, product descriptions, etc., Include links, Up to 250 words

Company Specials: Specific offers that are available at your booth during the show

Up to 40 words for each offer; Limit to 3 offers

Show Events: Demonstrations, seminars, workshops, etc.

Include times & locations

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