

Print*

	1×	5×	10×
Full Page Ad	\$8,275	\$7,800	\$7,250
2/3 Page Ad	\$7,075	\$6,550	\$6,040
1/2 Page Ad	\$4,600	\$4,400	\$4,150
1/3 Page Ad	\$3,500	\$3,325	\$3,100
1/4 Page Ad	\$2,500	\$2,275	\$2,050
Mini Ad	\$1,000	\$900	\$700
Product Comparison Print Ad	\$1,800		
Product Highlight Print Placement	\$900		
Article PDF Conversion	\$1,000		

New Publication Dimensions

mediakit.americanlaboratory.com/adspecs.pdf

Inserts**

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	\$5,200

Wall Calendar

Single Slot	\$3,000
Double Slot	\$4,000

Digital Edition

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

Online

Leaderboard Advertisement on Labcompare or American Laboratory—Targeted	\$75 CPM
Leaderboard Advertisement on Labcompare or American Laboratory—Run of Site	\$50 CPM
Medium Rectangle Advertisement on Labcompare or American Laboratory—Targeted	\$75 CPM
Medium Rectangle Advertisement on Labcompare or American Laboratory—Run of Site	\$50 CPM
Wide Skyscraper Advertisement on Labcompare—Targeted	\$50 CPM
Wide Skyscraper Advertisement on Labcompare—Run of Site	\$35 CPM
Featured Article—Hosting	\$1,200 per article
White Paper—Hosting	\$1,200 per article
Virtual Poster—Hosting	\$1,000 per poster
Featured Product Placement on Labcompare and American Laboratory	\$1,500
Product Listing with Lead Generation	Custom quote

*Prices are gross and include 4-Color.

**Net prices.

Email Blast

Custom Email Blast	\$0.50 per email address
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Direct Mail Marketing

Direct Mail	\$0.20 per address
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eNewsletter Sponsorship

Digital Edition Alert (Primary Sponsor)	\$2,500
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Digital Edition Alert (Secondary Sponsor)	\$1,500
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eNewsletter Sponsorship–Laboratory Instrumentation News (Primary Sponsor)	\$2,500
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eNewsletter Sponsorship–Laboratory Instrumentation News (Secondary Sponsor)	\$1,500
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eNewsletter Sponsorship–Laboratory Instrumentation News (Tertiary Sponsor)	\$900
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eNewsletter Sponsorship–Targeted eNewsletter	\$1,500
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Placement–Targeted eNewsletter	\$500
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Exhibit Hall Preview	\$900
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Video

Live Web Seminar	\$6,000
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Audio Slideshow	\$2,500
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Audio Web Seminar	\$3,500
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Video Web Seminar	\$6,000
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Product Brochure Video	\$6,500
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Tradeshaw Video	\$3,900
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Video Microsite	\$5,000
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Video Hosting (Annual)	\$1,200
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Video Upload / Placement	\$250 per video
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Viral Video	Custom quote
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3D Animation	Custom quote
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Training Video	Custom quote
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Survey

Custom Survey and Report	Custom quote
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