

Direct Mail Program Details

Direct Mail Marketing

The American Laboratory Direct Mail Program is an excellent resource for contacting potential customers with information about your latest offerings and appearances at industry trade shows.

Lists can be compiled from job titles, work areas, disciplines, educational degrees, specific products used in the market, and by geographic location as indicated on the most recent BPA Audit Reports.

All the databases selected can be cross-referenced to provide a highly focused audience to receive your mailer.

Below is a breakdown of the categories available from American Laboratory Direct Mail Program 2012

- U.S. only
- U.S./Canada

1. Job Title

<input type="checkbox"/> A. Laboratory Dir/Mgr	14,694
<input type="checkbox"/> B. Laboratory Purchaser	2,074
<input type="checkbox"/> C. Research Scientist	15,428
<input type="checkbox"/> D. Research Technician	3,355
<input type="checkbox"/> Y. Other	12,933

2. Job Location

<input type="checkbox"/> P. Academic	14,838
<input type="checkbox"/> Q. Government	5,458
<input type="checkbox"/> R. Industrial	14,955
<input type="checkbox"/> S. Research Institution	3,630
<input type="checkbox"/> Z. Other	5,490

3. Work Area

<input type="checkbox"/> 1. Bioprocessing	2,943
<input type="checkbox"/> 2. Chemicals	10,846
<input type="checkbox"/> 3. Diagnostics	4,074
<input type="checkbox"/> 4. Drug Discovery/Clinical Trials/ H-T Screening	4,186
<input type="checkbox"/> 5. Environmental Res. & Analysis	7,601
<input type="checkbox"/> 6. Food	3,773
<input type="checkbox"/> 7. Forensics	2,466
<input type="checkbox"/> 8. Genetic Technology	2,426
<input type="checkbox"/> 9. Genomics	2,701
<input type="checkbox"/> 10. Hospital Lab/ Medical Lab., Private	3,210
<input type="checkbox"/> 11. Materials Testing & Research	5,320
<input type="checkbox"/> 12. Neuroscience	1,587
<input type="checkbox"/> 13. Nuclear	809
<input type="checkbox"/> 14. Pharmaceuticals/Medicinal Chem	7,113
<input type="checkbox"/> 15. Proteomics	1,949
<input type="checkbox"/> 16. Photonics	366
<input type="checkbox"/> 17. QA/QC	4,236
<input type="checkbox"/> 18. University	4,820
<input type="checkbox"/> 20. Other	9,802

4. Discipline

<input type="checkbox"/> 21. Biochemistry	10,001
<input type="checkbox"/> 22. Bioinformatics	1,931
<input type="checkbox"/> 23. Biology	7,443
<input type="checkbox"/> 24. Biophysics	2,376
<input type="checkbox"/> 25. Biotechnology	5,276
<input type="checkbox"/> 26. Botany	900
<input type="checkbox"/> 27. Cell Biology	3,441
<input type="checkbox"/> 28. Chemistry, Analytical	11,930
<input type="checkbox"/> 29. Chemistry, Bioanalytical	2,657
<input type="checkbox"/> 30. Chemistry, Clinical	2,187
<input type="checkbox"/> 31. Chemistry, Inorganic	3,345
<input type="checkbox"/> 32. Chemistry, Organic	6,235
<input type="checkbox"/> 33. Chemistry, Physical	2,598
<input type="checkbox"/> 34. Chemistry, Polymer	2,327
<input type="checkbox"/> 35. Clinical Diagnostics/Hematology	2,931
<input type="checkbox"/> 36. Engineering, Chemical	2,196
<input type="checkbox"/> 37. Engineering, other than Chemical	1,961
<input type="checkbox"/> 38. Genetics	3,655
<input type="checkbox"/> 39. Immunology	3,885
<input type="checkbox"/> 40. Metallurgy	644
<input type="checkbox"/> 41. Microbiology	6,154
<input type="checkbox"/> 42. Molecular Biology	5,995
<input type="checkbox"/> 43. Pathology	1,497
<input type="checkbox"/> 44. Pharmacology	570
<input type="checkbox"/> 45. Physics	785
<input type="checkbox"/> 46. Toxicology	2,739
<input type="checkbox"/> 47. Virology	1,387
<input type="checkbox"/> 50. Other	5,866

5. Educational Degree

<input type="checkbox"/> 51. M.D.	681
<input type="checkbox"/> 52. Ph.D.	6,834
<input type="checkbox"/> 53. Master	4,612
<input type="checkbox"/> 54. Bachelor	4,687
<input type="checkbox"/> 55. Associate	520
<input type="checkbox"/> 56. Technical Diploma	295
<input type="checkbox"/> 60. Other	356

6. Products used in your laboratory

<input type="checkbox"/> 61. Cell/Tissue Culture Products.....	3,542	<input type="checkbox"/> 72. Microplate Devices.....	2,773
<input type="checkbox"/> 62. Chromatography, Gas.....	3,277	<input type="checkbox"/> 73. Microscopes.....	7,229
<input type="checkbox"/> 63. Chromatography, Gas/ Spectrometer, Mass (GC/MS).....	1,574	<input type="checkbox"/> 74. PCR Kits.....	3,374
<input type="checkbox"/> 64. Chromatography, HPLC Systems.....	4,170	<input type="checkbox"/> 75. Protein Synthesizers.....	1,138
<input type="checkbox"/> 65. Chromatography, Ion.....	1,991	<input type="checkbox"/> 76. Spectrometers, AA.....	2,215
<input type="checkbox"/> 66. Chromatography, Liquid.....	3,168	<input type="checkbox"/> 77. Spectrometers, FTIR.....	2,513
<input type="checkbox"/> 67. Chromatography, Liquid/ Spectrometer Mass (LC/MS).....	1,114	<input type="checkbox"/> 78. Spectrometers, ICP.....	1,682
<input type="checkbox"/> 68. Chromatography, Low Pressure Sys.....	1,818	<input type="checkbox"/> 79. Spectrometers, ICP-MS.....	719
<input type="checkbox"/> 69. DNA Synthesizers.....	1,400	<input type="checkbox"/> 80. Spectrometers, Mass.....	4,485
<input type="checkbox"/> 70. Electrophoresis Systems.....	4,062	<input type="checkbox"/> 81. Spectrophotometers, UV-VIS.....	4,146
<input type="checkbox"/> 71. Immunoassay Equipment.....	2,769	<input type="checkbox"/> 82. Titrators.....	2,227
		<input type="checkbox"/> 83. Other.....	2,508

Your one-time-use, direct mail list rental agreement must be signed by both your company and the mailing house who will do the job. Please be sure to indicate the street address and contact person at the mailing house. The email will be sent directly to them.

Also, we request that you send a sample of your mailing piece when you submit your agreement and purchase order/letterhead. Below is a listing of choices for our Direct Mail Program. Please check the format/style/choice you require.

Rate: On disk or emailed (\$.20)
Email Blast Services: In-house blast service (\$.50/record)

Available Formats:

- ASCII comma delimited
- dbase
- EXCEL

Mark file, disk or tape:

Addresses:

- U.S. only
- U.S. & Canada
- Certain states only

Shipping information: via email (\$10.00)

Your email address:

Date due at mailing house:

Minimum order - \$400

Select Fee:

- First file creation: free
- Each additional file creation: \$35.00

We are pleased to be able to help you in your business by making available to you all or part of our mailing list. However, we wish to stress that the mailing list is the proprietary property of American Laboratory/Labcompare, Inc. and is made available to users only on the following conditions:

1. The fee charged is a rental of the list for the one-time use only. The list is seeded to detect unauthorized use.
2. The list must not be copied, duplicated, or used in any way to establish new lists.
3. The mailing list may be used only to mail the mailing piece submitted to American Laboratory with this List Rental Order and Agreement. Any changes in the mailing piece from the sample submitted must be approved by American Laboratory prior to the actual mailing.
4. Any list supplied by American Laboratory is for the exclusive use of the person/company renting it, and only for the purpose described on the rental request application.
5. The list must not be transferred to any other party for any purpose, without first obtaining agreement from American Laboratory.
6. Because rental of our list to certain parties may present a conflict of interest, American Laboratory reserves the right to refuse to rent its list or to terminate renting lists to such parties.
7. It is understood that American Laboratory will terminate renting lists to any party making improper use of them and, if justified, take legal steps to secure damages.
8. Any use of the list in excess of one-time use only, without prior approval, will result in the immediate submission of an invoice for each additional use.
9. The final invoice will contain any select fees, merge/purge fees, type of format fees, shipping or Fed-Ex charges incurred to complete the order. These charges will be added to the base rate for the names ordered.

We make every effort to ensure the accuracy of our lists, and hope they will be of assistance to your marketing and promotional efforts.

Sincerely yours,
Robert G. Sweeney
Publisher