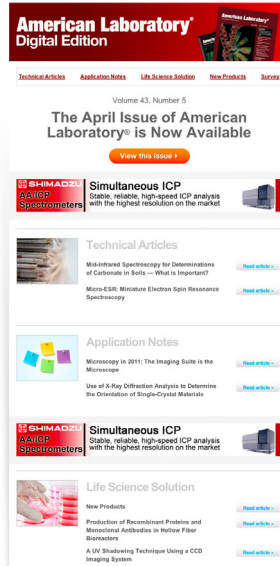
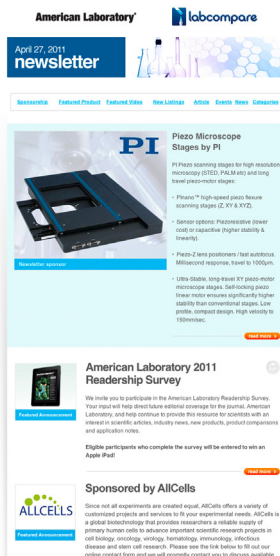


## Newsletter

Primary sponsorship  
(Rectangle)

Secondary sponsorship  
(Featured Announcement)

Tertiary sponsorship  
(Featured Announcement)



## Digital Edition Alert

Primary sponsorship

Secondary sponsorship

## Laboratory Instrumentation News

Approximately 46,000 subscribers

Primary Sponsorship (Rectangle) <b>\$2,500</b>	Secondary Sponsorship (Featured Announcement) <b>\$1,500</b>	Tertiary Sponsorship (Featured Announcement) <b>\$900</b>
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## Targeted eNewsletters

Up to 20,000 subscribers, depending on target

Single Newsletter Sponsorship (Rectangle) <b>Starting at \$1,500</b>	Placement (Featured Announcement) <b>\$500</b>
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## Digital Edition

Approximately 95,000 subscribers

Primary Sponsorship (Leaderboard Style) <b>\$2,500</b>	Secondary Sponsorship (Leaderboard Style) <b>\$1,500</b>
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### Newsletter Type

### Issuance/Deployment

Laboratory Instrumentation News 2<sup>nd</sup> & 4<sup>th</sup> Wednesday

#### Targeted eNewsletters (Monthly)

Diagnostics	1 <sup>st</sup> Wednesday
Environmental	2 <sup>nd</sup> Tuesday
Food-Beverage	2 <sup>nd</sup> Thursday
Forensics	2 <sup>nd</sup> Monday
Informatics-LIMS	2 <sup>nd</sup> Friday
Life Science	4 <sup>th</sup> Tuesday
Materials Testing & Research	3 <sup>rd</sup> Monday
Optics Image Analysis	3 <sup>rd</sup> Friday
Petrochemicals	4 <sup>th</sup> Monday
Pharmaceutical	3 <sup>rd</sup> Tuesday
Separation Science	1 <sup>st</sup> Tuesday
Spectroscopy	3 <sup>rd</sup> Thursday

#### International

European eNews—Monthly	1 <sup>st</sup> Thursday
India Lab—Quarterly	March 22 June 28 September 27 December 27

Material due five business days before issuance/deployment date.

For complete specifications, visit  
[mediakit.americanlaboratory.com/eNewsletters](http://mediakit.americanlaboratory.com/eNewsletters)