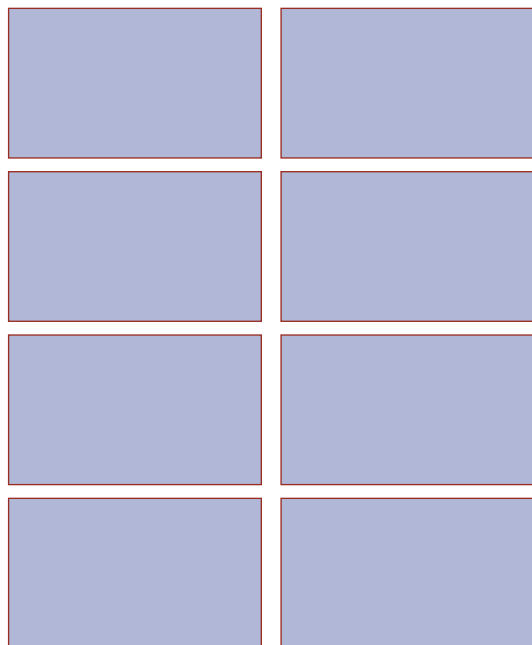


The Lab Manager Magazine Marketplace

Hit the bull's eye of your target markets through multiple media channels

Marketplace



Offers a cost-effective platform for introducing your new, updated product or service. *Lab Manager Magazine* Marketplace advertisements allow you to reach thousands of laboratory professionals without straining your company's resources.

Specifications:

Marketplace ads are printed in the magazine.

Max width: 3.375 in / 85.7 mm

Max height: 2 in / 50.8 mm

Submission Requirements

Lab Manager Magazine is produced in Adobe InDesign on a Macintosh platform. Please follow these guidelines carefully to avoid additional production charges.

Late Fee Advertising material received after material due date will be subject to a \$200 late charge.

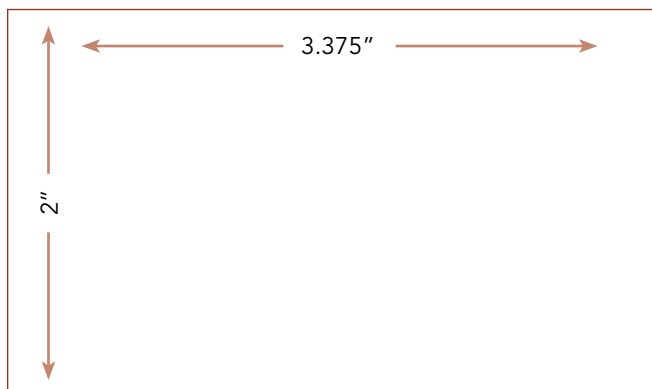
Production Charges *Lab Manager Magazine* has complete production capabilities available including ad design, layout, and copywriting. Advertisers will be billed for production costs at prevailing rates.

All materials should be submitted on disk or by email and **MUST** include:

- Ad document and file name.
- Program name and version used.
- All original graphics, logos, and/or scans. All artwork must be at least 300 dpi and 100% of repro size, except for vector art. Accepted formats are high-resolution .TIF, .EPS, or .PDF.
- All fonts used in the document—printer and screen as well as embedded fonts. Some fonts may be converted to include them in the page.
- All color converted to CMYK.
- Color proof must accompany all ads. LabX will not be held responsible if proof is not provided.
- FTP submission available upon request.

For more information or questions, please contact your sales representative. Failure to provide any of the above will result in significant delays in the production process and may incur additional expense.

100% Size



2009 General Display Advertising Rates

Charges are per insertion and reflect U.S. currency rates. 15% agency commission applicable.

Marketplace Positions Rates 4-color (USD)

	1X	3X	6X	9X	12X
Marketplace	\$950	\$900	\$850	\$850	\$800

Effective January 1, 2009