

Three for the Price of One!

The *CLN Convention Dailies* are the Place to Advertise in July

There are many reasons to advertise in the *CLN Convention Dailies*. Here are just a few of them:

- No other publications give you access to the more than 19,000 expected participants at the Clinical Lab Expo. The *Convention Dailies* and the July issue of *CLN* are the **ONLY** publications authorized to be distributed at multiple locations throughout the convention center.
- The *Convention Dailies* and July *CLN* are the **ONLY** place attendees will find the official floor plan, list of exhibitors, New Products Review™ and much, much more about the meeting.
- The *Convention Dailies* are the only place to reach international Exhibits Only visitors.
- The average attendee reads at least two of the three dailies published.*

**For the cost of one placement,
you'll be in all 3 issues of the Dailies!**

AD SIZE	B/W COST	B/W + PROCESS	B/W + MATCHED PMS	4/C COST
Banner	\$5,550	\$5,990	\$6,285	\$6,660
Island	\$3,880	\$4,320	\$4,615	\$4,990
Island 2/3	\$2,875	\$3,315	\$3,610	\$3,985
Island 1/2	\$2,410	\$2,850	\$3,145	\$3,520
Island 1/3	\$2,005	\$2,445	\$2,740	\$3,115
Island 1/4	\$1,835	\$2,275	\$2,570	\$2,945
Island 1/6	\$1,035	\$1,475	\$1,770	\$2,145

Reach Your Customers while they are at the Expo—

Advertise in the Dailies!

Dailies Reservations closing date—June 13, 2006

Contact Scherago International at 212-643-1750 for the name of the advertising sales representative in your area.

*CaseBauer study of attendees at the 2005 Clinical Lab Expo