

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 publication gives 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	\$5,715	\$6,155	\$6,450	\$6,825
Island	\$3,995	\$4,435	\$4,730	\$5,105
Island 2/3	\$2,960	\$3,400	\$3,695	\$4,070
Island 1/2	\$2,480	\$2,920	\$3,215	\$3,590
Island 1/3	\$2,065	\$2,505	\$2,800	\$3,175
Island 1/4	\$1,890	\$2,330	\$2,625	\$3,000
Island 1/6	\$1,065	\$1,505	\$1,800	\$2,175

Reach your customers while they are at the Expo—

Advertise in the Dailies!

Dailies Reservations closing date—June 1, 2007

Dailies Materials closing date—June 5, 2007

Contact Scherago International at 201-653-4777 for the name of the
 advertising sales representative in your area.

*CaseBauer Study of attendees at the 2006 Clinical Lab Expo