

## 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	FOUR COLOR
Banner/TAB	<b>\$5,945</b>	<b>\$6,405</b>	<b>\$6,710</b>	<b>\$7,100</b>
Island/Jr. Pg.	<b>\$4,155</b>	<b>\$4,615</b>	<b>\$4,920</b>	<b>\$5,310</b>
Island 2/3	<b>\$3,080</b>	<b>\$3,540</b>	<b>\$3,845</b>	<b>\$4,235</b>
Island 1/2	<b>\$2,580</b>	<b>\$3,040</b>	<b>\$3,345</b>	<b>\$3,735</b>

Reach Your Customers while they are at the Expo—

### **Advertise in the Dailies!**

Dailies Reservations closing date—June 1, 2008

Dailies Materials closing date—June 5, 2008

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