

# This News is Twice as Nice!



**Get more reach at less cost!** Place an ad in the special OEM/NPR section of the *CLN special Expo issue*, and that same ad will appear in the July issue of *Clinical Laboratory News* at **no additional cost**.\*

**Increased Exposure** — The July *CLN* issue reaches more than **22,000** before the show and will have a bonus of **4,000 more** at the show. The *CLN special Expo issue* will reach 10,000 at the show! Deadline for orders is June 1st.

The cost of one ad placement and you will be in both!	
Tab Page	\$4750
Island Page	\$4000
Island 2/3	\$2550
Island 1/2	\$2350
Island 1/3	\$2100
Island 1/4	\$1900
Island 1/6	\$1700

All rates above are based on four-color ads.

Ad Reservation Deadline: June 1, 2011 • Materials Deadline: June 7, 2011

\*The following conditions apply: advertisement must cover an approved OEM/Research product. Your ad will run in the special OEM/NPR sections. Space is limited and will be assigned on a first come, first served basis.

# 2011 AACC OEM/Research Exhibitors: Get two ads for the price of one! (Fax to 201-653-5705)

If you are interested in this offer, call your account manager today, fill in the information below and email or fax this page back to Scherago International, 201-653-5705. For more information, call Steve Hamburger at 201-653-4777, ext. 17 or email: [shamburger@scherago.com](mailto:shamburger@scherago.com).



Have my Scherago International representative contact me right away.

Send me a full media kit for AACC publications.

Please reserve \_\_\_page(s) in the special CLN Expo Issue and my free ad in the July issue of Clinical Laboratory News.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Take advantage of this great offer today!  
Maximize your impact at the Clinical Lab Expo in 2011!**



**Scherago International, Inc.**  
Professional Marketing Services & Meeting Management

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