

# Clinical Laboratory News

The authoritative source for timely analysis of issues and trends affecting clinical laboratories, clinical laboratorians, and the practice of clinical laboratory science.

## 1. GENERAL INFORMATION

**Advertising Representative**  
 Scherago International, Inc.  
 525 Washington Blvd., Suite 3310  
 Jersey City, NJ 07310  
 Phone: (201) 653-4777 Ext. 17  
 Fax: (201) 653-5705  
 Internet: www.scherago.com  
 Sr. Director of Sales & Marketing:  
 Steve Hamburger  
 Editor: Nancy Sasavage, PhD



## 2. CIRCULATION

**Established:** 1974 by AACC  
**Circulation:** 21,700 (Avg. Jan.–Sept. 2011)

## 3. ADVERTISING RATES

**Note:** Frequency in *Clinical Laboratory News* and *Clinical Chemistry* combines to earn a total frequency discount for both publications.

### BLACK-AND-WHITE RATES

	1x	6x	12x	24x	48x
Tabloid	\$6,310	\$6,135	\$6,035	\$5,850	\$5,635
Island Page	4,410	4,245	4,090	3,890	3,770
Island 2/3	3,265	3,220	3,135	3,065	2,975
Island 1/2	2,735	2,650	2,570	2,515	2,505
Island 1/3	2,280	2,285	2,220	2,220	2,220
Island 1/4	2,085	2,055	2,010	2,010	2,010
Island 1/6	1,180	1,170	1,160	1,160	1,160

### EARNED RATES

Rates based on number of insertions used within one calendar year, regardless of size. Space purchased by a parent company and subsidiaries is combined for accounting of earned rate.

## COLOR

Color rates are in addition to earned black-and-white rates.  
 Black and one process color..... \$475  
 Black and each additional matched color\* ..... \$790  
 Four-color ..... \$1,155

\* CLN does not use spot or Pantone inks. Additional colors are matched using CMYK builds. Variations may occur from issue to issue due to color-building process.

### COVER AND PREFERRED POSITION RATES

(over earned black-and-white page rate)

2nd cover .....	15% extra
3rd cover .....	10% extra
4th cover .....	25% extra
Center spread.....	15% extra
Other preferred position .....	10% extra

## SPECIAL POSITIONING

When an advertiser requests a certain position, it will be considered “preferred” and charged at the black-and-white rate plus a 10% premium. For consecutive page ads, contact Scherago International.

Agency commission: 15% if paid within 60 days.  
 Cash discount: 2%, 10 days.

## INSERTS

All inserts must be submitted for approval to Scherago International Traffic Department. Insertion and production fees may apply.  
 Two-page (single leaf): 2x earned page rate.  
 Four-page: 4x earned page rate, less 10%.  
 For other insert formats or wall charts, contact Scherago International Traffic Department.

## CLOSING DATES FOR SPACE

Reservations: 1<sup>st</sup> of month preceding month of issue.  
 Materials: 7<sup>th</sup> of month preceding month of issue.  
 Cancellations: Must be received in writing the first of month preceding month of issue.

## MISCELLANEOUS

All advertising is subject to Publisher’s approval.  
 Disposition of electronic files: Held one year, and then destroyed unless otherwise instructed.

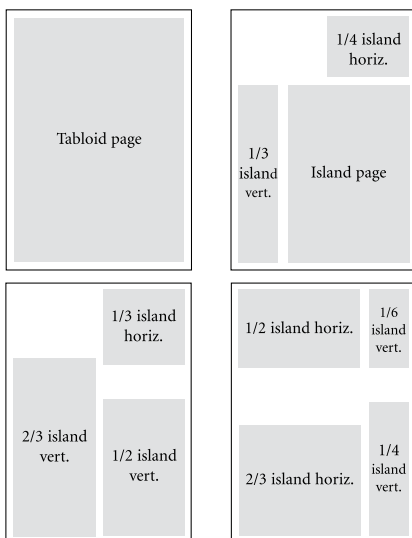
**4. SPECIFICATIONS\***

Page Unit	WIDTH Inches	DEPTH Inches	
<b>Tabloid Page</b>			
Trim Size	10	14 ½	(copy safe area is ¼ inch from trim)
Bleed Size	10 ¼	14 ¾	
Non-bleed size	9 ½	14	
<b>Tabloid Spread</b>			
Trim Size	20	14 ½	(copy safe area is ¼ inch from trim)
Bleed Size	20 ¼	14 ¾	
<b>Island Page</b>			
Standard Size	7	10	(3 columns; boxed)
Bleed Size	7 ½	10 ¾	(copy safe area is ⅜ inch from trim)
<b>Island Spread</b>			
Standard Size	14 ¾	10	(boxed)
Bleed Size	14 ¾	10 ¾	(bottom bleed only)
<b>2/3 Island</b>			
Vertical	4 ½	10	(2 columns)
Horizontal	7	6 ½	(3 columns)
<b>1/2 Island</b>			
Vertical	4 ½	7 ¾	(2 columns)
Horizontal	7	5	(3 columns)
<b>1/3 Island</b>			
Vertical	2 ¼	10	(1 column)
Horizontal	4 ½	6 ½	(2 columns)
<b>1/4 Island</b>			
Vertical	2 ¼	7 ½	(1 column)
Horizontal	4 ½	4	(2 columns)
<b>1/6 Island</b>			
Vertical	2 ¼	5	(1 column)

Paper stock: 45 lb. coated web offset. Type of binding: Saddle-stitch.  
 Printing resolution: 133-line  
 \* For metric sizes, go to [www.scherago.com/aacc](http://www.scherago.com/aacc)

**INSERT REQUIREMENTS**

All sizes acceptable up to 10" x 14 ½" trimmed size.



**CLN DIGITAL AD SPECIFICATIONS**

**Format**

- PDF/X-1a is the preferred file format.
- CLN does not accept native file formats (Quark, InDesign, etc.).
- See "Specifications" (at left) for size, copy safe area and bleed requirements.
- If you wish to submit any other file format, please contact Terry Pridemore, Pridemore & Associates Inc., at (703) 753-5495 or [tpridemore@comcast.net](mailto:tpridemore@comcast.net).

**Proof Requirements**

- Files must be accompanied by a composite color proof created from a SWOP-certified system; go to [www.swop.org/certifications.html](http://www.swop.org/certifications.html).
- A high-resolution laser print is acceptable for black-and-white ads.
- CLN cannot guarantee that printed color will exactly match digital proof.
- Changes to ads are subject to additional charges at a rate of \$100 per hour.
- If an ad is delivered without a proof, a proof will be pulled at additional charges of \$100 for color and \$25 for black-and-white. Additional charges are net, non-commissionable, and a reproduction waiver will be required.

**Delivery**

- Files greater than 10MB must be delivered on ZIP disk or CD-ROM with no file compression and must be accompanied by a proof.
- Disks will be returned only if accompanied by a self-addressed, postage-paid envelope.

For more information and detailed guidelines, go to [www.scherago.com](http://www.scherago.com).

**CLOSING DATES FOR MATERIALS**

Ad materials: 7<sup>th</sup> of every month preceding month of issue  
 Inserts: 18<sup>th</sup> of the month preceding publication

**INQUIRIES**

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 Email: [qienp@schherago.com](mailto:qienp@schherago.com)  
 Internet: [www.scherago.com/aacc](http://www.scherago.com/aacc)

**CLN 2012 Editorial Calendar**

*Lab 2012: Improving Healthcare Through Lab Medicine*

- January** Coagulation for Chemists
- February** Volatile Alcohol Intoxication
- March** Autoantibody Markers in Neurological Conditions
- April** Accuracy-based Proficiency Testing
- May** Emerging Technologies for Bacterial ID
- June** *AACC Annual Meeting Preview Issue*  
Standardization of Testosterone Testing
- July** *AACC Annual Meeting Issue*  
Sepsis Diagnosis and Management
- August** Prostate Cancer Screening: New Markers
- September** Cortisol in Diagnosis of Cushing's Disease
- October** *AACC Annual Meeting Highlights Issue*  
Hepatitis C Diagnosis and Monitoring
- November** The Clinical Laboratory's Role in Fertility Testing
- December** Biochemical Evaluation of Kidney Stones