

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: 21,775 (September 2009)

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	\$ 6,125	\$ 5,955	\$ 5,860	\$ 5,680	\$ 5,470
Island page	4,280	4,120	3,970	3,775	3,660
Island 2/3	3,170	3,125	3,045	2,975	2,890
Island 1/2	2,655	2,575	2,495	2,440	2,430
Island 1/3	2,215	2,220	2,155	2,155	2,155
Island 1/4	2,025	1,995	1,950	1,950	1,950
Island 1/6	1,145	1,135	1,125	1,125	1,125

The *CLN Convention Dailies* are billed at the one-time, black-and-white rate regardless of earned frequency.

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: 1st of month preceding month of issue.
 Materials: 7th 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	
Tabloid Page			
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	
Tabloid Spread			
Trim Size	20	14 ½	(copy safe area is ¼ inch from trim)
Bleed Size	20 ¼	14 ¾	
Island Page			
Standard Size	7	10	(3 columns; boxed)
Bleed Size	7 ½	10 ¾	(copy safe area is ⅜ inch from trim)
Island Spread			
Standard Size	14 ¾	10	(boxed)
Bleed Size	14 ¾	10 ¾	(bottom bleed only)
2/3 Island			
Vertical	4 ½	10	(2 columns)
Horizontal	7	6 ½	(3 columns)
1/2 Island			
Vertical	4 ½	7 ¾	(2 columns)
Horizontal	7	5	(3 columns)
1/3 Island			
Vertical	2 ¾	10	(1 column)
Horizontal	4 ½	6 ½	(2 columns)
1/4 Island			
Vertical	2 ¾	7 ½	(1 column)
Horizontal	4 ½	4	(2 columns)
1/6 Island			
Vertical	2 ¾	5	(1 column)

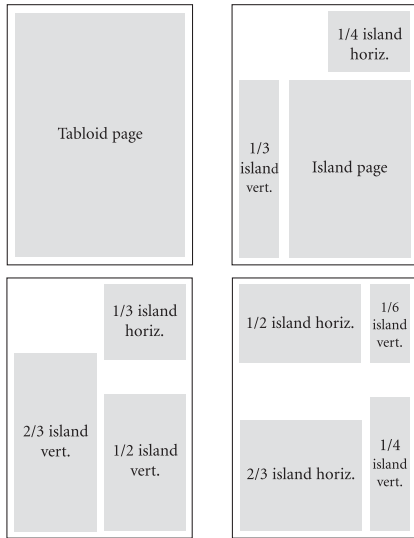
Paper stock: 45 lb. coated web offset. Type of binding: Saddle-stitch.

Printing resolution: 133-line

* For metric sizes, go to www.scherago.com/aacc

INSERT REQUIREMENTS

All sizes acceptable up to 10" x 14 1/2" 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

Proof Requirements

- Files must be accompanied by a composite color proof created from a SWOP-certified system; go to 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.

CLOSING DATES FOR MATERIALS

Ad materials: 7th of every month preceding month of issue
 Inserts: 18th of the month preceding publication

INQUIRIES

Scherago International
 Ms. Qien Porter
 525 Washington Blvd., Suite 3310
 Jersey City, NJ 07310
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CLN 2009 EDITORIAL CALENDAR

Editorial Theme- Lab 2010: Improving Healthcare Through Laboratory Medicine

January	Testing for Lyme Disease
February	New Markers for Preeclampsia
March	CDC Guidelines for Lead Testing in Children
April	Porphyrias: Biochemical Analysis and Diagnosis
May	Comparative Genomic Hybridization: A Replacement for Cytogenetics
June	<i>AACC Annual Meeting Preview Issue</i> Neonatal Hyperbilirubinemia: Update on Proper Testing
July	<i>AACC Annual Meeting Issue</i> Personalized Medicine: Antiplatelet Therapy
August	The Lab's Role in Diagnosis and Management of Multiple Myeloma
September	Celiac Disease: Making the Right Diagnosis
October	<i>AACC Annual Meeting Highlights Issue</i> Biochemical Autoantibody Tests for Better Diagnosis
November	Monitoring Warfarin Therapy with INR Testing
December	Thromboelastography: Theory and Practice

CLN ONLINE ADVERTISING

Now Extend Your Message to CLN Readers Online
 You'll get all three skyscraper ads shown below for one low cost!!



Issue Landing Page

This is the home page for CLN. All readers will come here first! Your ad will be prominently placed as a skyscraper right next to the titles for all cover stories for that month.



Feature Story Landing Page

Your ad will be featured right next to one of CLN's excellent cover feature stories.



Series Article Landing Page

Your ad will be right next to one of CLN's monthly series articles written by invited experts. These reviews are very popular with readers and an excellent way to gain exposure for products related to the topic of the article.

HERE'S THE OFFER

Get all three skyscrapers for **\$5,000 for the year • \$3000 for six months or \$2000 for three months**
 This is a rotating ad position, with a limit of 5 advertisers.
 Specifications for CLN skyscraper ad: 120 pixels wide x 380 pixels high • Interlaced, non-transparent GIF

Contact your Scherago International Account Manager or call 201-653-4777 Ext 17 or e-mail at steveh@scherago.com for more information about this great opportunity.