

# 2016 CLINICAL LAB PRODUCTS MEDIA KIT

*Helping clinical lab  
professionals improve  
diagnostics and patient  
care for 46 years*

**clp**  
CLINICAL LAB PRODUCTS

# Content

## Meet the Editor ... Meet *CLP*



**Steve Halasey** | Chief Editor

☎ 626.219.0199

✉ shalasey@allied360.com

**Steve Halasey** became chief editor of *Clinical Lab Products* in November 2013, bringing to the publication more than two decades of experience in health technology journalism and policy communications, both in print and online. He is well regarded in an international network of contacts that includes business and policy thought leaders, academic and clinical researchers, members of the technology development community, and healthcare professionals in a variety of settings. Before joining *CLP*, he served as vice president for programs for a leading medtech research and education foundation based in Washington, DC. He was previously editor of several well-known trade and business publications serving the medical device and diagnostics industry.

Now in its 46th year of publication, *CLP* is the preeminent product and technology publication for the clinical laboratory community. But in the shifting climate of today's healthcare environments, representing advanced technologies means doing more than just covering the launch of new products and feature sets. Laboratory buyers also need to understand how new products and services can be integrated with their current offerings, what policies and practices will

govern the use of those products, the value of new offerings for their current and future business, and how the products can improve patient outcomes.

In 2016, watch for more of this coverage from *CLP*, as the publication expands its multimedia reach to provide broader and deeper context about the issues and perspectives that are important to clinical laboratory professionals. With strong participation from sector thought leaders and greater audience engagement, *CLP* looks to convey more product information in a more meaningful way. In both print and online media, *CLP's* compelling editorial package creates an outstanding backdrop for suppliers, providing advertising and sponsored content opportunities that can improve companies' lead-nurturing capabilities.

Current members of *CLP's* editorial advisory board represent a select group of subject matter experts with decades of experience and outstanding professional networks:

**Ronald A. Blum, PhD**

Senior Vice President, Marketing and Strategic Business Development, Pathology Inc.

**William DeSalvo, BS HTL(ASCP)**

AP System Production Manager, Sonora Quest Laboratories  
Exec. Board Chair, NSH Quality Management Committee  
Owner/Consultant, Collaborative Advantage Consulting

**Craig C. Foreback, PhD**

Senior Lecturer Emeritus, University of Wisconsin School of Medicine and Public Health

**Patricia A. Mullenix, BS, MT(ASCP) SH**

Hematology/Satellite Labs Technical Manager, Memorial Health University Medical Center

**Rochelle P. Stewart, MBA, CLS, MLS(ASCP) CM, QLC(ASCP), CLC/MT(AMT)**

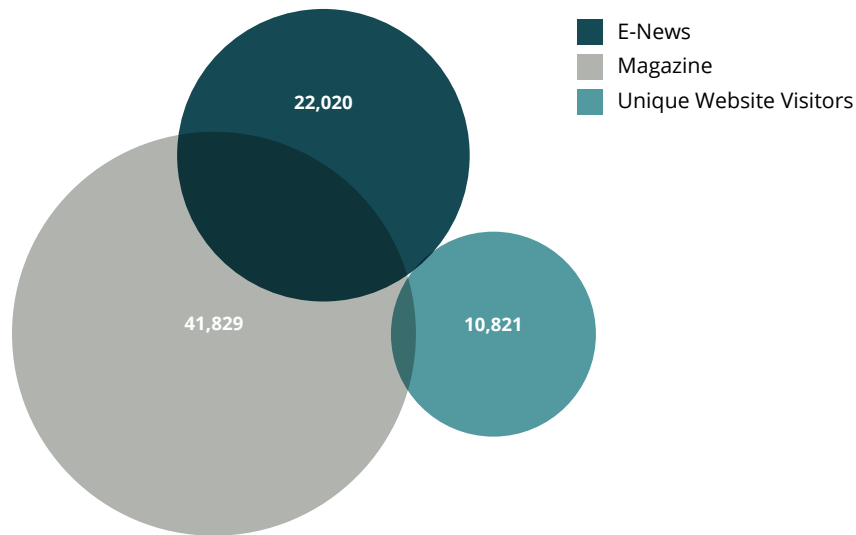
Founder, President, and CEO, RPL Laboratory Solutions Inc.

# Audience

## Audience

*Clinical Lab Products* enables innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Clinical Lab Products* delivers complete coverage of critical technological advances, applied products intelligence, and trends affecting the clinical laboratory community.

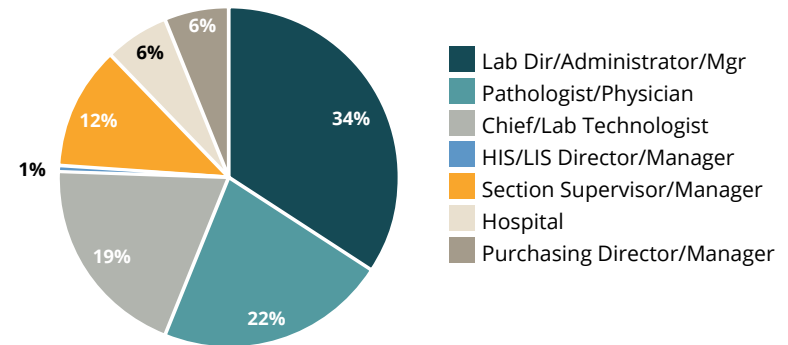
### Audience By Distribution



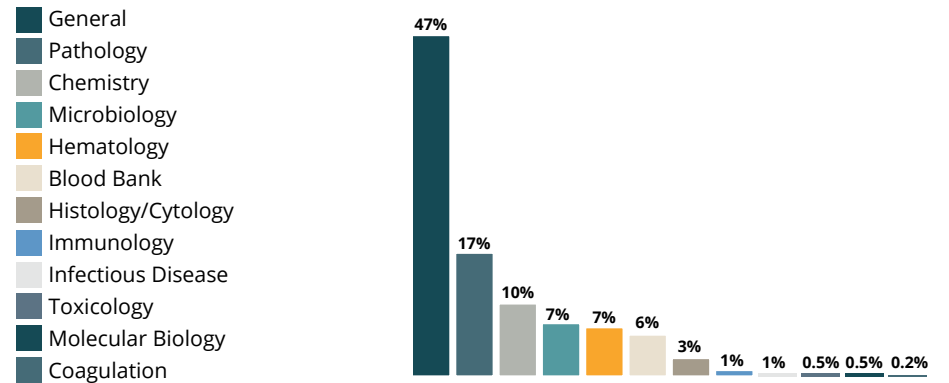
### Web Statistics

| Year | Avg. Visits | Avg. Uniques | Avg. Page Views |
|------|-------------|--------------|-----------------|
| 2014 | 14,519/MO   | 10,821/MO    | 26,780/MO       |

### Readers by Title/Job Responsibility



### Purchasing Audience



### E-News Breakdown



# Reach | Readership | Results

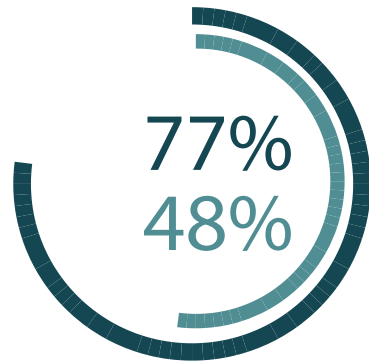
## Reach

*Clinical Lab Products* reaches the largest audience of clinical lab professionals available with 62,972 deduped magazine print and digital subscribers, 22,020 weekly email newsletter subscribers, and over 17,000 average webpage visitors to clpmag.com each month.

In our 2015 reader survey, our readership told us *CLP* delivered information that was most important to them.

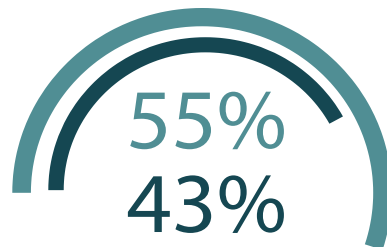
### CLP delivers the information clinical lab professionals need:

- Current information on laboratory products and technologies
- Legislative and regulatory updates for clinical labs



### Readers find the importance of lab and tech products:

- Very Important
- Critically Important



## Readership

Your customers and prospects read *CLP* monthly to learn how products and technologies increase diagnostic lab efficiencies and improve healthcare!

**Every issue of *CLP* is well-received by your customers as it provides clinical lab decision makers with timely, compelling content that enables them to improve health care. Issues of *CLP* are read cover to cover--starting with feature stories on technologies, diseases, and issues impacting the clinical laboratory, through product sections, ending with "Inside Track". Advertising in *CLP* guarantees your ad will be seen and responded to!**

- Feature Stories
- Product Information
- Tech Guides
- Inside Track (Q&A)



**CLP's Reach and Readership delivers RESULTS!**

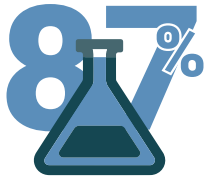
# Reach | Readership | Results

## Results

### CLP's Reach and Readership Delivers Results!

Decision makers are looking for solutions to increase efficiencies and improve patient care: The best possible time to reach them with your advertising message.

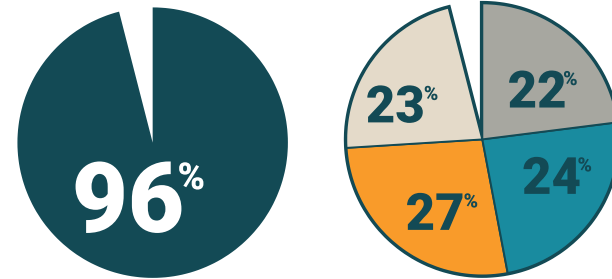
### Your Customers are looking in CLP for:



- New Products and Technologies
- Opinions of Laboratory Leaders
- Identify Suppliers
- View Advertisements

### CLP Readers Take Action

96% of CLP's readers take some kind of action after viewing an advertisement including:



- Purchased, recommended, or requested sales visit
- Visited the advertiser's website
- Discussed the advertiser or product with a colleague
- Requested additional information from the advertiser
- Took some kind of action after viewing an ad in CLP

### CLP's readers are involved in purchasing decisions for their lab!



Position yourself in front of the active decision-makers that read Clinical Lab Products.

# Editorial Calendar

PRINT

ONLINE

| JANUARY   | FEBRUARY  | MARCH   | APRIL  | MAY  | JUNE  |
|---|---|---|--|--|---|
| <p><b>Product Spotlight</b><br/>Emerging Technologies 2016 Showcase</p> <p><b>Tech Guide</b><br/>Standards, Calibrators, Controls</p> <p><b>Features: Technology Outlook</b><br/>Laboratory Automation</p> <p><b>Features: Trending</b><br/>Genotyping &amp; Next-Generation Sequencing</p> <p><b>Features: Disease States</b><br/>Emerging Infectious Diseases</p> | <p><b>Product Spotlight</b><br/>Equipment, Labware, Consumables</p> <p><b>Tech Guide</b><br/>Laboratory Information Systems Middleware</p> <p><b>Features: Technology Outlook</b><br/>Mass Spectrometry, Flow Cytometry</p> <p><b>Features: Trending</b><br/>FDA-Regulated Test Development</p> <p><b>Features: Disease States</b><br/>Toxicology &amp; Drugs of Abuse Tests &amp; Strategies</p> | <p><b>Product Spotlight</b><br/>Chemistry &amp; Integrated Analyzers</p> <p><b>Tech Guide</b><br/>Urinalysis</p> <p><b>Features: Technology Outlook</b><br/>Laboratory Information Management Systems</p> <p><b>Features: Trending</b><br/>The Value of Diagnostics</p> <p><b>Features: Disease States</b><br/>Cardiovascular Diagnostics &amp; Testing</p> | <p><b>Product Spotlight</b><br/>Immunoassay Analyzers</p> <p><b>Tech Guide</b><br/>Microbiology Systems</p> <p><b>Features: Technology Outlook</b><br/>Urinalysis</p> <p><b>Features: Trending</b><br/>Informatics &amp; Data Analytics</p> <p><b>Features: Disease States</b><br/>Diabetes Diagnostics &amp; Monitoring</p> | <p><b>Product Spotlight</b><br/>Anatomic &amp; Digital Pathology Instruments &amp; Tools</p> <p><b>Tech Guide</b><br/>Clinical Chemistry &amp; Integrated Analyzers</p> <p><b>Features: Technology Outlook</b><br/>Infectious Diseases</p> <p><b>Features: Trending</b><br/>Quality: Risk Management in Action</p> <p><b>Features: Disease States</b><br/>Cancer Diagnostics</p> | <p><b>Product Spotlight</b><br/>Molecular Diagnostics</p> <p><b>Tech Guide</b><br/>Immunoassay Analyzers</p> <p><b>Features: Technology Outlook</b><br/>Chemistry &amp; Integrated Analyzers</p> <p><b>Features: Trending</b><br/>Liquid Biopsies</p> <p><b>Features: Disease States</b><br/>Women's Health</p> |
| <p><b>Bonus Distribution</b><br/>SLAS (San Diego, 23-27 January)</p>  |   | <p><b>Bonus Distribution</b><br/>CLMA (Orlando, 20-23 March)</p>  |  | <p><b>Bonus Distribution</b><br/>ASM (Boston, 16-20 June)</p>  |   |
|   |   |   |  | <p><b>Bonus Editorial</b><br/>AACC Show Planner</p>  |   |
| <p><b>CLP Online</b><br/>Regulation of LDTs</p>   | <p><b>CLP Online</b><br/>IQCP</p>   | <p><b>CLP Online</b><br/>Antibiotic-Resistant Bacteria</p>  | <p><b>CLP Online</b><br/>Lab Week Webcasts</p>   | <p><b>CLP Online</b><br/>Advancing Cancer Diagnostics</p>  | <p><b>CLP Online</b><br/>AACC Blog</p>  |
| <p><b>Ad Close Date: 11.20.15</b><br/><b>Ad Materials Due: 11.24.15</b><br/><b>Mail Date: 12.23.15</b></p>  | <p><b>Ad Close Date: 12.22.15</b><br/><b>Ad Materials Due: 12.28.15</b><br/><b>Mail Date: 1.26.16</b></p>   | <p><b>Ad Close Date: 1.26.16</b><br/><b>Ad Materials Due: 1.28.16</b><br/><b>Mail Date: 2.24.16</b></p>   | <p><b>Ad Close Date: 2.19.16</b><br/><b>Ad Materials Due: 2.23.16</b><br/><b>Mail Date: 3.21.16</b></p>  | <p><b>Ad Close Date: 3.24.16</b><br/><b>Ad Materials Due: 3.28.16</b><br/><b>Mail Date: 4.22.16</b></p>  | <p><b>Ad Close Date: 4.18.16</b><br/><b>Ad Materials Due: 4.20.16</b><br/><b>Mail Date: 5.19.16</b></p>   |

# Editorial Calendar

PRINT

ONLINE

| JULY  | AUGUST  | SEPTEMBER   | OCTOBER   | NOVEMBER  | DECEMBER  |
|---|---|---|---|---|---|
| <p><b>Product Spotlight</b><br/>AACC Exhibitor Showcase</p> <p><b>Tech Guide</b><br/>Anatomic &amp; Digital Pathology Instruments &amp; Tools</p> <p><b>Features: Technology Outlook</b><br/>Immunoassay Kits &amp; Instruments</p> <p><b>Features: Trending</b><br/>Omics in the Clinical Lab</p> <p><b>Features: Disease States</b><br/>Sexually Transmitted Infections</p> | <p><b>Product Spotlight</b><br/>Hematology, Blood Banking &amp; Biorepositories</p> <p><b>Tech Guide</b><br/>Point-of-Care Assays &amp; Analyzers</p> <p><b>Features: Technology Outlook</b><br/>Anatomic &amp; Digital Pathology</p> <p><b>Features: Trending</b><br/>Quality: IQCP Case Studies</p> <p><b>Features: Disease States</b><br/>Allergy, Asthma, &amp; Autoimmune Diseases</p> | <p><b>Product Spotlight</b><br/>New Products Showcase</p> <p><b>Tech Guide</b><br/>Molecular Diagnostic Instruments</p> <p><b>Features: Technology Outlook</b><br/>Point-of-Care Assays &amp; Instruments</p> <p><b>Features: Trending</b><br/>Precision Medicine</p> <p><b>Features: Disease States</b><br/>Sepsis, Healthcare-Associated Infections</p> | <p><i>Lab Stories</i></p> <p><b>Product Spotlight</b><br/>Lab Automation</p> <p><b>Tech Guide</b><br/>Hematology Analyzers</p> <p><b>Features: Technology Outlook</b><br/>Molecular Pathology</p> <p><b>Features: Trending</b><br/>Blood Banking &amp; Biorepositories</p> <p><b>Features: Disease States</b><br/>Antibiotic-Resistant Bacteria</p> | <p><b>Product Spotlight</b><br/>Software, Information Technologies</p> <p><b>Tech Guide</b><br/>Lab &amp; Patient Safety Products</p> <p><b>Features: Technology Outlook</b><br/>Hematology</p> <p><b>Features: Trending</b><br/>Clinical Lab Trends for 2017</p> <p><b>Features: Disease States</b><br/>Flu &amp; Respiratory Diseases</p> | <p><b>2017 CLP Buyer's Guide</b></p>  |
| <p><b>Bonus Distribution</b><br/>AACC (Philadelphia, 31 July-4 August)</p>  |   |   | <p><b>Bonus Distribution</b><br/>AACC Emerging Technologies AMP (Charlotte, 10-12 November)</p>   |   |   |
|   | <p><b>Bonus Editorial</b><br/>Corporate Profiles</p>  |   | <p><b>Bonus Editorial</b><br/>Lab Stories</p>   |   | <p><b>Bonus Editorial</b><br/>Corporate Profiles</p>                                  |
| <p><b>CLP Online</b><br/>AACC Blog</p>  | <p><b>CLP Online</b><br/>IQCP</p>   | <p><b>CLP Online</b><br/>Infectious Diseases</p>  | <p><b>CLP Online</b><br/>Advancing Tools for Pathology</p>  | <p><b>CLP Online</b><br/>Molecular Pathology</p>  | <p><b>CLP Online</b><br/>Clinical Lab Trends for 2017</p>                             |
| <p>Ad Close Date: 5.23.16<br/>Ad Materials Due: 5.25.16<br/>Mail Date: 6.24.16</p>  | <p>Ad Close Date: 6.21.16<br/>Ad Materials Due: 6.23.16<br/>Mail Date: 7.21.16</p>  | <p>Ad Close Date: 7.27.16<br/>Ad Materials Due: 7.29.16<br/>Mail Date: 8.25.16</p>  | <p>Ad Close Date: 8.22.16<br/>Ad Materials Due: 8.24.16<br/>Mail Date: 9.22.16</p>  | <p>Ad Close Date: 9.22.16<br/>Ad Materials Due: 9.26.16<br/>Mail Date: 10.21.16</p>   | <p>Ad Close Date: 10.26.16<br/>Ad Materials Due: 10.28.16<br/>Mail Date: 11.28.16</p> |

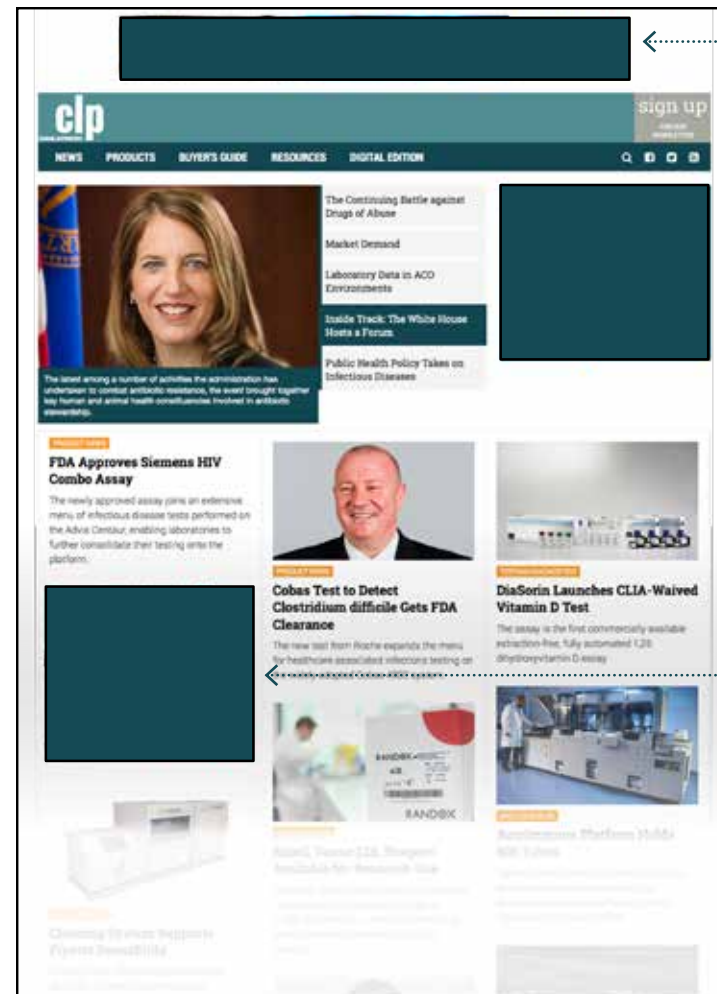
# Website Advertising Opportunities

Take advantage of trackable results by advertising on clpmag.com! Be in front of *Clinical Lab Products* online audience when they are actively online consuming our content. *Clinical Lab Products* online audience is engaged!

**10,761 average unique visitors per month**  
**28,780 average page views per month**

Coming into our site either through search engines or by clicking through on a specific story they've seen in one of our e-mail newsletters, our online audience is proven to be engaged with our content as you can see by the numbers. You also benefit from Run-of-Site advertising campaigns. Since site visitors are coming in through literally hundreds and thousands of links in any given month from search engines and specific articles, a Run-of-Site delivery of your campaign ensures that your ads are running on as many pages as possible for visibility, branding or driving traffic to a specific area of your own site.

*Inventory is limited so make sure to reserve your ad positions early!*



Leaderboard

Medium Rectangle

Medium Rectangle



# E-Newsletter

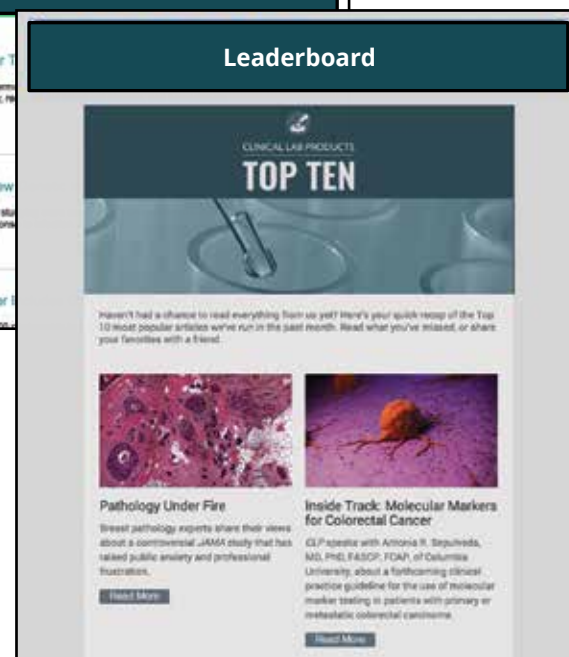
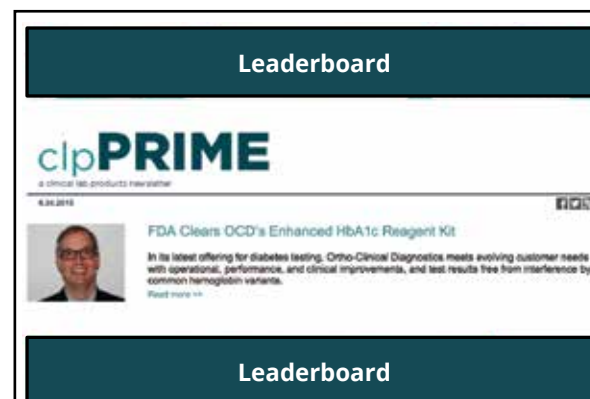
Recipients of *Clinical Lab Products* Editorial and Product E-Newsletters are hungry for timely industry and product information. With open rates that average 20%, Your advertising message will be in front of the most elite group of lab directors and technologists who want to stay on top of their game!

## CLP Prime Weekly E-Newsletter

CLP Prime is a weekly e-newsletter for the clinical laboratory community, produced by the editors of *Clinical Lab Products* magazine. CLP Prime helps lab professionals to keep abreast of news and trends affecting clinical laboratories, including regulatory and reimbursement issues, business and industry trends, company and product news, and the latest research shaping the field of laboratory medicine.

## The Top Ten Monthly E-Newsletter

Site analytics give us the added capability to see the 10 most popular stories of the last month and we publish these Top 10 stories in its own dedicated e-newsletter. You benefit from being associated with the most important stories of the last month. And since we already have the stats, open rates can go above 20% ensuring high visibility of your brand.



## Program Features

### Weekly E-Newsletter

- Leaderboard - Zone 1..... **\$2,925 month**
- Leaderboard - Zone 2..... **\$2,625 month**
- Leaderboard - Zone 3..... **\$2,375 month**
- Leaderboard - Zone 4..... **\$2,150 month**
- Leaderboard - Zone 5..... **\$1,925 month**

### Top Ten

- Leaderboard - Zone 1..... **\$3,000 month**
- Leaderboard - Zone 2..... **\$2,000 month**
- Leaderboard - Zone 3..... **\$1,000 month**

## Specs



Leaderboard: 728 x 90, gif, jpg, 45kb

The screenshot displays the clpPRIME e-newsletter interface. At the top, there is a dark teal header for "Leaderboard - Zone 1". Below this, the newsletter logo "clpPRIME" is visible, along with the tagline "a clinical lab products newsletter" and the date "6.12.2015". The main content area features three news items, each with a small image and a "Read more" link:

- New Genetic Test May Guide Better Anti-HER2 Treatment Selection**: The presence of PIK3CA mutations predicts a reduced response to a dual anti-HER2 therapy considered promising in HER2-positive patients without the mutations.
- Fume Hoods Facilitate PVC Acid Digestion**: The hood's architecture is non-metallic and chemical-resistant, to meet the demands of acid digestion procedures.
- European Commission Gives MeMed Top Honor in Business Competition**: The 3-year award, totaling €2 million, will be used to accelerate development of a point-of-care test that distinguishes bacterial and viral infections, seeking to improve antimicrobial stewardship.

Below these items is another dark teal header for "Leaderboard - Zone 2", followed by three more news items:

- Benchtop Analyzer Equipped with LIS Bidirectional Connectivity**: The fully automated clinical chemistry analyzer is capable of performing up to 480 tests per hour.
- Thats a Wrap, AACC 2015**: The 2015 annual meeting of the American Association for Clinical Chemistry saw more than 400 educational sessions, more than 720 exhibitors, and attendance by more than 17,000 medical professionals and healthcare leaders.
- Pneumatic Tube Station Designed to Reduce Spill Risk**: The unit provides quiet delivery of PTD carriers and improved carrier management through a carousel that handles both send and receive actions.

At the bottom, there is a final dark teal header for "Leaderboard - Zone 3".

# E-Blast

E-blasts offer an excellent channel to reach your customers—our readers—in an e-mail from CLP that contains your sole message and content. Our e-mail list is opt-in, providing you with reach to clinical laboratory professionals that are interested in learning more about solutions for their lab. It's 100% yours timed to meet your specific needs for product launches or special offers that have limited time-frames before the offer expires.

Multisponsor emails also available that allow you to deliver the same messaging at a lower rate while sharing space with other sponsors.

Available dates are limited so please contact Drew Thornley (West) at [dthornley@allied360.com](mailto:dthornley@allied360.com) or Cheryl Hackos (East) at [chackos@allied360.com](mailto:chackos@allied360.com) for open inventory.

## Program Features

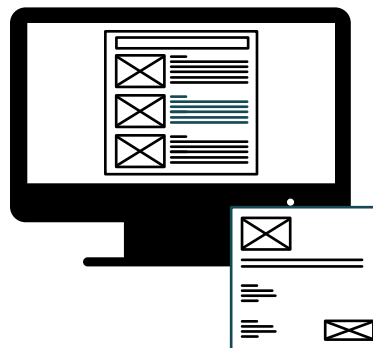
### Third Party .....\$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

### Multisponsor ..... \$400 per listing | \$100 production charge

- Client Logo and URL link
- Client-provided materials
- Sent to editorial preference list
- 300 to 500 words from editorial must be included (highlighting pertinent information to e-blast)

## Specs



|       | Dimensions | File Size | Format            |
|-------|------------|-----------|-------------------|
| Image | 800x600    | 200k max  | Static jpg or gif |
| HTML  | 800x600    | 200k max  | Incline CSS only  |

**SPECIAL INSTRUCTIONS:** Full URL for all links and image source files

### Additional Materials Needed

- Click-through URLs
- E-mail append list for test and final distribution
- Please identify who is responsible for final approval
- .ZIP file with HTML, images, back-up test and distribution list and preferred method of asset provision

# Digital Edition

The Digital Edition of *Clinical Lab Products* is the digital replica of our print edition. It is hosted on our website and archived with promotional mailings each month which drive readers to the digital edition. As the Digital Edition sponsor you will gain high visibility and impact around reader-engagement because you are the first thing a reader sees. From the moment a reader opens the Digital Edition, you are positioned as a leader in the industry and ahead of your competition.

## Specs



**Full Page:** See rates & specs page

**Leaderboard:** 728 x 90, gif or jpg, 45kb

**Banner Ad:** 940 x 60, gif or jpg, 45kb

## Program Features

### Primary Sponsorship.....\$2,500 issue/edition

- Single or multiple issue sponsorship or digital edition
- Left-hand page facing the digital edition front cover
- Leaderboard (728x90) on two separate e-blasts for each edition
- Traffic driver promotional items on website and weekly e-newsletters
- Sponsorship recognition on digital edition promotion ad in print

### Digital Ad Link.....\$150/\$100 additional

- Live link on ad and in Ad Index

### Banner Ad.....\$350/per unit

- Rotating Banner Ad that will appear above the digital edition (max 3)

### Enhanced Digital Ad

- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any URL (max 4)

#### Enhanced Digital Ad Extras

- Basic Enhancement Link..... **\$150 | \$100/additional**
- Digital Call for Action Ad (7.875x10.75 PDF)..... **\$500**
- Digital Call for Action Spread (15.75x10.75 PDF) ..... **\$1,000**
- Multimedia Add On (YouTube or Vimeo formats only):
  - Audio ..... **\$175 | 2 minutes**
  - Video..... **\$200 | 2 minutes**

## Overview

Our tablet editions offer enhanced features such as slide shows, podcasts, videos, and much more that make reading the latest issue truly interactive and unique.

## Specs



**Full Page:** See rates & specs page  
**Leaderboard:** 728 x 90, gif or jpg, 45kb  
**Advertiser Logo:** 125 x 125, gif or jpg, 45kb

## Program Features

### **DFT (Designed for Tablet)**.....\$600 total

- Submitted digital focused unit
- Created ad can be viewed at 100% on tablet
- Includes digital call to actions that increase engagement
- Advanced URL link creation - up to 4 links with features
- Full ownership of screen

### **EFT (Enhanced for Tablet)**..... Starts at \$1,100

- Custom ad creation for the tablet
- Advanced interactive features including slideshows, videos, scrolling content
- Includes digital call to actions that increase engagement
- Advanced URL link creation - up to 4 links with features
- Multipage options - 3 advanced features and links per page\*
- Full ownership of screen

*\*additional charges may apply*

# Feature Report

\$17,000 total | promoted for 6 months

When you have the need to capture full lead information, a Feature Report can meet this goal! In addition to lead generation a Feature Report is also a thought-leadership opportunity that positions your brand around solving an industry challenge or issue. Produced by *Clinical Lab Products* ensures that the content won't be perceived as an "advertisement" written by the sponsor. Co-branded content written by our editors creates more credibility, therefore is more successful in lead-generation and positioning the sponsor as a thought leader in the industry.

We gate the content with a registration form on our site in The Resource Center. Then we create a full marketing campaign to drive traffic for registrations that become leads for you. Full contact information for you to be able to follow-up with and start the lead nurturing process.

Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and provide great leave-behinds for your sales team or for use at trade shows.

## Program Features

*Production time frame – 12 weeks from signed insertion date*

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

## Specs



**Page Count:** 8 min.

**Size:** 8.5 (w) x 11 (h) - high res pdf or original art

**Images:** 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)

**Advertiser Logo:** 300 dpi, eps, jpg

*Additional Materials Needed*

- Logo with URL link
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and e-mail)
- Charts, figures, analyst reports, photos, etc to provide context (optional)

# Webcast

**60 minutes | \$10,000 total | promoted 4 months**

**30 minutes | \$6,000 total | promoted 4 months**

Webcasts are highly engaging platforms that allow attendees to interact with the moderator and panel visually with educational slides as well as interact directly through Q&A. This higher level of interactivity gives the sponsor elevated benefits of branding and direct contact with the attendees. Sponsors also benefit from the multiple marketing efforts we put in place with e-mail and web promotions to drive registrations and attendees to the live event as well as attendees to the archived event with all of the registration and attendee contact information given to you as leads.

Webcasts can be multi-sponsored, single sponsored or custom. Regardless, sponsors benefit from months of lead-generation and branding to the archived event to keep your lead nurturing efforts supported for an extended period of time.

## Program Features

- Live or recorded, audio plus PowerPoint presentation
- Custom-developed webcast will be moderated by Chief Editor
- Customized registration page
- Marketing traffic driving campaign
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived for 3 months

## Specs



**Advertiser Logo: 300 dpi, eps, jpg**

Webcast programs require minimum of 3 months lead time for development, marketing, and registration. Event date will not be set earlier than 90 days from receiving the signed contract.

# Video Showcase

\$2,000 per video | posted for 1 year

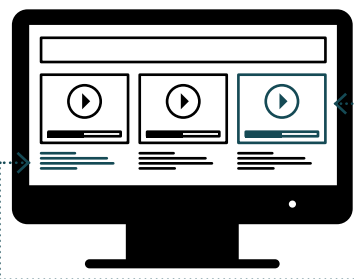
\$1,000 set up fee for editorial involvement

Telling your story with short videos is a highly engaging way to draw an audience into your message. So you've created a video, now what? You need to drive traffic to it and we've got your audience!

For videos already in the public domain, we will keep the video with open access on our site. For videos that are not available in the public domain, we gate the video for registration making the video a lead-generation platform for you.

In either case, we create multiple e-mail and web promotions to drive traffic to your video so you gain that added visibility from our audience.

## Specs



**Video:** YouTube or Vimeo formats only

**Short Description:** 200 words max

## Program Features

*Production time frame - 4 weeks from signed insertion date*

- Video URL link or embedded YouTube link hosted in Resource Center
- Promotional traffic drivers across platforms



*\*Artwork supplied from our sister company, The Hearing Review.*



# Dedicated Communities

\$5,000 month (min. 6 months) | \$5,000 set up fee

As marketers you are constantly challenged to drive more new customers to your sites. How do you really take an aggressive step in growing your audience on your site beyond running banner campaigns in multiple places? Consolidate your efforts with a partnership with the leading media brand, *Clinical Lab Products*.

Create a niche community dedicated exclusively to the category of your choice! With this community-style platform, readers can log on to find out information on product news, new research, educational articles, and much more!

**Focused effort** A community takes your multiple banner campaigns across multiple sites and focuses your efforts in one place. Efficiency.

**Content marketing** As publishers, we've been in the content marketing business for the clinical lab market for over 20 years. We leverage this expertise for your audience engagement and your community! Expert content.

**We leverage all of our platforms to drive traffic and engagement** Our content is published in e-mail, social media and other dedicated marketing channels that you don't have time to maintain, we do it for you! You have more time to do the rest of your job!

**Linking back to your site increases your audience and reach** By having literally hundreds of ways of linking back to your site, we create a constant funnel of traffic to your corporate site. Your goal is accomplished!

**Content development** We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include *Clinical Lab Products* editorial content, Q&A, government and regulators content, your branded content, blogs, industry experts, and interactive industry expert blogs.

**Analytics** Reports containing the micro site ranking with the other sections of the website and daily site traffic for the micro site.

## Program Features

*Production time frame - 4 weeks from signed insertion date*

- Link from site homepage
- Interactive link/ad with the monthly digital edition
- Promotional traffic drivers across platforms

## Specs



**Advertiser Logo:** 150x140 with URL 300 dpi, eps, jpg

**Leaderboard:** 728 x 90, gif or jpg, 45kb

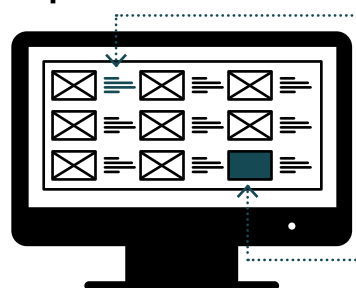
# Buyer's Guide

Our Buyer's Guide summarizes and highlights the companies serving the market. The guide is published every year and hosted throughout the year on the web. This is a resource that purchasing decision-makers will refer to throughout the year.

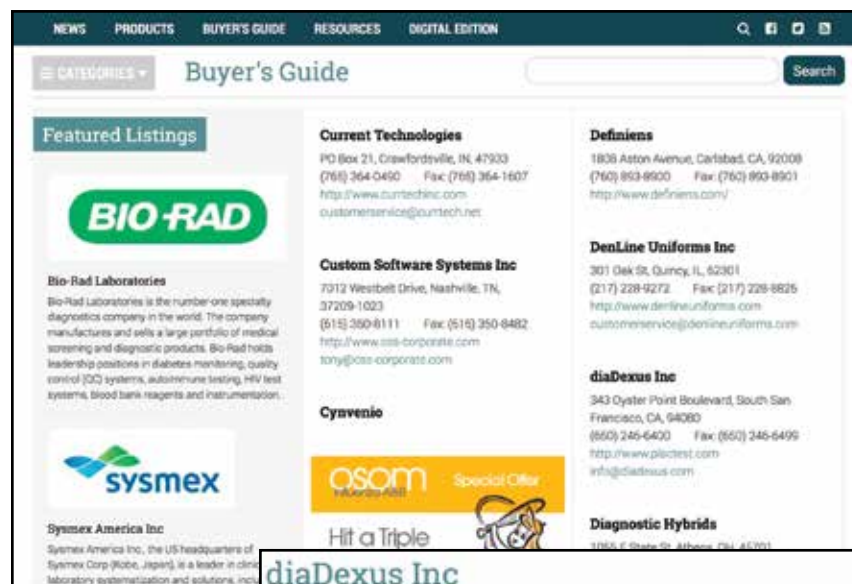
## Program Features

- Company logo and display ad call out, plus one of the following:
- Featured Listing - Enhanced ..... **\$450/per listing**
  - Short company profile
- Advertorial Profile - 1/4 Page..... **\$635/per listing**
  - Expanded company profile and one image
- Advertorial Profile - 1/2 Page..... **\$1,140/per listing**
  - Expanded company profile and one image
- Advertorial Profile - Full Page..... **\$2,564/per listing**
  - Extended company profile and two images

## Specs



- **Short Description:** 50 words max
- **Expanded Description:**
  - 1/4 Page: 115 words max
  - 1/2 Page: 225 words max
- **Extended Description:** 525 words max
- **Advertiser Logo:** 300 dpi, eps, jpg



**diaDexus Inc**  
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 (650) 246-6400 Fax: (650) 246-6499  
<http://www.plactest.com>  
[info@diadexus.com](mailto:info@diadexus.com)

diaDexus, Inc., is a biotechnology company focused on the development and commercialization of novel, patent protected in vitro diagnostics for cardiovascular disease. The PLAC Test for Lp-PLA2 (lipoprotein-associated phospholipase A2) is the only blood test cleared by the FDA to aid in assessing risk for both coronary heart disease and ischemic stroke. Lp-PLA2 a vascular-specific inflammatory enzyme implicated in the formation of rupture-prone plaque. Plaque rupture and thrombosis cause the majority of cardiac events. The PLAC Test enables early detection of disease and is a simple blood test that runs on popular clinical chemistry analyzers. Visit [www.plactest.com](http://www.plactest.com) for more information.

# Pay Per Lead

**Advertiser Rate \$25/per lead\***

**\*100 lead purchase minimum**

*Your Content, Our Reach*

We can host your content on our website in the Resource Library to help you gain exposure and provide you with valuable lead data. By letting us host your Whitepaper, Case Study, Product Catalogs, Webinars, Podcast and many other types of files, you are added to a vast medical library that focuses on your industry. We can leverage our multi-level platform to drive exposure to your content and in return, delivery the quality leads to help your ROI.

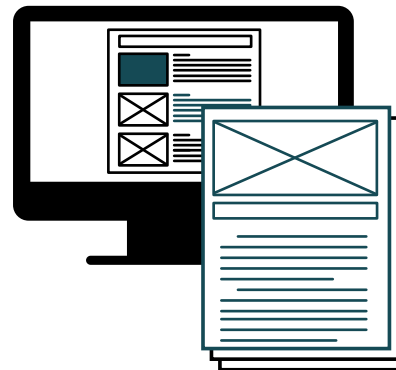
## Program Features

- Hosting of multiple documents or files over the life of the program
- Ongoing promotion of content and visitor data capture until the program leads are met
- Specialized website sections dedicated to specific content types with lead capture
- Lead data capture will provide you with name, company and contact point (address, phone, e-mail)\*  
*\*min requirement of one valid contact point*
- Lead data report delivered to advertiser weekly
- Specialized marketing campaign that leverages multiple products to drive traffic to your content and identify the highest value leads
- Prepayment of program prior to live date

### **Don't have a whitepaper, featured report or specs data charts?**

Allied 360 can help you develop multiple types of documents for hosting starting at \$700/page (2 page min).

## Specs



**Text based documents: Preferred:** max size 8.5 (w) x 11 (h) – print quality pdf

**Document Title:** 100-150 characters

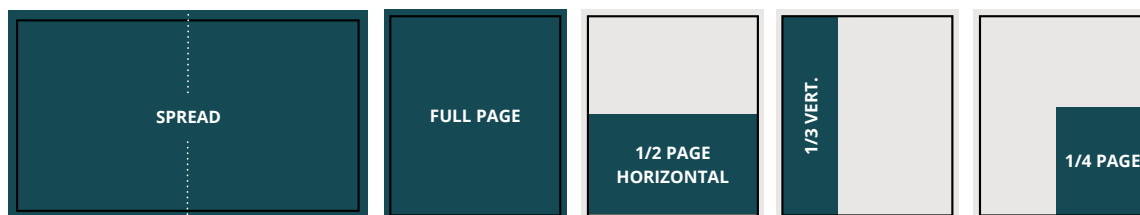
**Document Overview:** 200 words or less

**Contact E-mail:** e-mail for report delivery

**Multimedia files:** please contact us for specs

# Rates & Specs

## Print



### PREFERRED POSITIONS

**Premium:**  
 Premium Placement ..... \$700  
**Color Rates:**  
 Spot Color..... \$500/1,000

| Full Color Ad Size  | Live Area     | Trim Size | Bleed Size    | 1x       | 3x       | 6x       | 12x      | 24x      |
|---------------------|---------------|-----------|---------------|----------|----------|----------|----------|----------|
| Spread              | 19.75 x 12.75 | 20 x 13   | 20.25 x 13.25 | \$14,100 | \$13,850 | \$13,690 | \$13,260 | \$12,780 |
| Full Page           | 9.75 x 12.75  | 10 x 13   | 10.25 x 13.25 | \$7,400  | \$7,275  | \$7,195  | \$6,980  | \$6,740  |
| 1/2 Page Horizontal | 8.75 x 5.75   | -         | -             | \$4,375  | \$4,315  | \$4,250  | \$4,160  | \$4,035  |
| 1/3 Page Vertical   | 2.75 x 11.5   | -         | -             | \$3,465  | \$3,400  | \$3,375  | \$3,310  | \$3,225  |
| 1/4 Page Vertical   | 4.25 x 5.625  | -         | -             | \$2,940  | \$2,900  | \$2,870  | \$2,820  | \$2,755  |

## Online

|                  | Desktop/Tablet Dimensions | Mobile Dimensions | Supported File Types | Max. File Size | Animation Gif. Max. Length | Max. Number of Frames | Rates/mo      |
|------------------|---------------------------|-------------------|----------------------|----------------|----------------------------|-----------------------|---------------|
| Leaderboard      | 728 x 90                  | 320 x 50          | jpg, gif             | 45 kb          | 30 sec                     | 3                     | \$1,500       |
| Medium Rectangle | 300 x 250                 | 300 x 100         | jpg, gif             | 45 kb          | 30 sec                     | 3                     | \$1,000-1,500 |
| Bottom Banner    | 940 x 60                  | 300 x 50          | jpg, gif             | 45 kb          | 30 sec                     | 3                     | \$1,000       |
| Interstitial     | 640 x 480                 | -                 | jpg, gif             | 45 kb          | -                          | -                     | \$3,000       |

**DESIGN GUIDELINES:** For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e., ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

**SEND AD MATERIALS TO:** SARAH WALL 913.955.2776, FAX 913.647.6108, SWALL@ALLIED360.COM  
**FILE UPLOAD LINK:** [anthemcloud.egnyte.com/ul/FbcUW3Jy9](https://anthemcloud.egnyte.com/ul/FbcUW3Jy9)

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🌐 [clpmag.com](http://clpmag.com)