



Publications

# MEDIA KIT

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Dear Advertisers:

If the targeted buying audience for your company's products and services includes chemists, microbiologists, laboratory managers, and quality assurance professionals, you cannot afford to miss the outstanding marketing and promotional opportunities available to you through AOAC INTERNATIONAL.

AOAC INTERNATIONAL is a global scientific association dedicated to the development of analytical standards and methods, the improvement of quality assurance procedures in laboratories, and the professional development of analytical scientists around the world. AOAC INTERNATIONAL members include leading decision-makers from government, academia, and industry working in the areas of foods and beverages, infant formula, dietary supplements, feeds, fertilizers, soil and water, pharmaceuticals, and cosmetics.

AOAC INTERNATIONAL is growing rapidly with increases in membership, readership, and meeting attendance. All exhibit spaces for the 2012 AOAC Annual Meeting were sold out well in advance of the exposition, and membership and subscriptions to AOAC publications continue to grow rapidly.

We invite you to profit from this tremendous growth and to take advantage of the new and expanded promotional opportunities that will be presented to you through AOAC INTERNATIONAL in 2013. We have enclosed information on 2013 advertising options.

Leading organizations like yours know that AOAC INTERNATIONAL is a key link to potential customers in the scientific community.

We invite you to take advantage of the opportunities to expand your organization's visibility, credibility, and profitability through AOAC INTERNATIONAL. To reserve any of these promotional opportunities for your organization, please contact me at +1-301-924-7077 ext. 105 or via e-mail at [rrathbone@aoac.org](mailto:rrathbone@aoac.org).

We look forward to the opportunity of assisting you in achieving your organization's marketing and sales objectives.

Sincerely,

Robert Rathbone  
Senior Director of Publications

# publications advertising opportunities

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## Description of AOAC Publications Reaching Your Targeted Audience

### ***Inside Laboratory Management***

AOAC INTERNATIONAL's flagship magazine with bimonthly circulation to over 3,000 laboratory professionals who are key purchasers of laboratory products and services. Issues of *Inside Laboratory Management* (ILM) contain standards development and consensus-building activities, association news, accreditation update, standards and methods listing, new member listing, and a meetings listing. ILM features news content that is specific to the work of AOAC and its analytical communities and contracts it serves, such as infant formula, dietary supplements, food safety and security, bioterrorism, and residues contamination. ILM also features recently approved analytical methods and test kits. The November/December issue showcases highlights of the Annual Meeting. No other material of ILM can be predicted in advance.

### ***Journal of AOAC INTERNATIONAL (Print and Online)***

AOAC INTERNATIONAL's bimonthly peer-reviewed research journal and a leading international forum for the exchange of scientific information among over 2,500 analytical scientists from over 90 countries around the world. The scope of the Journal describes original, basic, and applied research and recent advancements in the analytical sciences related to foods (contaminants in foods, natural and industrial), fertilizers, drugs, agriculture, the environment, veterinary drug residues, microbiological methods (foods, environmental samples), terrorist agents, botanical identification, and dietary supplements. The Journal is a well-balanced publication, offering a wealth of titles relevant to the analytical community. The exposure of the *Journal of AOAC INTERNATIONAL* is worldwide.

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## Pricing Schedule

Rates for advertisements reflect those for both *Inside Laboratory Management* and the *Journal of AOAC INTERNATIONAL*.

Full Page	\$1,750.00
1/2 Page	\$1,425.00
1/4 Page	\$ 899.00
4-Color	\$1,210.00
Standard or PMS	\$ 550.00

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## Package Discount Pricing

Save thousands by purchasing AOAC INTERNATIONAL marketing opportunities through any of the following packages. *Please note:* Package offers may not be modified. Additions to packages may be purchased at the individual price.

- **Frequent Advertiser Package**  
10% discount off the total cost of three ad placements (any size) in either *Inside Laboratory Management* or the *Journal of AOAC INTERNATIONAL* (or both) within a 12 month period.
- **Inside Laboratory Management Back Cover Package**  
20% off the total cost of the back full cover of *Inside Laboratory Management* (4-color only) for all six issues.

COMPARE!

Full page 4 color ad =  
\$1,750 + \$1,210 (color) =  
\$2,960    6 placements = \$17,760.00

With 20% discount, cost is \$14,208.00.

**Save \$3,552.00!**

- **Journal of AOAC INTERNATIONAL Back Cover Package**  
20% off the total cost of the back full cover of the *Journal of AOAC INTERNATIONAL* (4-color only) for all six issues.

COMPARE!

Full page 4 color ad =  
\$1,750 + \$1,210 (color) =  
\$2,960 6 placements = \$17,760.00

With 20% discount, cost is \$14,208.00.  
**Save \$3,552.00!**

## Deadlines

Dates reflect those for both *Inside Laboratory Management* and the *Journal of AOAC INTERNATIONAL*.

**CLOSING DATES:** 60 days prior to issue date (for example, November 1 for January/February issue)

**MATERIAL CLOSING DATES:** 14 business days after insertion order closing date (for example, December 7 for January/February issue)

ISSUE	DEADLINE	MATERIAL DEADLINE
January/February	November 1	November 15
March/April	January 1	January 15
May/June	March 1	March 15
July/August	May 1	May 15
September/October	July 1	July 15
November/December	September 1	September 14

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## Mechanical Requirements

	ILM	J. AOAC Int.
Full page (bleed)	8 3/4 11 1/4	8 1/2 11 1/4
Full page	7 1/2 10	7 10 (nonbleed)
1/2 Page	7 1/2 4 7/8 (horizontal)	7 5 (horizontal)
1/2 Page	3 3/8 10 (vertical)	N/A
1/4 Page	3 3/8 4 7/8	N/A
Trim Size	8 1/2 11	8 1/4 11
Binding	Saddle stitched	Perfect
Printing process	Web offset	Sheet fed

(space width depth, inches)

**COLORS AVAILABLE:** Standard, matched, 4-color process, 5-color process, and metallic

**HALFTONE SCREENS:** 133 line

**PREFERRED MATERIAL:** (in order of preference) Electronic file saved to disk with all links and all fonts; all right reading; film negatives (emulsion down), positive prints or mechanicals, scotch prints

**PRODUCTION:** Cost of repairing furnished ad materials will be billed to advertiser

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**Reach**

**Laboratory**

**Professionals**

**Through AOAC**

**Publications**