

MEDIA KIT

Inside

Publication Advertising Opportunities

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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 recent 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. We have enclosed information on 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. 107 or via e-mail at jdiatz@aoac.org.

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

Sincerely,
Jennifer Diatz
Director of Publications

publications advertising opportunities

Description of AOAC Publications Reaching Your Targeted Audience

Inside Laboratory Management (Print and Online)

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 stakeholders, analytical communities and contracts it serves, such as food safety and security, infant formula, dietary supplements, and residues contamination. ILM also features recently approved analytical methods and test kits. The March/April issue features highlights of the AOAC Midyear Meeting and the November/December issue showcases the Annual Meeting. No other material of ILM can be predicted in advance.

Pricing Schedule

Rates for advertisements

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

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 *Inside Laboratory Management* 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!

Deadlines

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 MATERIAL	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 15

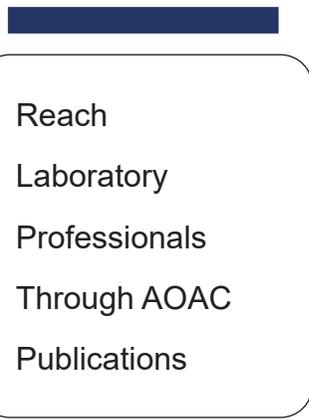
Mechanical Requirements

Full Page (bleed)	8 3/4 × 11 1/4
Full Page	7 1/2 × 10
1/2 Page	7 1/2 × 4 7/8 (horizontal)
1/2 Page	3 3/8 × 10 (vertical)
1/4 Page	3 3/8 × 4 7/8
Trim Size	8 1/2 × 11
Binding	Saddle stitched
Printing Process	Web offset
(space width × depth, inches)	

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

HALFTONE SCREENS: 133 line

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



Reach
Laboratory
Professionals
Through AOAC
Publications