



AOAC INTERNATIONAL Publications Rate Card

Reach Laboratory Professionals Through AOAC Publications

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 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.

DEADLINES

ISSUE	DEADLINE	MATERIAL DEADLINE
January/February	11/1	11/15
March/April	1/1	1/15
May/June	3/1	3/15
July/August	5/1	5/15
September/October	7/1	7/15
November/December	9/1	9/15

TARGET AUDIENCE

- Chemists
- Microbiologists
- Food Scientists
- Laboratory Managers
- Quality Assurance Professionals
- And more

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)

AOAC INTERNATIONAL is a global scientific association dedicated to the development of analytical standards and methods for food and agriculture, the improvement of quality assurance procedures in laboratories, and the professional development of analytical scientists around the world.



PRICING SCHEDULE

Rates for advertisements

Full Page	\$1,750.00
½ Page	\$1,425.00
¼ Page	\$899.00
4-Color	\$1,210.00
Standard or PMS	\$550.00

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MECHANICAL REQUIREMENTS

Full Page (bleed)	8 ¾ × 11 ¼ "
Full Page	7 ½ × 10"
½ Page (horizontal)	7 ½ × 4 ⅞"
½ Page (vertical)	3 ⅜ × 10"
¼ Page	3 ⅜ × 4 ⅞"
Trim Size	8 ½ × 11"
Binding	Saddle stitched
Printing Process	Web offset

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

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.

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10% discount off the total cost of three ad placements (any size) in *Inside Laboratory Management* within a 12-month period.

Inside Laboratory Management

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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

$\$1,750 + \$1,210 \text{ (color)} = \$2,960$

$\times 6 \text{ placements} = \$17,760.00$

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\$14,208.00.

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