



# AOAC INTERNATIONAL Publications Rate Card

Reach Laboratory Professionals Through AOAC Publications

## Inside Laboratory Management

AOAC INTERNATIONAL's flagship magazine *Inside Laboratory Management* (ILM) has a bimonthly circulation of 3000+ laboratory professionals from over 120 countries, comprising food scientists, analytical chemists, lab managers, and key purchasers of laboratory products and services.

Each issue of ILM contains standards development and methods validation activities associated with AOAC's scientific initiatives on food and agriculture, dietary supplements, infant formula, and more. AOAC-validated

methods and certified test kits are featured in articles and listed in each issue. In setting standards, AOAC stakeholders worldwide can help drive state-of-the-art technology.

AOAC offers advertising opportunities for all budgets and campaigns. The ILM's digital format allows for dynamic content and looks great at any screen size, improving engagement and readability and providing stronger analytics for advertisers. Contact the AOAC Publications Department at [pubs@aoac.org](mailto:pubs@aoac.org) for your advertising needs.

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Founded in 1884, AOAC INTERNATIONAL is a global scientific association dedicated to the advancement of food safety and product integrity through standards, validated test methods, and laboratory quality programs.



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## DEADLINES

| Issue             | Ad due date |
|-------------------|-------------|
| January/February  | 12/1        |
| March/April       | 2/1         |
| May/June          | 4/1         |
| July/August       | 6/1         |
| September/October | 8/1         |
| November/December | 10/1        |

## TARGET AUDIENCE

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

## CONTACT

### AOAC Publications Department

[pubs@aoac.org](mailto:pubs@aoac.org)



## RATES

| Placement*                                                        | Pricing** |
|-------------------------------------------------------------------|-----------|
| Full page 1x                                                      | \$900     |
| Full page 6x                                                      | \$4320    |
| Leaderboard 1x (banner ad placed in 3 key locations in one issue) | \$2500    |
| Leaderboard 6x                                                    | \$12,000  |
| Sponsored content/advertorial 1x                                  | \$2000    |
| Sponsored content/advertorial 6x                                  | \$9600    |
| Single-sponsor footer 1x                                          | \$1800    |
| Single-sponsor footer 6x                                          | \$8640    |
| Sponsorship package 1x                                            | \$5000    |

\* **Full page:** Inserted between articles. [AOAC also offers fractional-sized ads, which can be placed in articles or as standalones (between articles as done for full-page ads. Note: With this option, ads display larger relative to the rest of the content.) Contact [pubs@aoac.org](mailto:pubs@aoac.org) for pricing and sizing of fractional ads.]

**Leaderboard:** Horizontal banner displayed at the top of table of contents, feature article, and standards and methods news.

**Sponsored content/advertorial:** Ad styled like editorial but with advertiser content.

**Single-sponsor footer:** Horizontal banner positioned at the bottom of each page (except on ad pages) of the reader's browser for consistent visibility.

**Sponsorship package:** Sponsor an issue and receive a full-page ad, leaderboard, and single-sponsor footer.

\*\* **10% Discount:** Applicable for Organizational Members, Research Institute Contributing Members, and companies submitting articles in ILM on their PTM certification. See Advertiser Guidelines for terms and conditions.

Submit ads at 300 dpi in .jpg, .gif, or .png format. File size under 1 MB. Embed URLs.