clp

connecting clinical products
and service providers to
clinical lab professionals

2014 media kit

table of contents

connect with buyers

Clinical Lab Products is the only magazine that focuses exclusively on products and technology developments in the clinical lab industry. *Clinical Lab Products* is the product magazine for lab managers, administrators, and technologists.

With clinical laboratory test results playing a role in some 70% of medical decisions, the lab is integral in the delivery of healthcare. *CLP* is our readers' source for the latest print and digital news and information on products, developments, regulations, business management, and technology advancements in the clinical lab industry.

The website, updated multiple times daily, puts actionable information at your fingertips to help you stay competitive. **The monthly print issue offers 42,000 subscribers in-depth coverage and serves as a handy tool for on-the-go lab professionals**

meet the editor

Steve Halasey | Chief Editor
phone: (626) 219-0199
email: shalasey@allied360.com

Steve Halasey has been editor of *Clinical Lab Products* since November 2013. Steve joined *Clinical Lab Products* with an impressive background in healthcare journalism and communications. Most recently, he served as vice president for programs for a leading medtech research and education foundation based in Washington, DC. Prior to this, he worked in a number of editorial roles.

In 2014, look for articles with more context, with laboratory professionals analyzing and discussing their experiences. In this way, we will be presenting more product information presented in a more meaningful way.

One major focus in 2014 is new investment in audience engagement. This investment gives you the improved ability to amplify content specifically for our readers' needs through webcasts and various sponsored content opportunities. Our advertisers will enjoy greater lead-nurturing opportunities.

DID YOU KNOW

Clinical Lab Products editorial advisory board, which includes respected industry professionals, keeps us informed about the latest developments in the clinical laboratory industry.

facebook.com/pages/Clinical-Lab-Products/56624886500

twitter.com/CLPmag

advertise with us

**Brand yourself as the expert to targeted buyers and clients.**

Clinical Lab Producs reaches an audience of over 66,000 (and growing) professionals passionate about this magazine.

Boost your advertising dollars' productivity.

In fact, 68% of our advertisers renew their advertising commitment. Readers view our magazine as a trustworthy source for industry intelligence. That's why so many successful businesses continue to make *Clinical Lab Products* their long-term advertising choice.

Engage consumers through dynamic multimedia platforms.

Your customers get their information through various platforms. *CLP* takes your sales message and transforms it into an integrated marketing campaign. Year after year, *Clinical Lab Products* is rated highest among competitors in reach, content, and results. We can increase brand visibility, drive traffic to your site, and offer lead generation.
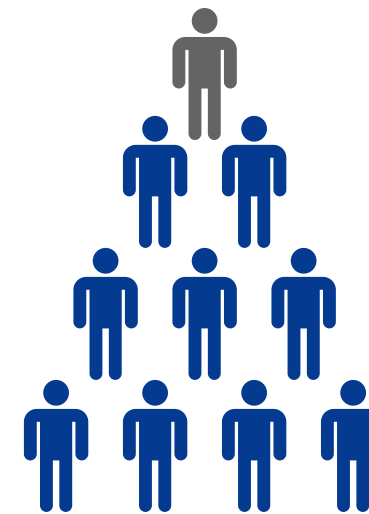
9 OUT OF 10 INDUSTRY PROFESSIONALS

who receive *Clinical Lab Products* have taken action (visited an advertiser's website, discussed an ad with someone, requested more vendor information, etc) after reading advertisements in *CLP.**
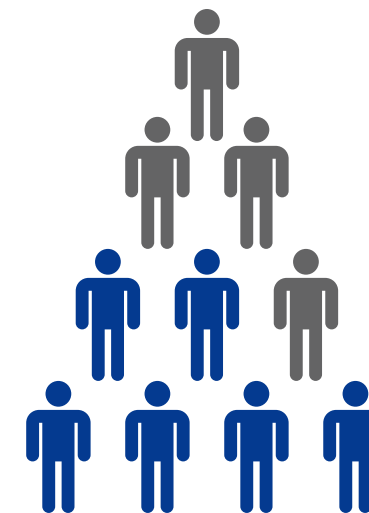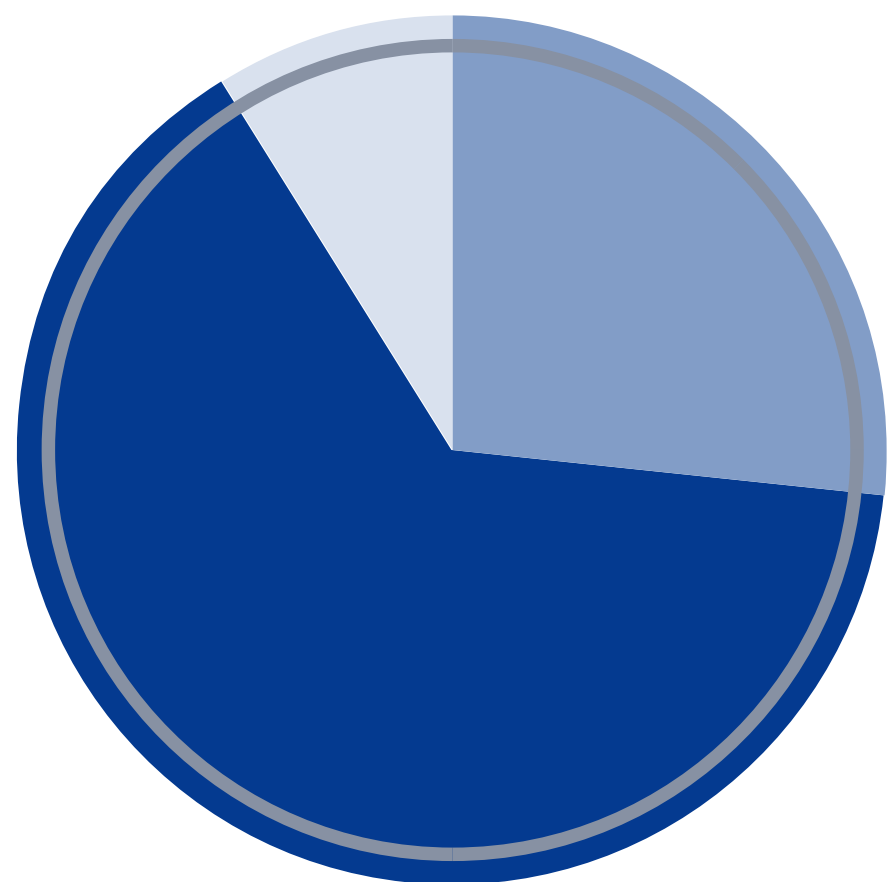
6 OUT OF 10 INDUSTRY PROFESSIONALS

who receive *Clinical Lab Products* indicated that the Buyer's Guide is useful to them throughout the year.*
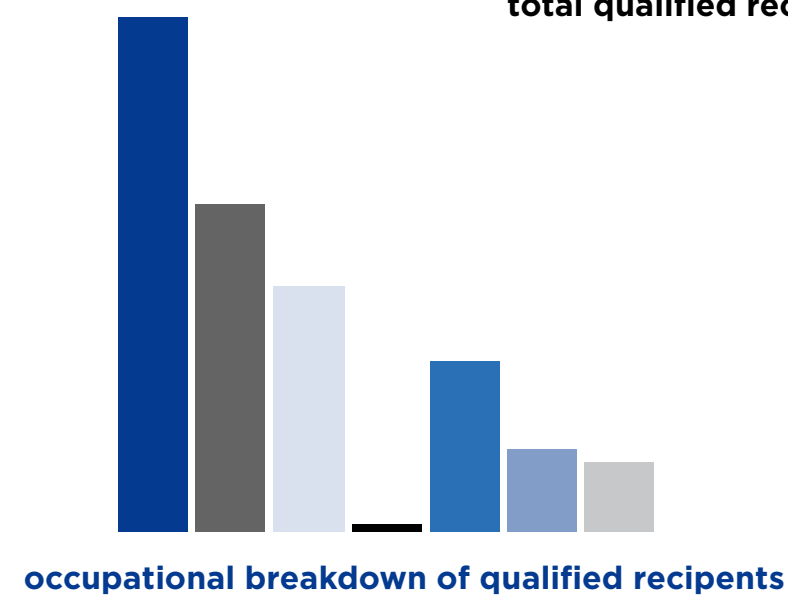
*Publisher's own data August 2013

the audience

Clinical Lab Products allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *CLP* delivers complete coverage of critical technological advancements, applied products intelligence, and diagnostics.

41,812

total qualified recipents

occupational breakdown of qualified recipents

66,890*

total gross monthly contacts to *Clinical Lab Products*

*Publisher's own data August 2013

average engagements

- E-media audience - 17,907
- Average monthly print - 43,183
- Website monthly visits - 5,800

Occupation	
Lab Director/Administrator/Manager	15,180
Pathologist/Physician	9,673
Chief/Lab Technologist	7,198
HIS/LIS Director/Manager/Other	239
Section Supervisor/Manager	5,021
Hospital Administrator/CEO/COO/CFO	2,419
Purchasing Director/Manager	2,082

clp 2014 content calendar

January – June

	[JAN]	[FEB]	[MARCH]	[APRIL]	[MAY]	[JUNE]
PRINT						
Features	• Prenatal Testing • Molecular Diagnostics • Point-of-Care Testing	• Cardiovascular Testing for Aging Women • Automation • Vitamin D Testing	• Companion Diagnostics • LIS / Middleware • Quality Assurance / Quality Control	• Emerging Technologies • Microbiology / Virology • Safety Products Overview	• Hematology • Allergy / Autoimmune Testing • Billing / Coding / Revenue Management	• STD / HIV Testing • Personalized Medicine • Glucose Analyzers • AACC Show Planner
Tech Guide	• LIS / Middleware	• Chemistry and Immunoassay Analyzers	• Vitamin D Testing	• Microbiology Testing Products • Informatics / Data Mining	• Point-of-Care Testing Products	• Controls
Product Spotlight	• Lab equipment	• Infectious Disease Testing	• Urinalysis	• Controls	• Safety Products	• Rapid Testing
Ad Space Close	12.11.13	1.13.14	2.10.14	3.13.14	4.10.14	5.8.14
Ad Material Due	12.17.13	1.17.14	2.14.14	3.19.14	4.16.14	5.14.14
Mail Date	1.14.14	2.9.14	3.9.14	4.11.14	5.7.14	6.6.14
ONLINE						
Website Topics	• PMWC follow-up • Cell-free DNA • Prenatal testing	• Healthcare reform and labs • CMS, 2014 CPT codes	• Calcium supplements, yes or no? • Q&A Industry • Expert	• IQCP in CLIA • Interpretive Guidelines • ASM annual meeting preview	• Medicare • Fee-for-service • Payment regs • CLMA follow-up	• Clinical • Pharmacogenetics • Preview, AACC
Webcasts		• Cardiovascular Testing Diagnosis • Risk Stratification • Assessment of Prognosis • Patient Management		• IQCP Individual Quality Control Plan		• Screening, Diagnosis, & Management of Diabetes

July – December

	[JULY]	[AUGUST]	[SEPT]	[OCT]	[NOV]	[DEC]
PRINT						
Features	• LEAN and Six Sigma • Chemistry Analyzers • Data Mining / Informatics / Software	• Histotechnology • Women's Health • Trends in Pathology	• Oncology Diagnostics • Hospital Acquired Infections • Coagulation Analyzers	• Blood Banking Overview • Serology (ELISA, etc) • Anatomic and Digital Pathology	• Genetic Testing • Blood Gas Analyzers • Diabetes Testing	• Buyer's Guide
Tech Guide	• Prenatal Testing Products	• Molecular Testing	• Blood Banking Products	• Flu / Respiratory Virus Testing	• Cardiovascular Testing Products	
Product Spotlight	• Automation and Preanalytics	• Plastics / Liquid Handling / Consumables / Pipettes	• Chemistry and Integrated Analyzers	• Anatomic Pathology	• Toxicology / Drugs of Abuse Testing	
Ad Space Close	6.6.14	7.10.14	8.7.14	9.10.14	10.9.14	11.11.14
Ad Material Deadline	6.12.14	7.16.14	8.13.14	9.16.14	10.15.14	11.15.14
Mail Date	7.5.14	8.8.14	9.5.14	10.9.14	11.7.14	12.12.14
ONLINE						
Website Topics	• NSH preview • Update, status of digital pathology for use in clinical labs	• Testosterone in women • Normal reference range • Impact of healthcare reform inititatives on labs	• ICD-10 code set shift • Preview AABB annual meeting	• Biomarkers in sepsis diagnosis • Follow-up CAP annual meeting, ASCP annual meeting	• Follow-up AMP annual meeting • LDTs	• Tips for streamlining lab operations • Reimbursement strategies
Webcasts		• Automation Solutions to Improve Lab Quality & Staffing		• The Challeges of Diagnosing Sepsis		• Is Mass Spectrometry a Good Fit for Your Lab?

INDUSTRY EVENTS

CMLA 2014
LAS VEGAS, NV
MAY 4-7
Bonus Distibution

ASM 2014
BOSTON, MA
MAY 17-20
Bonus Distibution

AACC 2014
CHICAGO, IL
JULY 27-31
Bonus Distibution

online ad rates & mechanicals

RATES & AD DETAILS

	Leaderboard	Medium Rectangle 1	Medium Rectangle 2	Bottom Banner	Interstitial	Page Peel
Initial Dimensions (WxH in pixel)	728 x 90	300 x 250	300 x 250	940 x 60	550 x 480	80 x 80 500 x 500
Supported File Types	jpg, gif, swf	jpg, gif, swf	jpg, gif, swf	jpg, gif, swf	jpg, gif	jpg, gif
Max Inital File Load Size	45kb	45kb	45kb	45kb	45kb	45kb
Max Video & Animation Frame Rates	24 fps	24 fps	24 fps	24 fps	-	-
Max Animation Length (Flash & GIF)	30 sec	30 sec	30 sec	30 sec	-	-
Max Number of Frames	3	3	3	3	-	-
Design Guidelines	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)					
Material Submissions	10 days prior to campaign start					
Rates *All rates are net	$1500 / month	$1500 / month	$1000 / month	$1000 / month	$3000 / month	$2000 / month
Total Units Available	3	3	3	3	1	1
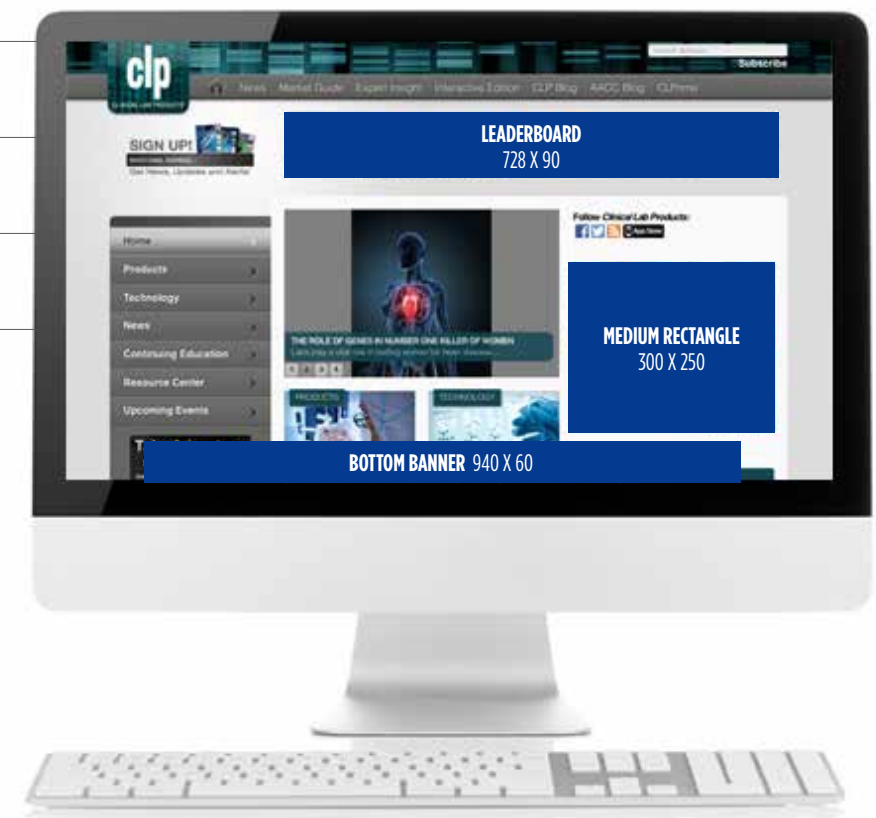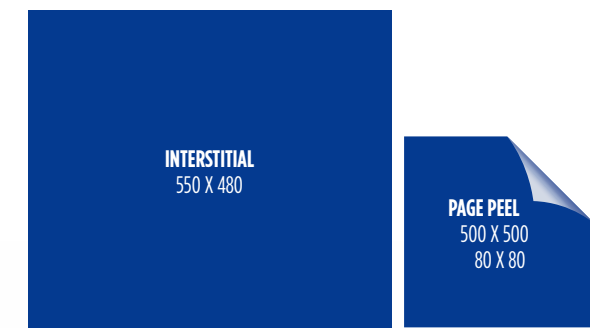
INTERSTITIAL
550 X 480

PAGE PEEL
500 X 500
80 X 80

LEADERBOARD
728 X 90

MEDIUM RECTANGLE
300 X 250

BOTTOM BANNER 940 X 60

SEND AD MATERIALS
to Ad Coordinator:

NINA KATSOV
(913) 894-6923, ext 621
Fax (913) 647-6108
nkatsov@allied360.com

print ad rates & mechanicals

SEND AD MATERIALS
to Ad Coordinator:

NINA KATSOV
(913) 894-6923, ext 621
Fax (913) 647-6108
nkatsov@allied360.com

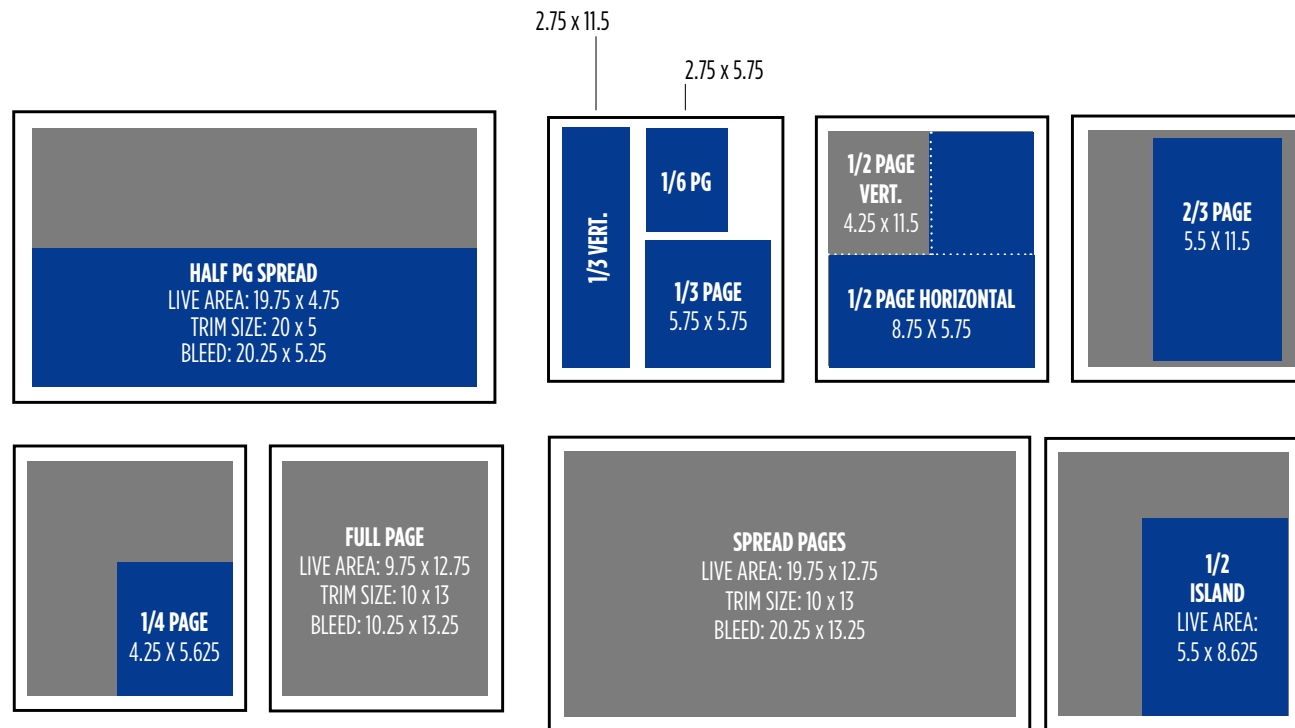| Preferred Positions		
Guaranteed Positions	10% premium	
Inside Cover	$520	
Back Cover	$600	
Color Rates		Spread
Standard/matched inks	$700	$1,000
4-Color	$1,200	$1,700
5-Color PMS	$1,400	$2,100

2.75 x 11.5

2.75 x 5.75

HALF PG SPREAD
LIVE AREA: 19.75 x 4.75
TRIM SIZE: 20 x 5
BLEED: 20.25 x 5.25

1/3 VERT.

1/6 PG

1/3 PAGE
5.75 x 5.75

1/2 PAGE VERT.
4.25 x 11.5

1/2 PAGE HORIZONTAL
8.75 X 5.75

2/3 PAGE
5.5 X 11.5

1/4 PAGE
4.25 X 5.625

FULL PAGE
LIVE AREA: 9.75 x 12.75
TRIM SIZE: 10 x 13
BLEED: 10.25 x 13.25

SPREAD PAGES
LIVE AREA: 19.75 x 12.75
TRIM SIZE: 10 x 13
BLEED: 20.25 x 13.25

1/2 ISLAND
LIVE AREA:
5.5 x 8.625

CUSTOM MARKETING

BELLYBAND
MIN. HEIGHT 5.75
CONTACT FOR PRICING

COVER TIP
CONTACT FOR PRICING

PAGE PEEL
CONTACT FOR PRICING

PRINTED INSERTS
SINGLE OR MULTI
PAGE INSERTS
CONTACT FOR PRICING

POLYBAG INSERTS
CONTACT FOR PRICING

MECHANICAL REQUIREMENTS

	Live Area	Trim Size	Bleed Size
Spread	19.75 x 12.75	20 x 13	20.25 x 13.25
1 page	9.75 x 12.75	10 x 13	10.25 x 13.25
2/3 page	5.5 x 11.5		
1/2 page spread	19.75 x 4.75	20 x 5	20.25 x 5.25
1/2 page island	5.5 x 8.625		
1/2 page vertical	4.25 x 11.5		
1/2 page horizontal	8.75 x 5.75		
1/3 page vertical	2.75 x 11.5		
1/3 page square	5.75 x 5.75		
1/4 page vertical	4.25 x 5.625		
1/6 page vertical	2.75 x 5.75		

TABLOID RATES

Size	1x	3x	6x	12x	24x
Tab Page	$6,200	$6,075	$5,955	$5,780	$5,540
2/3 Tab Page	$5,370	$5,260	$5,155	$5,005	$4,800
1/2 Tab Island	$3,890	$3,810	$3,730	$3,625	$3,475
1/2 Tab Page	$3,175	$3,115	$3,050	$2,960	$2,835
1/3 Tab Page	$2,265	$2,220	$2,175	$2,110	$2,025
1/4 Tab Page	$1,740	$1,700	$1,670	$1,620	$1,555
1/6 Tab Page	$1,475	$1,450	$1,420	$1,380	$1,320

Please contact sales for all standard rates.

KEY DATES & DEADLINES

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Space Close	12.11.13	1.13.14	2.10.14	3.13.14	4.10.14	5.8.14	6.6.14	7.10.14	8.7.14	9.10.14	10.9.14	11.11.14
Ad Material Due	12.17.13	1.17.14	2.14.14	3.19.14	4.16.14	5.14.14	6.12.14	7.16.14	8.13.14	9.16.14	10.15.14	11.15.14
Est. Mail Date*	1.14.14	2.9.14	3.9.14	4.11.14	5.7.14	6.6.14	7.5.14	8.8.14	9.5.14	10.9.14	11.7.14	12.12.14

*Mailing date is an estimated date and could vary depending on delays in print production, postal processing or mailing transit times

lead generation program

By delivering relevant and valuable content we empower our readers. In turn, our audience recognizes the worth of our news and insights and is willing to provide their contact data in order to access this key information. Each of these features has lead generation capabilities that can be passed on to your sales team via a weekly or monthly report.
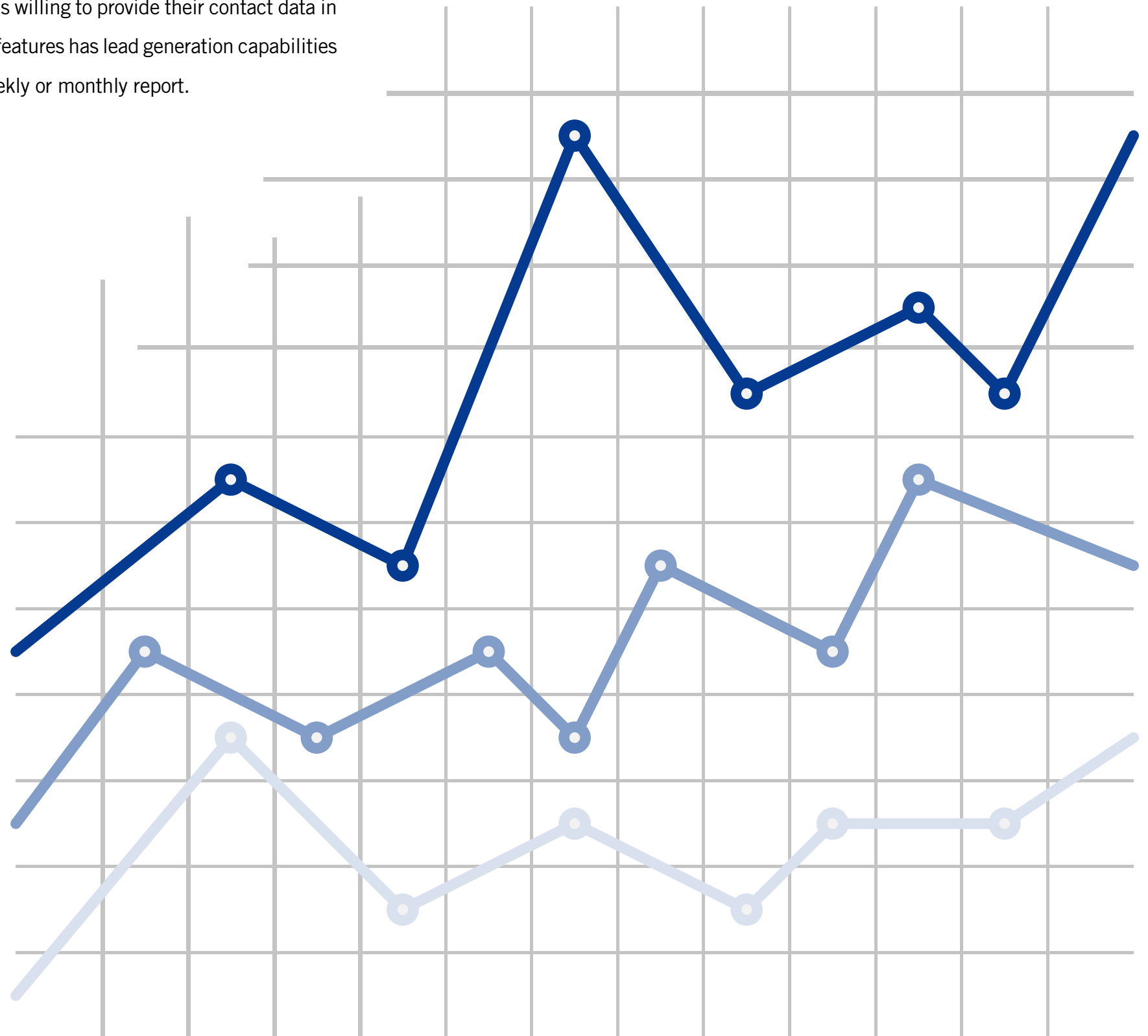
digital edition

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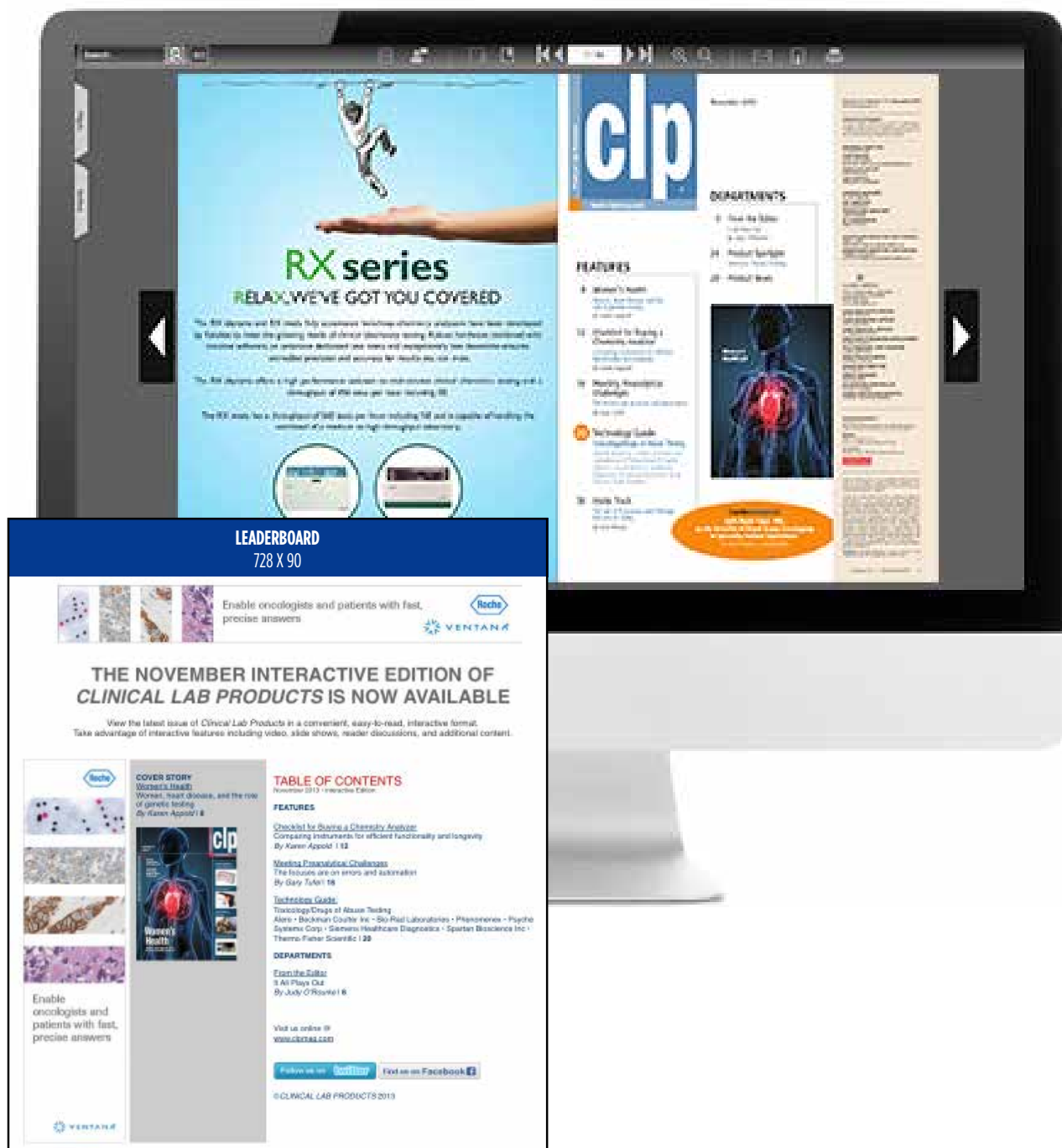
program features

PRIMARY SPONSOR

- Single or multiple issue sponsorship of digital edition
- Leaderboard (728 x 90) on two separate e-blasts for each edition
- Left-hand page facing the digital edition front cover
- Traffic Driver promotional items on brand website and weekly e-newsletters
- Sponsorship recognition on digital edition promotion ad in print

$2500/issue

DIGITAL AD LINK

- Live link on ad and in Ad Index

$150 | $100/additional

BANNER AD

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

$350/issue

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)

MULTIMEDIA ADD-ONS

- Add Audio, Video, and Flash items to an Enhanced Digital Ad, or replace your ad completely with a flash version

ENHANCED DIGITAL AD SPREAD

- 2-page ad in digital edition

DIGITAL AD ENHANCEMENT DETAILS

	Digital Ad	Digital Spread	Audio	Video	Flash animation	Flash Ad
Type	pdf	pdf	mp4, aac	youtube, vimeo	swf	swf
Specs	10 x 13	10 x 13	2 min	2 min	30 sec	30 sec loop
Pricing	$500	$1,000	$175	$200	$200	$300

e-newsletter & e-blast

Promote your meddage via marketing directly to the desktop or mobile device. E-blasts and e-newsletters deliver the latest product developments, technology advancements, and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you with qualified leads.

program features

E-NEWSLETTER AD UNIT
- Leaderboard (728 x 90) ad with URL link

BREAKING NEWS
- Leaderboard (728 x 90) ad with URL link

TOP TEN E-BLAST
- Leaderboard (728 x 90) ad with URL link
- Sent to editorial preference list

AD UNITS PRICING (PER MONTH)

	Daily Newsletter	Weekly Newsletter	Breaking News	Top Ten
Leaderboard - 1	$7,000	$3,000	$3,000	$3,000
Leaderboard - 2	$6,000	$2,000	—	$2,000
Leaderboard - 3	$5,000	$1,000	—	$1,000
Leaderboard - 4	—	$750	—	—
Leaderboard - 5	—	$750	—	—

MULTI-SPONSOR/SHOW E-BLAST
- Client Logo and URL link
- Client-provided materials
- Sent to editorial preference list
- 300 to500 words from editorial must be included (highlighting pertinent information to e-blast)

$400/per listing | $800 w/gated Lead Gen

THIRD PARTY E-BLAST/NEWSLETTERS
- Client provided materials
- Sent to third party preference list

$300/CPM

buyer's guide

Clinical Lab Products' annual Buyer's Guide summarizes and highlights the companies serving the clinical lab market. The guide is published in December and hosted throughout the year on the web. This is a resource that purchasing decision-makers will refer to throughout the year.

CATEGORY SPONSORSHIP ADVERTISING

• Banner ad branding of a category and all sub-categories

AD UNITS DETAILS

	Leaderboard	Medium Rectangle	Bottom Banner
Ads/per Category	3	3	3
Specs	728 x 90	300 x 250	940 x 60
Pricing/per year	$5,000	$5,000	$4,000

program features

BASIC LISTING ONLINE - FREE
• Your Company Information
• Free listing will be included in annual print edition

FEATURED LISTING ONLINE
• Logo
• Flagged as Featured
• Access to Recommend/Print/Visit/Claim features
• Ability to make listing popular based on number of clicks
• Rotated feature listing in left column
• Company Descriptions
    Short - 200 characters max - listing will rotate in sidebar
    Long - 1150 characters max - will be part of your company listing page
• Product listings
• FREE Featured Listing with purchase of print ad (half page minimum) and product category sponsorship

$1200/year (50% discount with purchase of category sponsorship ad)

featured listings - print - requires purchase of a display ad in print Buyer's Guide

FEATURED LISTING - BASIC
• Short Company Description - 200 characters max
• Company logo and highlighted listing
• Display ad call out

$500/per listing

FEATURED LISTING - 1/4 PAGE
• Long Company Description - 450 characters max
• One image and company logo
• Display ad call out

$695/per listing

FEATURED LISTING - 1/2 PAGE
• Long Company Description - 1150 characters max
• One image and company logo
• Display ad call out

$1476/per listing

FEATURED LISTING - FULL PAGE
• Extended Company Description - 2500 characters max
• Two images and company logo
• Display ad call out

$4296/per listing

feature report

Feature Reports provide an in-depth examination of technologies and trends shaping the current business environment. We assign an industry freelance editor to report on a specific topic. Analysis and editorial coverage on the topic is presented in a downloadable document and promoted through a turnkey marketing program. Feature Reports are great for branding, promoting the sponsor as a subject matter expert, and generating leads, and they provide great leave-behinds for a client's sales team or for use at trade shows.

This is an editorial product that is sponsored by your company. We provide you with a draft version of the report and will provide an opportunity to offer suggestions to clarify points or offer commentary to improve overall readability of the report.

program features
- 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

MATERIALS NEEDED
- Logo with URL link (eps or jpg format - 300 dpi)
- 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 email)
- Charts, figures, analyst reports, photos, etc to provide context (optional)

$17,000 total | promoted for 3 months

Production time frame – 12 weeks from signed insertion date

Rapid changes in how pathologists must do their job today require tools that can help them quickly adapt, continue to work efficiently, and provide accurate answers to the critical questions related to patient care.

By: Sherri' Heffner, CT ASCP

Introduction

With the healthcare system being redefined by the adoption of the electronic medical record (EMR), emergence of accountable care organizations (ACOs), advances in technology for histologic sample collection, the rapid growth of molecular technology as the heart of personalized medicine, significant decreases in reimbursement, and increased patient demands for quality of care, the pathologist now finds himself/herself in the position of reinventing their role as a healthcare provider in order to adapt and survive in this new healthcare environment.

The landscape of patient care is taking many new routes. An aging population and the large influx of patients into the healthcare system in the near future are being met by a growing primary care physician shortage that is only expected to get worse, according to the American Academy of Family Physicians.[1] Already, this type of care is seeing a shift to being administered by the growing field of nurse practitioners and physician assistants, who are capable of writing prescriptions and utilizing clinical and pathology laboratory services. There is also rapid growth and adoption of telemedicine as a driving force for the future care of many patients. States are quickly passing laws that are expanding the use of this new electronic technology to cover a multitude of patients, including the underserved.[2] Lastly, more new physicians coming out of medical school are following the path to becoming specialists; and many are going on to subspecialize within many of the medical specialties such as gastroenterology, pediatrics, etc.

These new groups of basic care providers and specialty/subspecialty physicians face the inevitable task of providing the high-quality care that Americans have come to expect, and at the same time, meeting efficiency goals that are being driven to reduce the cost of healthcare in this country. Specialized physicians are also requiring access to new molecular tech-nologies and access to "specialized pathologists," either directly or through their own local pathologist, to help get the diagnostic answers they need for treatment-planning decisions.

Thus, as this new trend matures, treating physicians are going to require more guidance from the pathologist and the laboratory. "Pathologists, PhDs, nurse practitioners, and physician assistants all have an opportunity to play a significant role as consulting advisors in a most cost-effective way by helping to solve the problem of cutting down on inappropriate testing," says Jared Schwartz, MD, PhD, past president of the **College of American Pathologists** (CAP) and currently chief medical officer, **Leica Biosystems**, Vista, Calif. "It doesn't mean not allowing tests to be ordered. Where the pathologist and the laboratory team can assist is in making sure the right tests are ordered to answer the physician's specific questions related to the treatment of a patient. Thus, the pathologist can become a more active member of the patient's team and provide the role of an interpretive director and clinical advisor."

With these new healthcare demands and the increased growth of "electronic medicine," digital pathology is opening new doors for the pathology laboratory in the aim for better patient care. As part of reinventing the pathology laboratory's role, pathologists must look for, and adopt, a variety of new tools that can help them successfully meet the demands for quick analysis, increased precision, immediate access, and expanded service. Today's electronic technology is an accelerator, and digital pathology is quickly becoming a "prized tool" in the pathologist's tool kit to help him or her in this transition. Digital pathology is allowing pathology laboratories in the clinical healthcare and life science arenas to engage, evaluate, and excel in a whole new dimension of transparency, consistency, and collaboration.

"Pathologists, PhDs, nurse practitioners, and physician assistants all have an opportunity to play a significant role as consulting advisors in a most cost-effective way by helping to solve the problem of cutting down on inappropriate testing,"

—*Jared Schwartz, MD, PhD*

webcast

Engage with your target market and position your company as a subject matter expert by providing information in an educational format. As a sponsor, you will get powerful brand recognition on all webcast promotions, as well as access to audience data that will help you plan future marketing initiatives. You can sponsor an editorial webcast, work with us to create something customized for your product message, or let us host your already-recorded content. These topic-specific webcasts bring together our editorial team with our leading industry experts for an in-depth product or market briefing.

program features

- Live or recorded, audio plus PowerPoint presentation
- Custom developed webinar will be moderated by Chief Editor (marketer provides PowerPoint)
- Customized registration page
- One full page 4-color print ad
- Weekly e-newsletter promotion
- Weekly e-blasts promoting webcast
- Inclusion in monthly promotional e-blast after live event
- Lead retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months

WEBCAST OPTIONS

	Rate
60-Minute Event	$13,000
30-Minute Event	$7,500
15-Minute Event	$4,500

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.

podcasts

Podcasts can be custom-developed for your message. Hosted by our chief editor, custom podcasts feature a one-on-one interview with industry leaders that provide insights into critical, current topics. These can be a one-time interview or part of a series that dissects industry developments. Podcast sponsors provide branding, association with delivery of intelligent content, and embedded direct response opportunities. In addition, we can host your previously recorded podcasts on our site.

program features

- Single or multi sponsorship
- 15-second audio commercial
- Customized registration form to access podcast
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months
- Inclusion in monthly promotional e-blast

$2000/month | (3 months minimum)

Production time frame - 8 weeks from signed insertion date

video showcase

Tell your story, present your solution, or demonstrate your product with video. All packages include print, website, and e-newsletter promotions, and these videos are only accessible to registered site visitors.

program features

- Video URL link or embedded YouTube link hosted in Resource Center
- Inclusion in monthly promotional e-blast
- Promotional traffic drivers across platforms

$2,000/month | (3 months minimum)

Production time frame - 4 weeks from signed insertion date

dedicated communities

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!

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

- Link from site homepage
- Print and digital edition ads promoting the site
- Promotional traffic drivers across all platforms

MATERIALS NEEDED

- Logo (150 x 140) with URL link (eps or png format)
- Leaderboard (728 x 90) and bottom banner (940 x 60)

$5000/month | (6 months minimum)

Production time frame - 4 weeks from signed insertion date

technology & product guide sponsorship

Our editors construct a comparison matrix of each product category and house it on our site (which recognizes the sponsoring company). When a visitor proceeds to download the comparison matrix, they are required to register their complete contact information (including name, location, email), which is then delivered to you in a custom lead generation report.

program features

- Original content developed by editorial team
- Customized registration page
- Lead-retrieval options include daily, weekly, or monthly reporting
- Promotional traffic drivers across platforms

MATERIALS NEEDED

- Product image
- Up to three custom registration questions (optional)

$2000/month | (3 months minimum)

Production time frame - 4 weeks from signed insertion date

white paper

Our clinical/white paper download program offers a direct channel to place your abstracts and white papers in the hands of clinical lab professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

program features

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- E-newsletter promotion as news item
- Lead-retrieval options include daily, weekly, or monthly reporting
- Inclusion in monthly promotional e-blast

MATERIALS NEEDED
- Logo (150 x 140) with URL link (eps or png format)
- Completed white paper in PDF format
- Customized registration page

$2000/month | (3 months minimum)

Production time frame - 2.5 weeks from signed insertion date

trade show marketing

Trade shows are an important venture to get to know and connect with your target audience. You need to make sure you are getting the most out of your trade show investment, but how can you drive people to your booth and create a buzz before and during key shows? Our pre-event product highlights, daily event news, and post-event highlight e-newsletter programs provide your company maximum reach and impact—before, during, and after key industry events.

program features

- Sponsors will have prominent branding on all print, website, and e-newsletter promotions

MATERIALS NEEDED

- Because each sponsor's needs are specific, custom package pricing will be developed. Please contact our sales representative for details.

Production time frame - 8 weeks from signed insertion date

sweet spot marketing

Clinical Lab Products new Online Management Services Team gets your customers to see your message. **At Sweet Spot Marketing, we know that a website without traffic is just art and copy.**

- Your ad will come up in relevant search results **THEY HAVE** requested
- With our Precise Targeting and Budget Management, the end result is a higher return on investment (ROI) for your advertising budget
- We will create your keywords
- We will create your ad
- We will drive customers where they want to go
- You only pay when people click through to your site
- We will show your ads to the thousands of potential clients proactively looking for your product or service
- An Inc 500 fastest growing company
- One of a **SELECT FEW** Google Certified Search Engine Marketing Companies

SWEETSPOT
M A R K E T I N G

7101 College Blvd, Suite 400 | Overland Park, KS 66210
(913) 859-9886 | Toll-free: (888) 505-7111

contacts

BUSINESS & SALES

Director of Business Development
Roger Buckley   (972) 216-5104 | rbuckley@allied360.com

Advertising Director, West
Carla Lira   (303) 404-2038 | clira@allied360.com

Advertising Director, East
Theresa Kossack   (214) 226-6468 | tkossack@allied360.com

EDITORIAL

Editorial Director
John Bethune   (818) 584-6363 | jbethune@allied360.com

Chief Editor
Steve Halasey   (626) 219-0199 | shalasey@allied360.com

Associate Editor
Jenny Lower   (323) 801-6547 | jlower@allied360.com

PRODUCTION

Creative Manager
Eli Patterson   (913) 894-6923, x687 | epatterson@allied360.com

Art Director
Lisa Morgan   (913) 894-6923, x658 | lmorgan@allied360.com

Ad Coordinator
Nina Katsov   (913) 894-6923, x621 | nkatsov@allied360.com
Fax: (913) 647-6108

ALLIED MEDIA

7101 College Boulevard, Suite 400, Overland Park, KS 66210
(913) 894-6923 | Fax: (913) 894-6932

24x7: Technology and Service Solutions for Biomeds

Clinical Lab Products

The Hearing Review & Hearing Review Products

Imaging Economics

Orthodontic Products

Plastic Surgery Practice

Physical Therapy Products

Rehab Management

RT: For Decision Makers in Respiratory Care

Sleep Review