

2015

CLINICAL

LAB

PRODUCTS

MEDIA

KIT

**clp**  
CLINICAL LAB PRODUCTS

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Meet the new, intelligent media that gives serious, actionable business intelligence. *Clinical Lab Products* enables marketers to create targeted, content-enabled marketing solutions for their business, identify and engage key market influencers, and provide a new level of marketing ROI.

## 4 View

View™ is the software tool that helps make sense out of all that data so that marketers can assess and react in near real-time, allowing for content and strategies adjustments and retargeting.

## 5 Discover

View™ accesses “Big Data” and applies physics principles to help marketers visualize it in a way that makes sense for their business. With View’s real-time monitoring of your ecosystem, *Clinical Lab Products* can understand the effects of your marketing strategy and can adjust that strategy as quickly and decisively as necessary.

## 6 Solve

*Clinical Lab Products* and Allied 360 can reach any key influencers, no matter what healthcare vertical they’re in, no matter what type of practice they have, and no matter what type of facility they labor within. We can do this with custom-created, relevant, and actionable content, guaranteed to influence the influencers.

## 7 Content & Audience

Our solutions begin with a fact-based understanding of your markets and customers. Because your business is unique in its marketing approach, our teams don’t make a move until they have a solid command of your company’s goals, customers, and go-to-market strategy and data assets. Once we shift into execution mode, we continually evaluate progress against key performance metrics, identifying opportunities to make improvements that will deliver measurable gains.

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# Clinical Lab Products

## Our Brand



This new, intelligent media is founded in data-driven, actionable business intelligence that works in concert with relevant, timely, and desirable content. *Clinical Lab Products* and Allied 360 is able to provide a whole new level of ROI to marketers through our ability to create targeted, content-enabled marketing solutions, identify and engage key market influencers, and empower businesses with real-time insights that allow for ongoing refinement and adjustment of marketing strategies.

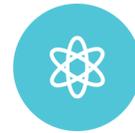
## Our Benefits



Allied 360's brands enjoy a central market position within the verticals they serve, as well as other crucial values like content context, market trend awareness, audience penetration, and content and marketing message distribution.

By leveraging our significant footprint across healthcare, we're investing in the future of data and insights, as well as the differentiation within our spaces. The power of *Clinical Lab Products* network allows us to identify and track a brand's ecosystem. View™ uses Network Theory and Analysis methods to create a new layer of discovery and measurement.

## Our Mission



At *Clinical Lab Products*, we recognize marketers' needs are evolving, which is why we offer solutions to today's challenges:

- Show ability to prove marketing ROI and success of campaigns
- Measure performance and capture leading indicators
- Execute businesses' marketing campaigns across multiple channels
- Ability to leverage data to improve marketing performance
- Navigate large volume of internal and external data to identify and connect with customers, as well as track and manage customers

With today's information overload, marketers and customers are in need of relevant and timely information, which calls for an evolution of traditional information-gathering and buying practices. *Clinical Lab Products* realizes and solves for the need to access relevant information quickly and across multiple channels, whether it's desktop, smartphone, tablet, print, or in-person.

We also realize that the world's increased reliance on networks and peers for information, opinions, and advice make marketers' need for trusted, independent information sources they can rely on – *Clinical Lab Products* can help.

## Technology



View™ is an evolutionary software tool that helps make sense out of “big data” so marketers can assess and react in near real-time, and applies physics principles to help marketers visualize data in a way that makes sense for their business. View™ accesses more than 4 billion Internet pages – every blog, social media, conversations, advertising, emails, articles, images – even print and television ads.

## Software



View™ includes several types of visualization engines that allow the massive amount of data behind the ecosystem of a brand to be easily interpreted by the human brain. View™ visualization engines depict the volume, velocity, value and variety of the data within your ecosystem, and incorporates more than 40 different applets or “widgets” that can be used to visualize specific types or elements of data. With such a large variety of visualization widgets, any client situation can be customized to display only the most critical insights.

## Benefits



View™ uniquely proves ongoing value for marketers, and links marketing investments to success and ROI. It is a powerful, proprietary technology platform that tracks and measures all relevant data on a marketing campaign, media, influencers, and results. Customizable and flexible, View™ employs state-of-the-art data-visualization tools that scours the complete world wide web to collect the data that’s most relevant to your objectives, with relevant third party data as well as your own proprietary data, to create the most comprehensive data set available.

## Capabilities



View™ is able to measure the effectiveness of your brand or specific campaign by monitoring key mentions of your brand or topic throughout the entire web. View™ provides a mix of monitoring tools that allow you to see ranking of your websites and your competitors in real-time based on a number of factors:

- Who your prospects are, their identification and communication to influencers, outliers, and mavens
- Who, what, when, and where are your influencer networks
- Where and how to penetrate unknown ecosystems

# Discover

## Data-Driven Marketing Intelligence



*Clinical Lab Products* fuels customer engagement by employing View™ to create and manage the marketer-specific data that forms your ecosystem. This identifies key influencers and unique market conditions that drive sales, which in turn forms the basis of a customized marketing strategy. We then bring in our Data Sciences, Creative Services, E-Media, and Account Services teams to work with the customer and formulate an accountable marketing and media strategy with benchmarks and key deliverables. By leveraging all appropriate media and marketing services to successfully execute your marketing strategy, *Clinical Lab Products* can rely upon ongoing, real-time monitoring of your ecosystem to understand the effects of your marketing strategy, and adjust that strategy quickly and decisively as necessary.

## 3 Performance Improvements

- 1 Better marketing ROI based on channel reach. Increasing targeting to channels with a high value in communication impact.
- 2 Bridging gaps into new marketing. Extended insights allow for new products to existing customers, new customers, new channels and other ways of looking at markets.
- 3 Pinpointing subject matter experts who influence decision makers in your industry.



# Solve

Today, *Clinical Lab Products* and Allied 360 is built to deliver intelligent and innovative marketing solutions that drive results. As a technology-based market intelligence business, with well-established media brands, and a full service marketing agency, *Clinical Lab Products* truly does it all. From brand strategies to content marketing, print media to live events, digital performance media to reputation management, *Clinical Lab Products* is uniquely positioned to drive your growth.

*Clinical Lab Products* has access to over 1.3 million healthcare providers throughout the U.S. *Clinical Lab Products* includes 10 respected and relied-upon media brands

## Marketing Strategies

- Brand Development
- Message creation and channel distribution
- Experiential marketing

## Marketing Services

- Social media
- Web site design and development
- SEO & SEM
- Reputation management
- Online interactive media
- Trade show programs
- Event marketing and community engagement
- Experiential marketing

## Direct Marketing

- Direct mail/Inserts
- Dedicated email newsletters
- List rental

and a healthcare practitioner database of more than 400,000 industry professionals in select verticals within U.S. healthcare. Additionally, combine that with our content creation and channel agnostic distribution capabilities, and no other marketing intelligence or marketing service provider can compare. We can reach your key influencers no matter what healthcare vertical they're in, no matter what type of practice they have, and no matter what type of facility they labor within. We can do this with custom-created, relevant, and actionable content, guaranteed to influence the influencers.

## Content Marketing

- Contributed and branded articles in print and online
- Sponsored research reports
- Magazines (print or digital)
- Print & Email Newsletters
- Microsites
- Webinars, Podcasts, Blogs, and Videos
- Community development around key topics

## Advertising Solutions

- Print advertising in established magazines
- Digital advertising on our branded web sites
- Branded e-mail newsletters
- Editorial webinars, webcasts, and virtual events
- Buyers' Guides
- Second covers, gatefolds, belly bands, tip-ons



CLINICAL LAB PRODUCTS

clpmag.com

## Overview

The *Clinical Lab Products* audience encompasses business leaders and professional staff in clinical laboratories across the United States, including pathologists, scientists, technologists, technicians, phlebotomists, and specialists in such areas as blood banking, cytotechnology, and histotechnology. These certified professionals conduct research and development to create and implement new diagnostic technologies, and perform prescribed clinical testing for patients at every stage of life. Tests performed by clinical laboratorians enable caregivers to screen, diagnose, predict, and monitor the progress of patients and pathogens, and decisively influence roughly 70% of all medical decision-making.

## The Brand

*Clinical Lab Products'* mission is to act as the product-related interface to clinical lab professionals, providing product news and introductions as well as editorial features that showcase breakthrough technologies and help improve testing and diagnostic procedures. In a competitive marketplace, no other lab-oriented franchise maintains an exclusive focus on issues related to the development, adoption, and implementation of products and services intended for use in regulated clinical laboratories. Suppliers of such products benefit from placement in editorial contexts defined by *Clinical Lab Products* to meet the needs and interests of clinical laboratory professionals.

## Allied 360 Practice Areas

**Biomedical Professionals, Healthcare Technology Management**

24x7mag.com



**Diagnostic Imaging, Healthcare IT Professionals & Executives**

axisimagingnews.com



**Audiologists, Hearing Instrument Specialists, ENTs**

hearingreview.com



**Practicing Orthodontists & Dental Administration**

orthodonticproductsonline.com



**Physical Therapy Professionals in Hospitals & Clinics**

ptproductsonline.com



**Plastic Surgeons, Dermatologists & Dermatologic Surgeons**

plasticsurgerypractice.com



**Rehabilitation Professionals & Clinical Management**

rehabpub.com



**Respiratory Care Practitioners, Pulmonary Physicians & Directors**

rtmagazine.com



**Sleep Specialists, Neurologists & Sleep Lab Executives**

sleepreviewmag.com



# Content & Audience

## Meet the Editor



**Steve Halasey**

Chief Editor

✉ shalasey@allied360.com

☎ 626.219.0199

Steve Halasey has been editor of *Clinical Lab Products* since November 2013. Steve joined *Clinical Lab Products* with an impressive 20 year 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.

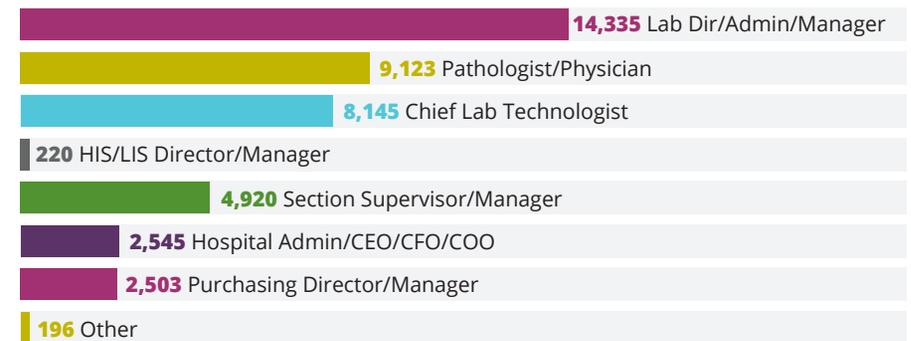
In 2015, look for articles with more context, with laboratory professionals analyzing and discussing their experiences. In this way, we will be presenting more product information presented in a more meaningful way.

One major focus in 2015 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.

## Audience

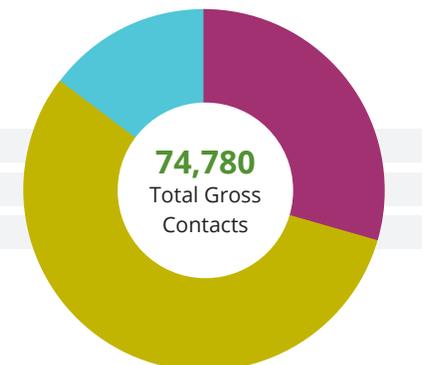
*Clinical Lab Products* allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Clinical Lab Products* delivers complete coverage of critical technological advances, applied products intelligence,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

### Audience Breakdown



### Total Contacts

22,020	E-Media Audience
41,939	Average Monthly Print Copies
10,821	Average Monthly Online Visits



# Editorial Calendar

ONLINE

PRINT

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Website Topics</b>	Regulation of LDTs	IQCP	Antibiotic-Resistant Bacteria	IT-Enabled Diagnostics	Advancing Cancer Diagnostics	AACC Blog	AACC Blog	IQCP	Infectious Diseases	Advancing Tools for Pathology	Molecular Pathology	Clinical Lab Trends for 2016
<b>Features: Trending</b>	Genotyping & Sequencing	Quality: Risk Assessment for IQCP	FDA-Regulated Test Development	Informatics & Big Data Analysis	Public Health Policy & Emerging Infectious Diseases	Big (Lab) Data in Accountable Care Environments	Omics Research & Clinical Diagnostics	Quality: IQCP Case Studies	Companion Diagnostics & Personalized Medicine	Blood Banking & Biorepositories	Clinical Lab Trends for 2016	2016 Buyer's Guide
<b>Features: Disease States</b>	Emerging Infectious Diseases in the Lab	Lipid Screening for Cardiovascular Disease	Cardiovascular Diagnostics & Testing Strategies	Diabetes Diagnostics & Monitoring Strategies	Cancer Diagnostics	Toxicology & Drugs of Abuse Tests & Strategies	STDs & HIV: From Screening to Guided Therapy	Allergy & Autoimmune Disease	Healthcare-Associated Infections	Laboratory Surveillance Network for Antibiotic-Resistance Bacteria	Flu & Respiratory Virus Diagnostics & Testing Strategies	
<b>Features: Technology Outlook</b>	Laboratory Automation	Mass Spectrometry	Laboratory Management Systems	Emerging Technologies	Anatomic & Digital Pathology	Chemistry & Integrated Analyzers	Immunoassay Kits & Instruments	Histotechnology	Point-of-Care Assays & Instruments	Molecular Pathology	Detection & Measurement Systems	
<b>Tech Guide</b>	Calibrators & Controls	Laboratory Information Systems & Middleware	Microbiology Assays & Instruments	Immunoassay Kits & Instruments	Clinical Chemistry & Integrated Analyzers	Molecular Diagnostic Probes, Reagents, & Assays	Point-of-Care Assays & Instruments	Molecular Diagnostic Instruments	Flu & Respiratory Virus Assays	Lab & Patient Safety Products	Cardiovascular Probes, Reagents, & Assays	
<b>Product Spotlight</b>	Software Systems for Clinical Laboratories	Emerging Technologies 2015 Showcase	Cancer Diagnostics	Chemistry & Integrated Analyzers	Molecular Diagnostics	Anatomic & Digital Pathology Instruments & Tools	AACC Exhibitor Showcase	Tools for Blood Banking & Biorepositories	New Products 2015 Showcase	Products for Laboratory Automation	Equipment, Consumables, & Labware for Clinical Labs	
<b>Bonus Distribution</b>	SLAS		CLMA		ASM	AACC/ASCLS	AACC OEM Supplies Showcase	NSH		AABB AMP		
<b>Ad Close Date:</b>	12.12.14	1.14.15	2.11.15	3.13.15	4.13.15	5.13.15	6.12.15	7.15.15	8.7.15	9.11.15	10.12.15	11.6.15
<b>Ad Materials Due:</b>	12.16.14	1.16.15	2.13.15	3.17.15	4.15.15	5.15.15	6.16.15	7.17.15	8.11.15	9.15.15	10.14.15	11.10.15
<b>Mail Date:</b>	1.16.15	2.12.15	3.12.15	4.13.15	5.12.15	6.12.15	7.16.15	8.13.15	9.8.15	10.12.15	11.10.15	12.9.15

# Rates & Specs

## Print



### PREFERRED POSITIONS

**Premium:**  
Premium Placement ..... \$700

**Color Rates:**  
Spot Color ..... \$500/1,000

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	24x
Spread	19.75 x 12.75	20 x 13	20.25 x 13.25	\$14,100	\$13,850	\$13,690	\$13,260	\$12,780
Full Page	9.75 x 12.75	10 x 13	10.25 x 13.25	\$7,400	\$7,275	\$7,195	\$6,980	\$6,740
1/2 Page Horizontal	8.75 x 5.75	-	-	\$4,375	\$4,315	\$4,250	\$4,160	\$4,035
1/3 Page Vertical	2.75 x 11.5	-	-	\$3,465	\$3,400	\$3,375	\$3,310	\$3,225
1/4 Page Vertical	4.25 x 5.625	-	-	\$2,940	\$2,900	\$2,870	\$2,820	\$2,755

## Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates/mo
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000
Interstitial	550 x 480	-	jpg, gif	45 kb	-	-	\$3,000
Page Peel	80 x 80, 500 x 500	-	jpg, gif	45 kb	-	-	\$2,000

**DESIGN GUIDELINES:** For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e., ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

**SEND AD MATERIALS TO:** SARAH WALL 913.955.2714, FAX 913.647.6114, SWALL@ALLIED360.COM  
**FILE UPLOAD LINK:** [anthemcloud.egnyte.com/ul/FbcUW3JXy9](https://anthemcloud.egnyte.com/ul/FbcUW3JXy9)

# Webcast

60 minutes | \$13,000 total | promoted 4 months

30 minutes | \$7,500 total | promoted 4 months

15 minutes | \$4,500 total | promoted 4 months

**Marketing** - Marketing Manager  
**Editorial** - Editor  
**Design** - Editor  
**Website** - Director of E-media

## Overview

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. Work with us to create something customized for your product message, or let us host your already recorded content.

## Program Features

- 60, 30 or 15 minute live, or recorded, audio plus PowerPoint presentation
- Customized registration page
- Sponsorship recognition in Webinar PowerPoint
- Marketing support campaign included
- Includes client logo and URL link
- Full report post webinar of registrants and attendees

## Roles & Duties

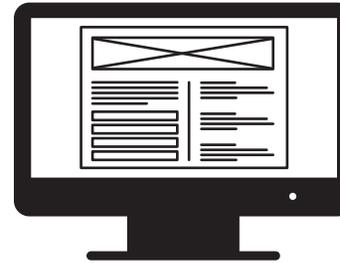
### Client

- Define the expectations
- Set times for rehearsal
- Meet approval times

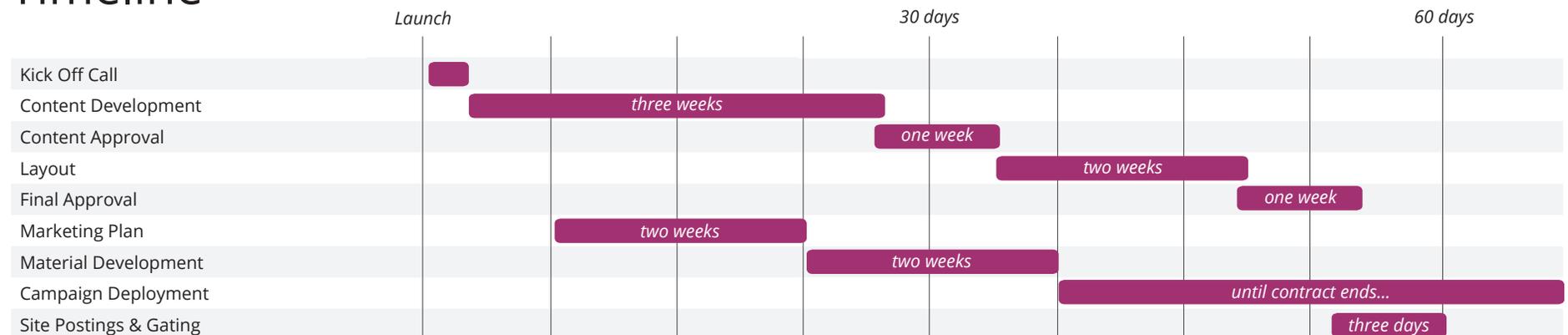
### Sales

- Inform client of timeline
- Set up kick off call
- Manage final approval

## Specs



## Timeline



# White Paper

\$6,000 total | \$700 per page for content creation

**Marketing** - Marketing Manager  
**Design** - Client  
**Website** - Editor

## Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of 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

- Advertiser Logo and URL link
- Completed white paper in PDF format
- Customized registration page
- Up to three custom registration questions
- Marketing support campaign included
- Lead-retrieval options

## Timeline



## Roles & Duties

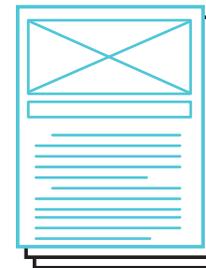
### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Inform client of timeline
- Manage final approval

## Specs



**Page Count:** not required but recommend 6-10 pages

**Size:** 8.5 (w) x 11 (h) - high res pdf

**Short Description:** 200 words or less

**Advertiser Logo:** 300 dpi, eps, jpg

# Technology Guide

\$2,000 per item | promoted for 1 year

**Marketing** - Marketing Manager  
**Editorial** - Editor  
**Design** - Art Director  
**Website** - Editor

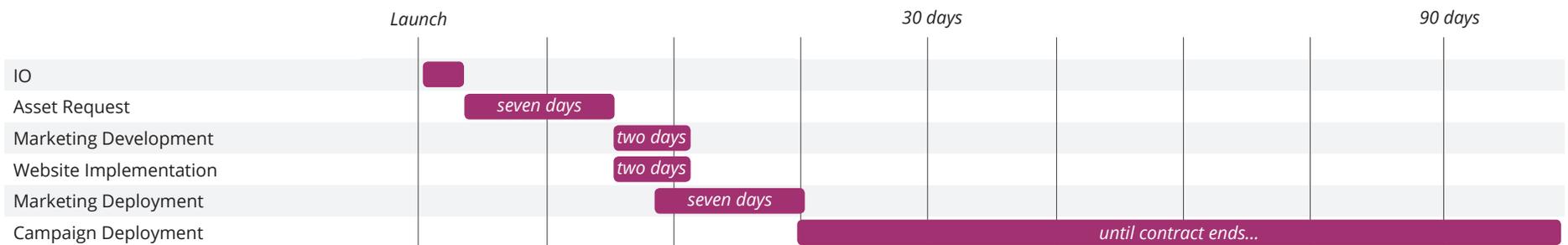
## Overview

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

- Product Image
- Up to three custom registration questions (optional)
- Marketing support campaign included

## Timeline



## Roles & Duties

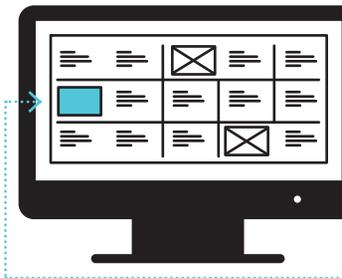
### Client

- Define the expectations

### Sales

- Inform client of timeline
- Manage final approval

## Specs



Product Image: 300 dpi, jpg, gif

## Overview

Promote your message via marketing directly to the desktop or mobile device. 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.

## Roles & Duties

### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Manage final approval

## Specs



**Leaderboard:** 728 x 90, gif, jpg, 45kb

## Program Features

### Daily E-Newsletter

*Reach up to 291,900\* audience members monthly for around \$20/per 1000*

- Leaderboard - Zone 1..... **\$5,850 month**
- Leaderboard - Zone 2..... **\$5,275 month**
- Leaderboard - Zone 3..... **\$4,750 month**

### Weekly E-Newsletter

*Reach up to 73,000\* audience members monthly for around \$40/per 1000*

- Leaderboard - Zone 1..... **\$2,925 month**
- Leaderboard - Zone 2..... **\$2,625 month**
- Leaderboard - Zone 3..... **\$2,375 month**
- Leaderboard - Zone 4..... **\$2,150 month**
- Leaderboard - Zone 5..... **\$1,925 month**

### Breaking News

*Reach up to 18,200\* audience members monthly for around \$80/per 1000*

- Leaderboard - Zone 1..... **\$3,000 month**

### Top Ten

- Leaderboard - Zone 1..... **\$3,000 month**
- Leaderboard - Zone 2..... **\$2,000 month**
- Leaderboard - Zone 3..... **\$1,000 month**

## Overview

Promote your message via marketing directly to the desktop or mobile device. E-blasts 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

### Multisponsor ..... \$400 per listing | \$100 production charge

- Advertiser Logo and URL link
- Client provided materials
- Minimal materials required: image, advertiser name and short description
- Editorial preference list

### Third Party ..... \$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

## Roles & Duties

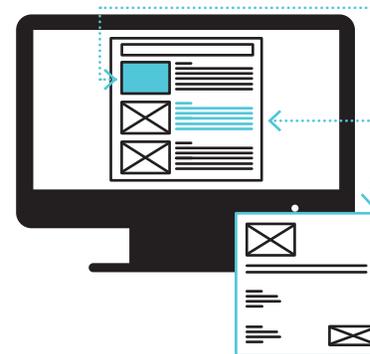
### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Inform client of timeline
- Manage final approval

## Specs



**Advertiser Logo:** 300 dpi, eps, jpg

**Advertiser Name**

**Body Text:** 75 words max

**Contact Info:** URL and phone number

**Booth Number:** Show blast only

**Image:** 175 x 175 pixels, jpg, gif

**Short Description:** 300-500 words

**E-Mail:** 600 x 1250 px HTML file\*

\*recommended size

# RFP Form

## Allied 360° gives you access to big data. View™ makes sense out of all that data.

See [Why Businesses Rely on View™ to Transform their Brand](#).

Through the revolutionary View™ Analytics Platform, Allied 360 measures and scores your business' data in motion against key metrics for your industry. By capturing successful trends, we develop repeatable, decision-driven strategies that will transform your business and brand.

Book your Live Demo of View™ today and experience big data analytics and business insights like you never thought possible.

Your interactive demo will be inclusive of:

- Ecosystem Topography: 1 Topic Profile
- Connection Depth: 1st and 2nd Degree
- Active Nodes: Up to 5000

Have questions? We have answers. Let Allied 360's team guide and show you all the elements of View™ that make it one-of-a kind.

**\*First Name**

**\*Last Name**

**\*Business Email Address**

**\*Company**

**\*Request Demo Topic**

**Industry**

**\*Country**

**\*Phone Number**

**\*Number of Employees**

**\* required fields**

# Contact

## Business & Sales

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VP Media/Marketing Services

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☎ 760.657.2003

### Cheryl Hackos

Associate Publisher

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☎ 818.584.6363

### Steve Halasey

Chief Editor

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☎ 626.219.0199

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Associate Editor

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☎ 908.421.3860

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🌐 clpmag.com

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