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Listings in the *Laboratory Buyers Guide* are free to Canadian-based manufacturers and distributors. Complete listings are also available to non-Canadian companies that advertise in the Guide.

PLEASE COMPLETE THE FOLLOWING INFORMATION ON YOUR ORGANIZATION
Return by fax to 416-510-5178 – if busy fax to 416-510-5129

Company Legal Name: _____

Location Address: _____

Mailing Address (if different): _____

Telephone: _____ Toll-Free Phone: _____

Fax: _____ Toll-Free fax: _____

Corporate E-mail: _____

Web: _____

Your Canadian branch offices (city, province and telephone number):

PRINCIPALS

Add foreign manufacturers whose products you are authorized to sell in Canada:

ACTIVITIES (check all applicable)

- Manufacturer a) At this location b) Another Location in Canada c) Outside Canada
- Manufacturer's Sale Office Wholesaler Wholesale Agent & Broker
- Distributor. If so do you distribute products *other* than your own? Yes No
- Other (describe) _____

Laboratory Buyers' Guide

PRODUCTS: Please check the appropriate boxes on the Product Listing form enclosed.

Checkmark products you sell in Canada. Place an 'M' in front of products that are MADE IN CANADA.

Note: Please provide the name, fax number and email address of the contact with the authority to update this form.

Note this information will not be published nor will it be provided to third parties

Your name: _____ Title: _____

Date: _____ E-mail: _____

Telephone: _____ Fax : _____

THANK YOU FOR COMPLETING THE BUYERS GUIDE QUESTIONNAIRE

Please fax completed questionnaire to: 416-510-5178

E-mail: lpn@businessinformationgroup.ca

STAND FROM THE CROWD WITH THESE LISTING ENHANCEMENTS

The **Laboratory Buyers' Guide** is the only comprehensive source of buying data available for the total Canadian laboratory market. It's used daily as a convenient reference by the people who order, buy and specify instruments, equipment, chemicals and supplies.

Take advantage of our listing enhancement program to tell potential new customers about your company's capabilities. Nameplate ads will be placed in the Product Guide section on the product category of your choice.

**IT'S YOUR BEST SINGLE
ADVERTISING INVESTMENT TO
COVER THE CANADIAN LABORATORY
MARKET FOR THE WHOLE YEAR.**

lab
BUYERS' GUIDE

Here are some sample ads that will be seen by over 16,500 lab professionals that work in all types of laboratories across Canada:

NAMEPLATE AD
1" wide x 1" deep
\$305 (b&w)
\$405 (four-colour)



**LOGO over your Listing
in Company directory**
\$205



**ENHANCED
INTERNET LISTING**
\$ 205/year

Your listing in the print edition of the Laboratory Buyers' Guide also appears in the Buyers' Guide section of the Laboratory Product News website, www.labcanada.com, which gets over 10,000 visits a month. With an Enhanced Listing, your company name will appear in **bold** and will appear above all other basic listings in keyword search results.

For more information contact:

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