

**Black and White Rates (US rates on request)
Effective January 1, 2012**

Card #41

	1x	3x	6x	9x	12x	18x	24x
Full Page	6,720	6,190	5,660	5,265	5,055	4,860	4,670
2/3 p	5,465	5,025	4,580	4,265	4,100	3,950	3,790
1/2 p	4,390	4,035	3,680	3,430	3,295	3,155	3,040
1/3 p	3,095	2,850	2,610	2,420	2,330	2,230	2,155
1/4 p	2,675	2,440	2,235	2,080	1,990	1,915	1,845

COLOUR RATES:

Standard 2nd colour: \$460
Matched or special colour: \$1,400
4 colour: \$1,170

CLOSING DATES:

Space reservations: 15th day of the month prior to issue.
Material due date: 10 business days following space reservation.

LAB BUYERS' GUIDE 2012 DEADLINES:

Space reservations: April 27
Material due date: May 9

BUYERS' GUIDE NAME PLATES:

\$315 (black & white)
\$415 (colour)

LABORATORY LITERATURE REVIEW:

Four Colour (in every issue):
1 x \$1,130; 3 x \$1,040;
6 x \$945; 12 x \$845

SUPPLIED INSERTS:

Rates on request

PRODUCT CARDS:

(bound-in, every issue except Buyers' Guide):
Four-colour card: \$2,800

POSITION CHARGES:

IFC - 30% of earned page rate
IBC - 25% of earned page rate
OBC - 35% of earned page rate

AD SIZES:

	Wide	Deep
Standard page live	7"	10"
Standard page bleed	8 ³ / ₈ "	11 ¹ / ₈ "
Standard page trim	8 ¹ / ₂ "	10 ¹ / ₂ "
Double page spread	16 ¹ / ₄ "	10 ¹ / ₂ "
Double page spread bleed	16 ³ / ₄ "	11 ¹ / ₈ "
2/3 page vertical	4 ¹ / ₂ "	10"
2/3 page horizontal	7"	6 ¹ / ₂ "
1/2 page vertical	3 ³ / ₈ "	10"
1/2 page horizontal	7"	4 ⁷ / ₈ "
1/2 page island	4 ¹ / ₂ "	7 ¹ / ₂ "
1/3 page vertical	2 ¹ / ₈ "	10"
1/3 page horizontal	7"	3 ¹ / ₄ "
1/3 page square	4 ¹ / ₂ "	4 ⁷ / ₈ "
1/4 page vertical	3 ³ / ₈ "	4 ⁷ / ₈ "
1/4 page horizontal	7"	2 ¹ / ₄ "
Buyer's Guide Nameplate	1"	1"

INTERNET:

www.labcanada.com
For online marketing options, see our Internet Rate Card or check it online at www.labcanada.com/mediakit

MECHANICAL SPECIFICATIONS:

Printing: Web Offset
Binding: Saddle-stitched

Supplied Inserts:

Bound-In Inserts: 8x10-1/2" plus 3" flap for binding. **Glued In Inserts:** Double-page spread inserts should be shipped folded. For further information contact Anita Havas-Stainton 416-510-6838, ahavas-stainton@labcanada.com.

ELECTRONIC SUBMISSION:

To avoid reproduction problems and additional charges: Include all printer and screen fonts and supporting postscript fonts and graphics with your ad file. If fonts are not included, we reserve the right to substitute fonts that closely match the original. Ensure all colour is converted from RGB to CMYK and/or is set for process separation (CMYK printing).

Confirm that the file is prepared to the size that is booked. If the ad is to print B/W, confirm that all colour graphics have been changed to Greyscale. Allow 20-30% for dot gain in midtones and tritons.

TERMS:

Agency Commission: 15% of gross billing allowed to recognized advertising agencies on space, colour, oversize, bleed and position, not on trimming, printing of inserts, inserting charges or classified advertising. Accounts payable in Canadian funds or foreign funds at current exchange rate. Terms: net 30 days. Production costs incurred for advertisers will be charged to them. Cancellations not accepted after issue close date. Short Rates and Rebates: If less or more advertising is used than contracted for, adjustments will be made at the end of the contracted period. Earned Rates: Advertisers using a size other than that contracted for will be charged at a converted frequency rate. Advertising contracts will be honoured for 12 months from the date of first insertion at the rate prevailing on date of the contract, provided first insertion is used within two months. Liability: Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising there from, made against the publisher. Other: Advertiser and agency agree that the publication shall be under no liability for their failure for any cause to insert any advertisement. Publisher will not be responsible for reproduction of advertisements unless proofs are supplied. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.

The preferred method for ad submission is optimized PDF, but we also accept the following file formats:

- PDF/X
- Adobe Illustrator CS4 (Mac/PC)
- Adobe Photoshop CS4 (Mac/PC)
- Adobe Indesign CS4 (Mac/PC)
- QuarkXpress (Mac/PC)

Images should be 300 DPI minimum, with all fonts embedded, with crop marks.

Your file should be named to allow for easy identification, i.e., CompanyName_Product_.pdf, and file submission should be via our ftp server:

Address:

ftp://bigftp.businessinformationgroup.ca
Username: lpn
Password: lpn772

Please also email Cathy Li at cli@bizinfogroup.ca with the method and time of transmission of your file, and a low res pdf proof of your ad.

Also, please fax a hard copy of the ad to the attention of Cathy Li at 416-510-5140.

Publisher/Editor: Leslie Burt (416) 510-6835,
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Canada toll-free: 1-800-268-7742
(Press 1, then 6838)
USA toll-free: 1-800-387-0273
(Press 1, then 6838)

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lab

PRODUCT NEWS

Delivers your message to lab professionals across Canada!

**Industrial Labs
Medical Labs
University Labs
Government Labs
Private Labs
Biotechnology Labs**

Serving Canada's Laboratory Market since 1971



REACH AND INFLUENCE KEY PURCHASING DECISION MAKERS IN CANADA'S LABORATORIES

Lab Product News keeps Canada's scientists and researchers up-to-date with the latest in products and technology for the laboratory.

We reach nearly 16,000 professionals working in Canada's laboratories, with 77% of copies obtained by personal direct request. This third-party audited level of personal direct request is unmatched in the Canadian laboratory market.

The Lab Product News family also includes the annual Lab Buyers' Guide, www.Labcanada.com, the weekly Headline News E-Newsletter and monthly Lab Spotlight E-Blast – which now reach 9,500 registered subscribers.

Make sure your brand is top of mind in Canada's lab community – we can help you to maximize your marketing dollars, so call or email us today!

2011 Readership Study Highlights

- Total readers per copy: **36,728**
- Read publication: **94%**
- Rated magazine from Excellent to Good overall: **94%**
- Have direct purchasing influence within their organization: **77%**

Our readers:

In one magazine, you get 100% coverage of laboratories in:

- Manufacturing industries: **3,908**
- Universities: **1,232**
- Medical facilities within hospitals and universities: **6,216**
- Government laboratories: **765**
- Dental laboratories: **801**
- Private laboratories: **2,644**

... and more*

Total Qualified Circulation: 15,752*

* All figures based on Lab Product News ABC Audit Circulation Statement, June 2011



2012 Editorial Monthly Planner



February
Special Focuses:
 > Lab Automation
 > Nanotechnology
 > Technology Trends Research
Editorial Deadline: January 11
Advertising Deadline: January 16

April
Special Focuses:
 > Pittcon Roundup
 > Trends in Microscopy
Editorial Deadline: March 21
Advertising Deadline: March 23

May
2012 LAB BUYERS' GUIDE
Ad space closes: April 27
Ad material deadline: May 9
Publication date: June 6



June
Special Focuses:
 > Lab Design & Ergonomics
 > Field-Portable Instruments
Editorial Deadline: May 11
Advertising Deadline: May 16

August
Special Focuses:
 > Sample Prep
 > Chromatography & Spectroscopy
Editorial Deadline: July 11
Advertising Deadline: July 16

October
Special Focuses:
 > Safety in the Laboratory
 > Green Labs
Editorial Deadline: September 10
Advertising Deadline: September 17



December
Special Focuses:
 > Testing and QA/QC
 > Food Safety & Science
Editorial Deadline: November 8
Advertising Deadline: November 15

IN EVERY ISSUE:
 > **Product News:** Instruments, equipment and labware used by scientists, researchers and technicians in all types of laboratories.
 > **Feature Articles:** Technical/application stories, how-to articles and case histories.
 > **Industry News** about science and research Canada
 > **Scientific and Research-Related Events** in Canada and internationally

LAB BUYERS' GUIDE

Published annually in the spring, the Lab Buyers' Guide makes it easy for customers to find your products. It's the only comprehensive directory available for the Canadian lab market. Not only that, it's your best single advertising investment to cover the Canadian laboratory market for the full year!

ONLINE MARKETING

Multiple web-based options enable you to interact with the laboratory market in new and innovative ways. Lead-generating product demo videos, product E-blasts and webcasts are some of our newest marketing options. Our weekly Headline E-Newsletter is sent regularly to 9,500 subscribers, offering great text and banner ad opportunities.

More information and rates for all online marketing opportunities are available in our Internet Rate Card.

LEAD GENERATOR E-BLASTS

New! Generating detailed and actionable leads has never been more important. Lab Spotlight e-promotions will help you generate leads with an opt-in list of 9,500 Lab Product News' readers reached by email.

The Lab Spotlight service can be used to promote new products, product catalogues, industry events, webcasts, white papers, videos and more. Advertisers receive detailed lead reports after each e-mailing. See our Internet Rate Card for more details.

Overflow of US publications into Canada

Think you are covering the Canadian market through "overflow" circulation of US publications? Think again! Look at the facts:

Publication - Print and Digital Editions	Canadian Circulation
LAB PRODUCT NEWS	15,752
American Laboratory	1,907
Lab Manager	1,017
Laboratory Equipment	11
LC/GC	926
Nature	1,476
Science	2,909
Spectroscopy	79

Sources:
 Lab Product News: ABC Publisher's Statement, June 2011; Laboratory Equipment: BPA Worldwide, June 2010; All others: BPA Worldwide, June 2011

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