

[www.labcanada.com](http://www.labcanada.com)

Laboratory Product News is read in all types of laboratories in Canada:

- industrial;
- medical;
- university;
- government;
- private; and
- biotechnology labs.

Our readers turn to [www.labcanada.com](http://www.labcanada.com) as a resource for:

- Daily and breaking news
- New products
- Keyword search of products, suppliers and news
- Industry links
- Events calendar
- Laboratory Buyers Guide Online
- At Your Personal Request weekly bulletin

You can leverage these features online to promote your company's products and services to decision-makers and purchasers in Canada's laboratories.

### Weekly E-Newsletter

Headline News Newsletter is a FREE breaking news and new product alert service. It keeps subscribers informed of the latest developments that are of interest to the scientists, researchers and purchasing decision-makers working in all types of laboratories across Canada.

The bulletin is delivered each Tuesday, by email to recipients' computers (requested circulation), in a single convenient format.



### Web Site Advertising

	Per Year	Per Month
Site Master Super Banner	\$11,525	\$1,200
Skyscraper Ad	\$4,650	\$695
Big Box Ad	\$4,640	\$690
Button Ad on Home Page	\$3,405	\$440

### Keyword Sponsorship (non-exclusive)

Reach a highly-targeted audience with this advertising opportunity. Purchase a keyword and your ad will appear throughout the Web site and on affiliated Web sites wherever the keyword appears – on article pages and at the top of Buyers' Guide search results!

No. of Keywords	1	2-5	6-10	11-15	16-20	21+
Rate per keyword/yr	\$1,170	\$1,010	\$855	\$720	\$615	\$499

### Multimedia

**Videos Product Demos** are a great way to promote your product or service. You can create your own, or Lab Product News can do the production.

**Webcasts** are a new and dynamic tool for marketers who want to reach their customers, not only with informative presentations online, but actual follow-up ability. Lab Product News provides all registration data to webcast marketers for timely and effective follow-up.

**Contact us directly for more details and pricing.**

**Sponsor our Digital Edition** for just \$1,900 a year. The digital edition is available on Labcanada.com and is designed for readers who prefer to receive their magazines online. Each issue is an exact replica of the printed version, and provides direct links to advertisers' websites for accessing more information on their products and services.

## Contacts

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## Technical Specifications

### Site Master Super Banner:

Dimensions: 728x90\*  
Max File Size : 25k

### Skyscraper Ad:

Dimensions: 160x600  
Max File Size : 25k

### Big Box Ad:

Dimensions: 300x250  
Max File Size: 25k

### Button Ad:

Dimensions: 120x90  
Max File Size : 8k

### Keyword Banner:

Dimensions: 234x60  
Max File Size : 15k

### Text Ad:

Dimensions: N/A  
Max File Size : 80 words

**File Format:** Banner, Button, Skyscraper & Keyword Ads: gif, jpeg

\*Check with your Account Representative about availability of banner sizes

### Agency Commission:

Internet rates are non-commissionable

## Targeted Email Newsletter Advertising

Target the Canadian laboratory market with our weekly email newsletter.

	Per 4 Issues	Per Issue
Master Super Banner	\$2,750	\$1,015
Big Box Ad	\$1,990	\$715
Text Ad	\$1,355	\$390
Button Ad	\$1,015	\$300
Press Release	\$525	\$158

## Buyers' Guide

### A. Multi-Media Packages

Customized multi-media packages are available that can include keyword sponsorship, enhanced listings and print advertising in Laboratory Product News' annual Buyers' Guide. Please contact Anita Havas-Stainton for more details (see Contacts to the left.)

### B. Nameplate Package

Buy a nameplate in the Laboratory Buyers' Guide print edition (published annually) and receive a 30% discount on a keyword banner ad on our Online Buyers' Guide.

## Custom E-Blasts

Exclusive (one advertiser per email)..... \$500/M (min. \$900)

**Custom Email Publishing:** We can create a custom email newsletter for you, including editorial content. We'll also email it to our subscribers on a weekly or monthly basis.

## Classifieds & Careers

**Classifieds** (Max. 250 words per posting)

	1 posting	3-pak
4 weeks	\$110	\$300
8 weeks	\$190	\$480
12 weeks	\$270	\$680

**Careers** (Max. 1,000 words)

	1 posting	3-pak
4 weeks	\$150	\$415
8 weeks	\$265	\$710
12 weeks	\$390	\$990

## Product Catalogues

Up to 28 pages – digital file must be supplied (Quark or PDF formats) ..... \$765

Full e-commerce catalogue – Up to 200 items listed ..... \$1,015

Link from your Listing in the Buyers' Guide to an existing online catalogue .... \$205