

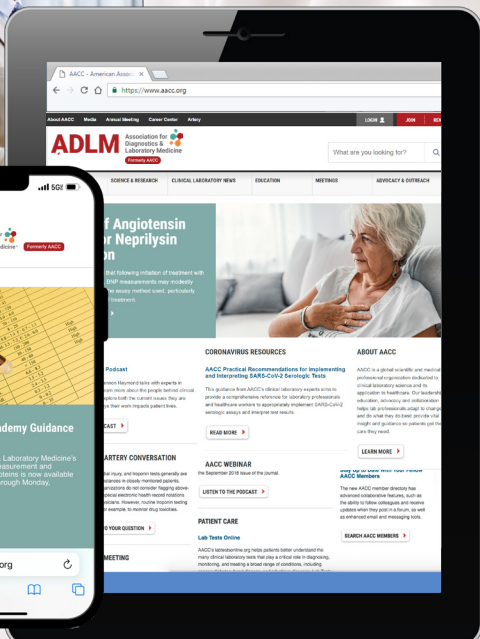
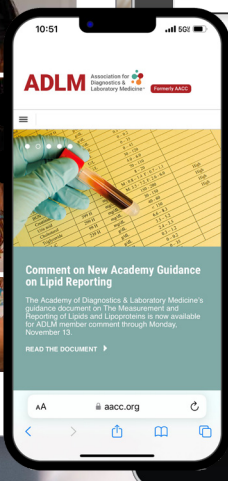
ADLM

Association for
Diagnostics &
Laboratory Medicine



Formerly AACC

2024 Integrated Advertising Portfolio



ADLM is a global scientific and medical professional organization dedicated to clinical laboratory science and its application to healthcare. Our leadership in education, advocacy and collaboration helps lab professionals adapt to change and do what they do best: provide vital insight and guidance so patients get the care they need.

74,000+ ADLM Members & Customers



Represent the largest hospital, commercial, and reference laboratories



Include lab professionals from around the world (70% U.S.; 30% international)



Play an important role in purchasing products and services for the lab (67%)

ADLM Advertising Opportunities

Print Asset

Clinical Laboratory News

ADLM's flagship and award-winning monthly news magazine, *CLN* is the authoritative source for timely analysis of issues and trends affecting clinical laboratories. It's also rated the #1 valued benefit among members.

Page 4

Digital Assets

ADLM Dedicated Emails

Provide tailored images and copy and ADLM's marketing team will send it directly to more than 74,000+ members and clinical lab professionals. You'll also receive a post-deployment report to show how your email performed.

Page 7

CLN Industry Insights Feature + Product Spotlight

Feature your article on the *CLN* section of the MyADLM.org website and position your company as a thought-leader with this popular sponsored content opportunity. The Product Spotlight sub-feature is also a great way to announce and promote your latest products and solutions.

Page 9

CLN Special Report

This digital opportunity provides industry suppliers a powerful venue to own and submit custom content in a particular category to be delivered in a *CLN* branded e-newsletter.

Page 11

ADLM Run-of-Network Advertising

MyADLM.org attracts more than 397,000 page views per month from laboratory professionals. Include your banner ad on the most prominent landing pages today.

Page 12

CLN Monthly Email Alert + Publication Website

Measure ROI and extend your reach to thousands of clinical lab professionals annually. The *CLN* publication offers a respective Monthly Email Alert and website.

Page 13

ADLM Annual Meeting

Clinical Lab Expo Exhibit Guide

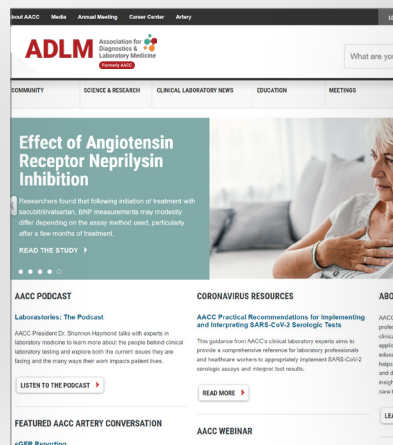
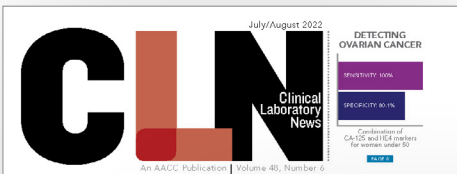
Attendees refer to the Exhibit Guide extensively during the Annual Meeting. This popular publication is used as a valuable reference source long after the meeting ends, and is published on the Meeting.MyADLM.org website.

Page 16

CLN Daily + CLN Daily Alerts

This official newspaper and e-newsletter of the ADLM Annual Meeting provides live daily coverage of meeting activities and more exposure than any other publication.

Page 17



About

As the leading not-for-profit news magazine in the field, *Clinical Laboratory News* (CLN) provides trusted news analysis for leaders in laboratory medicine. CLN delivers practical, insightful, and inspiring content that enables readers to adapt and thrive in a rapidly changing healthcare environment. The magazine is published bi-monthly in print and online. All ads that appear in the print issue also appear in the CLN interactive digital issue.

Circulation: 42,000

Total Readership: 189,000



CLN Editorial Study
Readex Research, December 2022.

Influential Readers

With strong pass-along readership at facilities with high test volumes, *Clinical Laboratory News* reaches buyers at some of the largest testing labs in the marketplace.

55% of CLN readers work in labs as directors, assistant directors, managers, supervisors, chief medical technologists, and/or technologists.

CLN readers DO NOT regularly read/ receive the following publications:

	%
Genomweb / 360Dx	92%
LabPulse	92%
Laboratory Equipment	91%
Dark Daily	90%
The Pathologist	90%
Lab Manager	76%
Clinical Lab Products	75%
Medical Lab Observer	61%
CAP Today	42%

Work Setting

	%
Clinical Lab	55%
IVD/Pharma/Biotech Company	13%

Top Products/Services Involved in Purchasing

Analytical Instruments
Chemistry Diag/Reagents/Kits
HbA1c Testing
Hematology
Immunoassay Systems
Infectious Disease Testing
Point of Care Testing
Rapid Tests

CLN editorial on the following topics are the most useful to readers:

- Automation & Instrumentation
- Hematology
- Immunohematology
- Informatics / Data Analytics
- Infectious diseases
- Informatics / Data Analytics
- Laboratory Management
- Lab Test Utilization & Medical Guidelines
- Microbiology & Infectious Diseases
- Molecular Diagnostics & Genomics
- Point-of-Care Testing
- Policy News
- Quality Control/Quality Assurance
- The Business Side of the Laboratory
- Therapeutic Drug Monitoring

Purchasing Power

75%

of CLN readers are involved in the purchasing process

\$2,118,600

Products recommended, specified and purchased in the last 12 months (average)

\$11,540,000

Total operating budget

Top Reader Formats

Print Only	52%
Both Print & Digital	36%
Digital Only	11%

2024 Editorial Calendar Preview

	Featured Topics	Deadlines
January/ February	Liver Disease Testing and Reference Intervals	Space: Nov. 13 Art: Nov. 28
March/ April	Respiratory Guidance	Space: Feb. 5 Art: Feb. 12
May/ June	Alzheimer's Disease	Space: Apr. 5 Art: Apr. 12
July/ August	Microbiology, Virology, and Molecular Testing	Space: Jun. 5 Art: Jun. 12
September/ October	In Vitro Fertilization	Space: Aug. 7 Art: Aug. 14
November/ December	Kidney Failure Risk Equation (KFRE)	Space: Oct. 4 Art: Oct. 11

**Editorial subject to change*

Key Reader Habits

- Readers spent an average of 41 minutes reading each issue
- 87% took action as a result of reading *CLN*

ADLM Advertising Sales Representative

Kevin McDonnell

Sales Director

202.367.1259

kmcdonnell@smithbucklin.com



Advertising Rates

Black & White Rates	1x	6x	12x	24x	48x
Full Page	\$4,820	\$4,635	\$4,470	\$4,255	\$4,115
2/3 Page	\$3,565	\$3,520	\$3,430	\$3,350	\$3,250
1/2 Page	\$2,985	\$2,900	\$2,805	\$2,745	\$2,735
1/2 Island	\$2,490	\$2,475	\$2,425	\$2,425	\$2,425
1/3 Page	\$2,280	\$2,240	\$2,195	\$2,195	\$2,195
1/6 Page	\$1,290	\$1,280	\$1,270	\$1,270	\$1,270

Color Rates

(over earned black & white rate)

Black + 1 process color	+\$495
Black + each add. color*	+\$820
Four-color	+\$1,200

* CLN does not use spot or Pantone inks. Additional colors are matched using CMYK builds. Variations may occur from issue to issue due to color-building process.

Premium Position Rates

Cover 2	+15%
Cover 3	+10%
Cover 4	+25%
Opposite TOC	+15%
Other Preferred Positions	+10%

Earned rates: Rates based on number of insertions used within one calendar year, regardless of size. Space purchased by a parent company and subsidiaries is combined for accounting of earned rate.

Agency commission: 15% if paid within 60 days.

Cancellations: Must be received in writing by space closing date

Inserts, cover tips & outserts: Must be submitted for approval. Insertion and production fees may apply. Please contact advertising representative for costs, sizes and quantity.

Ad Specifications

Page Unit	Inches		Millimeters	
	Width	Height	Width	Height
2 Page Spread				
Trim size	17.5	10.875	445	276
Size with bleed	17.75	11.125	451	283
Full Page				
Trim size	8.75	10.875	222	276
Size with bleed	9	11.125	229	283
2/3 Page Vertical				
Trim size	5.5694	10.875	141	276
Size with bleed	6.1285	11.125	156	283
1/2 Page Horizontal				
Trim size	7.9	4.7	201	119
Size with bleed	8.875	5.6	225	142
1/2 Page Vertical				
Trim size	3.8576	10.875	98	276
Size with bleed	4.3993	11.125	112	283
1/2 Page Island				
Trim size	3.8576	7.25	98	184
1/3 Page Vertical				
Trim size	2.0833	10.125	53	257
1/3 Page Square				
Trim size	4.4	4.4	112	112
1/6 Page Island				
Trim size	2.0833	4.875	53	124

Trim Size: 8.75" x 10.875"

Copy safe area: 0.25" in from trim

Bleed: 0.125" out from trim

Paper stock: 50 lb. coated web offset

Type of binding: Saddle-stitch

Printing resolution: 133-line

Format

- PDF/X-1a is the preferred file format.
- CLN does not accept native file formats.
- Create ads according to SWOP guidelines for web coated printing (www.swop.org/certifications.html). Use CMYK web coated as the color space for all images; do not use compression on any images.
- To submit other file formats, contact Bill Malone at 202.835.8756 or bmalone@myadlm.org.
- All advertising is subject to Publisher's approval.

Send artwork materials to:

Smithbucklin
2001 K Street NW, 3rd Floor North
Washington, DC 20006
202.367.2475
kexamen@smithbucklin.com

CLN Dedicated Emails

Market your solutions directly to ADLM members and customers.

Send a tailored marketing message directly to more than **74,000 ADLM members and clinical lab professionals** with ADLM's dedicated email opportunity.

Dedicated emails are available every week* and limited to one advertiser.

Reserve your space today as inventory will go quickly.

**Except in June and July for 2024 when only two dedicated email slots are available for each month.*

Unique Open Rate: 23%

Cost: \$7,000 per email

CLN SPONSOR CONTENT **ADLM** Association for Diagnostics & Laboratory Medicine Primary Care

Why Optimizing Molecular Technologies in Labs is Critical

DOWNLOAD

Expert advice by Dr. Darryl Irwin on how labs can improve cancer care.

As cancer treatment options evolve, molecular pathology labs must test for an increasingly expanding set of clinically actionable genomic targets. To keep up with this demand, labs have turned to technologies that allow for comprehensive profiling of tumor samples and generate vast amounts of genetic data. However, this advancement has also presented new challenges.

In this quick read, Dr. Darryl Irwin shares his insights on how labs can leverage these opportunities to drive improvements in cancer care, including:

- How to make a significant contribution to improving the overall quality of patient care
- The impact of sample drop during testing on patients
- How to improve patient access to molecular tumor profiling

Read Article

Agena BIOSCIENCE

For Research Use Only. Not for use in diagnostic procedures.

Send your tailored email to 74,000+ clinical lab professionals!

Email Guidelines & Specifications

Space and materials due three weeks prior to launch date. Submit artwork to Krishna Examen at kexamen@smithbucklin.com.

Please note, CLN will prominently display a "Sponsor Content" banner and the following disclaimer at the top of each email: "This is a paid advertisement for CLN readers. The views expressed do not necessarily represent ADLM's views, and their inclusion in CLN is not an endorsement by CLN or ADLM."

CLN Dedicated Emails

Guidelines & Specifications

Required from the advertiser: subject line, Word document of plain text email, and image attachments. Materials are due 15 business days in advance of the send date.

SUBJECT LINE

- Limit 50 characters or fewer.
- Avoid terms: "New", "Free", "Special".
- Avoid all CAPS or exclamation points! (These phrases, fonts and punctuation may cause your email to get marked as spam).
- "FROM" field cannot be altered and will remain as "ADLM - Association for Diagnostics & Laboratory Medicine".

NON-HTML EMAILS

Design:

- Submit your email copy as a Word document.
- Email images should be included in the Word document and placed in their designated positions.
- Include all email image files as full size attachments
- Provide test email delivery deadline.
- Template Includes: Subject line, Header image, Header text, Text box, CTA, Logo, and Optional footer text

Images:

- Use JPEGs, PNGs, or non-animated GIFs.
- Provide desired URL link paths for each image and CTA.
- Use image width and height attributes to preserve layout structure.

Do not:

- Do not use background images, image mapping, or animated GIFs.
- Do not embed Flash or any other type of video.



Please note:

- CLN will prominently display a "Sponsor Content" banner and the following disclaimer at the top of each email: "This is a paid advertisement for CLN readers. The views expressed do not necessarily represent ADLM's views, and their inclusion in CLN is not an endorsement by CLN or ADLM"
- CLN Dedicated Emails may not be used to promote webinars or events and all content is subject to approval by the ADLM Editorial Team.

CLN Industry Insights - Feature

About

Industry Insights is a *CLN* program that features informational articles paid for and created by advertisers that are published on the *CLN* section of the MyADLM.org website.

This unique opportunity offers a great way for advertisers to position your company as thought-leaders and enhance your relationship with readers who already know *CLN* as a principled and reliable source of information.

Benefits include:

- Inclusion of article on the *CLN* section of MyADLM.org, which will be archived after initial release
- Banner ad on MyADLM.org to promote your article (60 days, 50,000 impressions)

Cost: \$2,500 per article



Article Guidelines & Requirements

Articles should be informative and explain trends, applications, or use cases of science, technology, and practice in laboratory medicine that are relevant to *CLN* readers.

Please be advised that only original pieces of content are acceptable. Articles will be reviewed by *CLN* editors before publication to ensure that meet all applicable guidelines and do not contain obvious grammatical errors. However, approved articles generally will not be copyedited: Advertisers are expected to submit complete and polished pieces ready for publication. Advertiser must provide an article topic that will be included on banner ads.

- **Length:** 800-1,300 words
- **Images:** Up to 3 images at 300 x 250 pixels
- **Video:** An embedded link with image to a YouTube or Vimeo video is allowed and require additional editorial review.
- **References:** References are allowed, but not required unless scientific or other factual claims are made that may be unfamiliar to our readers. References should be numbered in the text.
- **Authors:** The authors must be clearly identified, including name, degree, and title/affiliation
- **Logos:** Include in your submission a company logo as well as the URL to which it should link.
- **Article Topic:** The advertiser is required to state an article topic for ADLM to include on banner ads.

CLN will prominently display "Sponsor Content" wherever *Industry Insights* articles are shown. Each article will include the following disclaimer: "*Industry Insights are created and paid for by advertisers. The views expressed in these articles do not necessarily represent ADLM's views, and their inclusion CLN is not an endorsement by ADLM.*"

For complete Article Guidelines & Requirements, please visit: <http://bit.ly/49yUXyw>

Space and materials due three weeks prior to launch date. Submit artwork to kexamen@smithbucklin.com.



Industry Insights - Product Spotlight

About

Showcase your company's latest solutions to the *CLN* audience in this bi-monthly sub-feature of *Industry Insights*. Don't delay as this is limited to one advertiser per issue of *CLN*.

Benefits include:

- A full page article in a *CLN* issue of your choice.
- Inclusion of the article on the *Industry Insights* section of MyADLM.org, which will be archived after initial release.
- Sponsored content placement in the *CLN* Monthly Email Alert.

Cost: \$6,000 per article



Product Spotlight

ADVERTORIAL



Headline

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Dek sus tulum de fastidium estu aywefuay ayugtayrg auyrg a ragayrg aiurg.

BY _____

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CONTACT INFO WEBSITE HERE 

Article Guidelines & Requirements

- **Headline**
- **Subheading (optional)**
- **Length:** 450 max.
- **Images:** 3" x 4.5" horizontal or 4.5" x 3" vertical. Limit one per article.
- **Author Name**
- **Website URL**

CLN Monthly Email Alert:

Submit a 60 character headline and 275 character description (including spaces).

Space/Materials:

Ten business days prior to published *CLN* print deadlines. ADLM will be responsible for the design and layout of the Product Spotlight article and will provide a mock-up for review prior to print. Send artwork to Smithbucklin at kexamen@smithbucklin.com.

CLN Special Report

About

Position your company as a thought-leader. *CLN Special Report* provides industry suppliers a powerful venue to own and submit custom content to be delivered in an *CLN* branded e-newsletter.

Smithbucklin will consult with *CLN* editorial staff for up-to-date list of topics. *CLN* editorial staff will curate the best articles to accompany your company's message.

Circulation: 74,000+

Unique Open Rate: 22%

Exclusive Sponsorship

Includes: Logo, Wide Skyscraper, and Sponsored Content

Cost: \$5,000 net per issue

August 22, 2023
BROUGHT TO YOU BY

CLN SPECIAL REPORT ON: **Mass Spectrometry** **phenomenex**

CLN FEATURE
Running a Mass Spectrometry Lab: Lessons for Beginners
Strategies for implementing new instruments, leading staff, and fostering patience are a few of the lessons learned during one laboratorian's journey of overseeing a mass spec lab. [Read more.](#)

SPONSORED CONTENT
Steroid White Paper: LC-MS/MS Steroid Analysis Solutions for Clinical Research
Steroid hormones are synthesized in the adrenal cortex, the gonads, and the placenta, are all derived from cholesterol, and many are of clinical importance. Here, LC column recommendations and chromatographic conditions for a 19-analyte steroid panel and additional sub-groups of steroids is presented. Sample preparation using supported liquid extraction (SLE) and solid phase extraction (SPE) are also provided. Specific recommendations for male and female hormones in addition to cortisol are included. [Learn more.](#)

CLN SELECT ARCHIVE
Blood-Based Mass Spectrometry Can Detect Minimum Residual Multiple Myeloma
A proof-of-principle study shows that blood-based targeted mass spectrometry is a feasible, patient-friendly alternative to detecting minimum residual disease in multiple myeloma patients' bone marrow via next-generation sequencing. [Read more.](#)

160 X 600

Sponsor your own exclusive *CLN* Special Report!

Ad Specifications

Ad Unit	Size
Wide Skyscraper	160 x 600 (desktop) 300 x 250 (mobile)
Sponsored Content	60 character headline and 275 character description (including spaces)

Please also provide a web-ready logo and a redirect link(s) for the above assets.

- **Max File Size:** 40k
- **File Format:** JPEG, GIF
- **Space/Materials:** Due 15 business days before posting date. Send artwork to Smithbucklin at kexamen@smithbucklin.com

ADLM Run-of-Network Advertising

About

MyADLM.org serves as a valuable tool to all laboratory medicine stakeholders, providing essential, clinically relevant content to help laboratory professionals discover new adaptive solutions that advance patient care and bring better health to all people.

**Average Page Views/
Month: 397,000**

**Average Unique Visitors/
Month: 170,000**

*Google Analytics,
July 2021 - June 2022*



Leaderboard
728 x 90 Desktop

Wide Skyscraper
160 x 600 Desktop

Advertising Rates & Specs

Ad Unit	Desktop	Mobile	Rate*
Leaderboard	728 x 90	320 x 50	\$70 CPM
Wide Skyscraper	160 x 600	250 x 250	\$70 CPM

*Minimum buy of 20,000 impressions per month. Ads will appear on all pages except the home page and areas of interest. Call Smithbucklin for more information.

- **Max File Size:** 40k
- **File Format:** JPEG, GIF
- Mobile banner ads are optional, and included at no additional cost
- Ads will appear on both desktop and mobile devices unless otherwise indicated on the insertion order
- **Space/Materials:** Due five business days before posting date. Send artwork to Smithbucklin at kexamen@smithbucklin.com

CLN Monthly Email Alert

About

The CLN Monthly Email Alert notifies ADLM members and subscribers to read new online content. Choose from multiple ad placements in the CLN Monthly Email Alert.

Circulation: 74,000+

Unique Open Rate: 23%

Advertising Rates

Ad Unit	Rate/Issue
Top Leaderboard	\$2,400
Top Wide Skyscraper	\$2,300
Product Spotlight/ Sponsored Content	\$2,300
Standard Leaderboard	\$2,100
Standard Wide Skyscraper	\$1,900

Advertising Specs

Ad Unit	Desktop/ Mobile Size
Top Leaderboard	728 x 90, 300 x 250
Top Wide Skyscraper	160 x 600, 300 x 250
Standard Leaderboard	728 x 90, 300 x 250
Standard Wide Skyscraper	160 x 600, 300 x 250

Format

- Video, third-party ads containing javascript, animated, and flash-based formats are not accepted
- **Max File Size:** 40k
- **File Format:** JPEG, GIF

Product Spotlight/Sponsored Content:

Submit content as a Word document: 20 character headline (including spaces), 275 character description (including spaces) and target URL. Please also provide a 150 x 150 px image (static JPEG only, 40KB max).

Space/Materials

- Insertion orders due 20th of the month preceding the month of issue
- Materials due 22nd of the month preceding the month of issue
- Send artwork to Smithbucklin at kexamen@smithbucklin.com

728 x 90

CLN An ADLM[®] Publication
Clinical Laboratory News

SEPTEMBER-OCTOBER 2023 | VOLUME 43 | NUMBER 7

160 x 600

Targeting Lab Staffing Shortages
A new ADLM white paper recommends labs—and regulators—rethink how work is performed and reorganized. [Read More](#)

A Review of Diagnostic Testing and Automation for Lyme Disease
Tick season keeps expanding. Are you up to date on the latest developments in disease detection? [Read More](#)

SPONSORED CONTENT

Now On-Demand - Meet the New Atellica CI Analyzer
You've asked – we've delivered! Learn how the Atellica® CI 1900 analyzer can help you to achieve predictable patient care, deliver greater agility across your network, and meet security and sustainability goals – all while easing stress on your already overworked team. [Learn More](#)

728 x 90

Malaria Resurfaces
As malaria cases have risen in the past several months, an infectious disease expert provides an update on geography, lab detection, and testing. [Read More](#)

What's the Best Approach for Evaluating GFR in Living Kidney Donors?
Dr. Sarah Lahorewala discusses the risks in kidney transplantations for both the patient and the donor. [Read More](#)

CLN's Focus on Molecular Diagnostics
Supported by Thermo Fisher Scientific

Sexually Transmitted Infections and Women's Health
One size does not fit all when it comes to sexually transmitted infection testing. This is especially true because each STI affects populations in different ways, and laboratories need to utilize the right testing methodology to offer the most effective results. [Read More](#)

160 x 600

CLN Publication Website

About

Measure ROI and extend your reach to thousands of clinical lab professionals annually. The CLN publication website offers prominent ad placements that generate valuable exposure for your products and services.

Average Page Views/ Month: 120,000

Average Unique Visitors/ Month: 84,000

Google Analytics, July 2021 - June 2022



Leaderboard
728 x 90 Desktop

Wide Skyscraper
160 x 600 Desktop

MyADLM.org/publications/

Advertising Rates & Specs

Ad Unit	Desktop	Mobile	Rate
Leaderboard	728 x 90	320 x 50	\$80 CPM
Skyscraper	120 x 600	250 x 250	\$80 CPM

*Minimum buy of 20,000 impressions. Ads will appear on all CLN publication pages. Call Smithbucklin for more information.

Format

- Mobile banner ads are optional, and included at no additional cost
- **Max File Size:** 40k
- **File Format:** JPEG, GIF

Space/Materials

- Artwork and click URL due 7 business days before posting date
- Send artwork to Smithbucklin at kexamen@smithbucklin.com

ADLM Annual Meeting

July 28 – August 1, Chicago, IL, USA

About

The ADLM Annual Meeting is the world's premier gathering of clinical lab professionals from around the world, attracting **decision makers and influencers** from the IVD marketplace.

Connect with the ADLM Sales Team today to finalize your Annual Meeting advertising, exhibit and sponsorship plans.

Advertising Sales

Kevin McDonnell

Smithbucklin

kmcdonnell@smithbucklin.com

202.367.1259

Exhibit & Sponsorship Sales

Michele LaFrance

J. Spargo & Associates

michele.lafrance@spargoinc.com

703.631.6200

ADLM Corporate Relations

Teresa Favero

Senior Director, Corporate

Relations

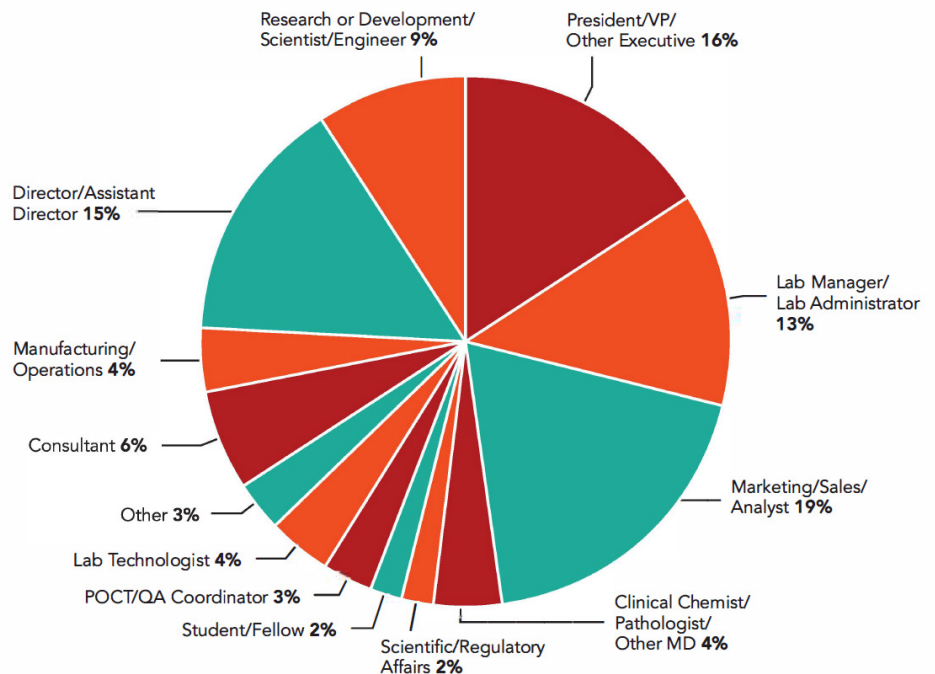
tfavero@myadlm.org

202.420.7610

"Symbient has been a loyal exhibitor at ADLM since 2014. We understand the value of this meeting for our industry and always enjoy the opportunity to introduce ourselves to new customers, connect with current customers and educate prospects in diagnostics field. It's an expo with an amazing crowd."

ASLIHAN BUNER
Marketing Manager, Symbient

Positions and Titles



Show Summary

Exhibit Floor Space

269,500 Sq. Ft.

Total Attendance

19,286

Exhibit Hall

909 companies

64%

of attendees surveyed plan to purchase a product within 2 years based on interactions with ADLM exhibitors.

Source: 2023 Attendee Registration Report and 2022 Attendee Survey

ADLM Annual Meeting

July 28 – August 1, Chicago, IL, USA

Space by
May 3

Materials due
May 10

Clinical Lab Expo Exhibit Guide

The Exhibit Guide (**13,000 copies**) is used extensively by attendees during and after the Annual Meeting ends as a quick reference for industry supplier information.

Advertising Rates & Specs

Placement	Trim	Bleed	Net Rate
Cover 2	8.5 x 11"	8.75 x 11.25"	\$8,000
Cover 3	8.5 x 11"	8.75 x 11.25"	\$7,000
Cover 4	8.5 x 11"	8.75 x 11.25"	\$9,000
Full Page (Black & white ads only)	8.5 x 11"	8.75 x 11.25"	\$5,000

Ad Format:

- CLN does not accept native file formats.
- PDF/X-1a is the preferred file format, with all fonts embedded.
- Create ads according to SWOP guidelines for web coated printing (www.swop.org/certifications.html). Use CMYK web coated as the color space for all images; do not use compression on any images.
- All advertising is subject to Publisher's approval.
- All colors should be CMYK process, no spot colors.
- Advertiser will be billed at cost for time required to prepare files to above standards.

Payment/Cancellation:

- Payment is due prior to the meeting dates. All signed agreements are firm. No cancellations accepted after closing.

Send artwork materials and insertion orders to:

Smithbucklin
2001 K Street NW, 3rd Floor North
Washington, DC 20006
202.367.2475
kexamen@smithbucklin.com



ADLM Annual Meeting

July 28 – August 1, Chicago, IL, USA

CLN Daily

The only official newspaper of the ADLM Annual Meeting, *CLN Daily* provides more exposure than any other publication and features live daily coverage of meeting activities, clinical lab expo and much more. ADLM will publish four, two-section editions of *CLN Daily* on Monday to Thursday of the Annual Meeting. Issues will be distributed at select hotels, the convention center and shuttle buses.

Advertising in *CLN Daily*:

- Protects and enhances your booth investment
- Gives you direct access to laboratory medicine professionals
- Maximizes on-site effectiveness and long term recognition
- **Earns you triple ADLM Priority Points**

CLN Daily Distribution Sponsorship:

- Front cover bottom banner ad placement in all four issues
- Company branding on *CLN* distribution staff t-shirts and distribution bins

Sponsorship: \$20,000

Advertising Rates & Specs

Ad Unit	Size (inches)	Rate Includes Four Issues
Tabloid Full Page	10" x 14"	\$7,490
Tabloid Island	7" x 10" or 10 x 7"	\$6,330
Tabloid 1/4 page	4.75" x 7"	\$2,455
Tabloid Page Spread	21" x 14"	\$15,020
Tabloid Island Spread	15" x 10"	\$12,670
Cover 2	10" x 14"	\$9,390
Cover 4	10" x 14"	\$8,635
Cover Tip	6" x 4"	\$9,700
Bound-in Inserts	7" x 10"	\$10,700
Bottom Banner	2" x 10"	\$7,500

Cover Tips and Bound-in Inserts: Advertiser supplied. Cover tips are spot glued on the front cover and inserts should be single leaf with lip.

Placement: Advertising, with the exception of premium positions, will be rotated daily within each section.

Payment/Cancellation: Payment is due prior to the meeting dates. All signed agreements are firm. No cancellations accepted after closing.

Mechanical Specifications:

- Trim Size: 11" W x 15" H
- Bleed: Publication does not bleed, except for spread ads across the gutter
- Paper stock: 50# white offset, non-gloss stock
- High-Resolution PDF files required with all fonts embedded.
- All colors should be CMYK process, no spot colors.
- 85-line screen on all images preferred; 100-line screen acceptable.
- Printed proof of the PDF file itself is required with artwork submission. If a proof is not sent, ADLM is not responsible for the outcome of the ad.
- Advertiser will be billed at cost for time required to prepare files to above standards.

Ad Creation: Maximum combined density of 240 percent with only one solid. Two secondary colors should not exceed 75 percent each. Any single color not intended to print solid should not exceed 80 percent. Additional 10 percent under-color removal for cyan. Type should be surprinted in areas having tint values of 30 percent. Four-color type reverses should not be smaller than 10 points (14 points if using a narrow face font). Reverses should only be used out of areas having at least 70 percent tone value in black, magenta, or cyan. Color reproduction is assured to generally accepted industry standards for cold web newspaper printing.



Space by
June 24

Materials due
July 5

ADLM Annual Meeting

July 28 – August 1, Chicago, IL, USA

CLN Daily Alerts

CLN Daily Alerts will be emailed to **74,000+ recipients** every day of the Annual Meeting and will feature meeting highlights and content from the *CLN Daily*. Space is limited and will sell quickly. Call today to confirm your participation.

Unique Open Rate: 24%

Available Dates

- Tuesday, June 11, 2024
- Tuesday, June 25, 2024
- Thursday, July 9, 2024
- Tuesday, July 23, 2024
- Monday, July 29, 2024
- Tuesday, July 30, 2024
- Wednesday, July 31, 2024
- Thursday, August 1, 2024

Advertising Rates & Specs

Ad Unit	Size	Per Issue
Top Leaderboard	728 x 90	\$3,500
Top Skyscraper	160 x 600	\$3,200
Sponsored Content	Text	\$3,200
Standard Leaderboard	728 x 90	\$3,100
Standard Skyscraper	160 x 600	\$3,000

Payment/Cancellation: Payment is due prior to the meeting dates. All signed agreements are firm. No cancellations accepted after closing.

- **Max File Size:** 40k
- **File Format:** JPEG, GIF
- **Space/Materials:** Artwork and click URL due two weeks prior to deployment date. Send materials to Smithbucklin at kexamen@smithbucklin.com.

The diagram illustrates the layout of the CLN Daily email, which is 728 x 90 pixels wide. It is divided into several sections:

- Top Leaderboard:** 728 x 90 pixels, located at the top of the email.
- Top Skyscraper:** 160 x 600 pixels, located on the right side of the email.
- Sponsored Content:** 728 x 90 pixels, located in the middle of the email.
- Standard Leaderboard:** 728 x 90 pixels, located at the bottom of the email.
- Standard Skyscraper:** 160 x 600 pixels, located on the right side of the email, below the Top Skyscraper.

The email content includes the CLN DAILY logo, the Annual Scientific Meeting 2023 logo, and several articles with images and text, such as 'Advances in Lab Management', 'AI and Machine Learning in Laboratories', 'Linking Microbes and Microfluidics', 'Dive into the Cell Issue', 'Synopsis of AACC 2023AACC', 'Recognize This Year's Award Winners', and 'Follow the Technology Disruptors, Shaking Up Analysis'. At the bottom, there is a 'HAPPENING NOW' banner for the REGISTER SITE and the ADLM logo.



ADLM

Association for
Diagnostics &
Laboratory Medicine

Formerly AACC

ADLM Headquarters

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Senior Director, Corporate Relations

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ADLM Advertising Sales

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ADLM Exhibit & Sponsorship Sales

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