2021 Integrated Advertising Portfolio
AACC 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+ AACC 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%)
AACC Advertising Opportunities

Print Asset

**Clinical Laboratory News**
AACC’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

**AACC Dedicated Emails**
Provide a custom HTML email and AACC’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 your article on the CLN section of the AACC.org website and position your company as a thought-leader with this popular sponsored content opportunity.

**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 an CLN branded e-newsletter.

**Page 10**

**AACC Run-of-Network Advertising**
AACC.org attracts more than 381,000 page views per month from laboratory professionals. Include your banner ad on the most prominent landing pages today.

**Page 11**

**CLN eTOC + Publication Website**
Measure ROI and extend your reach to thousands of clinical lab professionals annually. The CLN publication offers a respective eTOC Alert and website.

**Page 12**

**AACC Annual Scientific Meeting**

**Program Guide + Exhibit Guide**
Attendees refer to the Program and Exhibit Guides extensively during the Annual Scientific Meeting & Clinical Lab Expo. These popular publications are also used as a valuable reference source long after the meeting ends, and are published on the AACC.org website.

**Page 15**

**CLN Daily + CLN Daily Alerts**
This official newspaper and e-newsletter of the AACC Annual Scientific Meeting provides live daily coverage of meeting activities and more exposure than any other publication.

**Page 16**

2021 AACC Media Kit | 3
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 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

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.

53% 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:

<table>
<thead>
<tr>
<th>Publication</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAP Today</td>
<td>50</td>
</tr>
<tr>
<td>Clinical Lab Products</td>
<td>64</td>
</tr>
<tr>
<td>Dark Daily</td>
<td>83</td>
</tr>
<tr>
<td>Genomweb</td>
<td>85</td>
</tr>
<tr>
<td>Lab Manager</td>
<td>72</td>
</tr>
<tr>
<td>Laboratory Equipment</td>
<td>74</td>
</tr>
<tr>
<td>Medical Lab Management</td>
<td>71</td>
</tr>
<tr>
<td>Medical Lab Observer</td>
<td>61</td>
</tr>
<tr>
<td>The Pathologist</td>
<td>86</td>
</tr>
</tbody>
</table>

Purchasing Power
67% 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

Test Volumes in Readers’ Labs
40% of readers have a test volume in their lab of more than 3 million.

<table>
<thead>
<tr>
<th>Test Volume</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 50,000</td>
<td>9</td>
</tr>
<tr>
<td>50,000-90,000</td>
<td>6</td>
</tr>
<tr>
<td>100,000-499,000</td>
<td>14</td>
</tr>
<tr>
<td>500,000-999,000</td>
<td>11</td>
</tr>
<tr>
<td>1M-2.9M</td>
<td>20</td>
</tr>
<tr>
<td>&gt; 3M</td>
<td>40</td>
</tr>
</tbody>
</table>

At least 8 out of 10 readers say CLN editorial on the following topics is useful/very useful:

- Automation and instrumentation
- Business side of laboratories
- Cutting edge assays and technologies
- Healthcare reform/policy news
- Hematology
- Infectious diseases
- Laboratory analytics
- Laboratory management
- Medical guidelines involving lab testing
- Molecular diagnostics
- Point-of-care testing
- Quality control/quality assurance
Key Reader Habits

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

Tech Talk

Showcase your company’s latest technology to the CLN audience in this monthly advertorial feature.

Your 1/2-page horizontal feature will include a product image and up to 360 words.

Cost: $5,000 net per month

AACC Advertising Sales Representative

Kevin McDonnell
National Sales Manager
202.367.1259
kmcdonnell@townsend-group.com

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### 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Featured Topics</th>
<th>Deadlines</th>
</tr>
</thead>
</table>
| January/      | - Mass Spectrometry for Hormone Testing  
| February      | - Lab Automation  
|               | - Cardiac Testing                                                          | Space: Dec. 7  
|               |                                                                                 | Materials: Dec. 11  
|               |                                                                                 | Mail Date: Jan. 5   |
| March         | - Using Big Data to Tackle Health Disparities  
|               | - Molecular Testing  
|               | - COVID-19                                                              | Space: Feb. 8  
|               |                                                                                 | Materials: Feb. 12  
|               |                                                                                 | Mail Date: Mar. 2   |
| April         | - New Strategies for Home Specimen Collection  
|               | - Point of Care Testing  
|               | - Newborn Screening                                                        | Space: Mar. 8  
|               |                                                                                 | Materials: Mar. 12  
|               |                                                                                 | Mail Date: Apr. 6   |
| May           | - Testing for Sexually Transmitted Diseases  
|               | - Women's Health  
|               | - Lead Testing                                                            | Space: Apr. 5  
|               |                                                                                 | Materials: Apr. 9  
|               |                                                                                 | Mail Date: May 4   |
| June          | - AACC Annual Scientific Meeting Preview  
|               | - Serology Assays for Neurological Autoimmune Disorders  
|               | - Drug Testing                                                            | Space: May 7  
|               |                                                                                 | Materials: May 14  
|               |                                                                                 | Mail Date: Jun. 1   |
| July/August   | - AACC Annual Scientific Meeting Issue  
|               | - Perimortem Genetic Testing  
|               | - Laboratory Informatics Software  
|               | - Flu Testing                                                             | Space: Jun. 7  
|               |                                                                                 | Materials: Jun. 11  
|               |                                                                                 | Mail Date: Jul. 6   |
| September     | - Diagnosis of Infectious Endocarditis  
|               | - Urinalysis                                                             | Space: Aug. 6  
|               | - POCT for Therapeutic Drug Monitoring                                    | Materials: Aug. 13  
|               |                                                                                 | Mail Date: Sep. 7   |
| October       | - AACC Annual Scientific Meeting Wrap-Up Issue  
|               | - New Horizons in Point-of-Care Testing  
|               | - Genomics                                                               | Space: Sep. 6  
|               | - Kidney Failure Risk                                                     | Materials: Sep. 10  
|               |                                                                                 | Mail Date: Oct. 5   |
| November      | - Next Generation Sequencing for Infectious Diseases  
|               | - Lab and personnel management                                             | Space: Oct. 6  
|               | - Ethics and Laboratory Data                                               | Materials: Oct. 13  
|               |                                                                                 | Mail Date: Nov. 2   |
| December      | - Advances in Specimen Tracking and Quality Control  
|               | - Laboratory Designs                                                      | Space: Nov. 5  
|               | - Diabetes                                                               | Materials: Nov. 12  
|               |                                                                                 | Mail Date: Nov. 30   |

*Editoral subject to change*
Advertising Rates

**Black & White Rates**

<table>
<thead>
<tr>
<th>Page Unit</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,820</td>
<td>$4,635</td>
<td>$4,470</td>
<td>$4,255</td>
<td>$4,115</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,565</td>
<td>$3,520</td>
<td>$3,430</td>
<td>$3,350</td>
<td>$3,250</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,985</td>
<td>$2,900</td>
<td>$2,805</td>
<td>$2,745</td>
<td>$2,735</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,490</td>
<td>$2,475</td>
<td>$2,425</td>
<td>$2,425</td>
<td>$2,425</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$2,280</td>
<td>$2,240</td>
<td>$2,195</td>
<td>$2,195</td>
<td>$2,195</td>
</tr>
</tbody>
</table>

**Color Rates**

- 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**

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>+15%</td>
</tr>
<tr>
<td>Cover 3</td>
<td>+10%</td>
</tr>
<tr>
<td>Cover 4</td>
<td>+25%</td>
</tr>
<tr>
<td>Opposite TOC</td>
<td>+15%</td>
</tr>
<tr>
<td>Other Preferred Positions</td>
<td>+10%</td>
</tr>
</tbody>
</table>

**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.

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**Ad Specifications**

<table>
<thead>
<tr>
<th>Page Unit</th>
<th>Inches</th>
<th>Millimeters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>Trim size</td>
<td>17.5</td>
<td>10.875</td>
</tr>
<tr>
<td>Size with bleed</td>
<td>17.75</td>
<td>11.125</td>
</tr>
<tr>
<td>Full Page</td>
<td>Trim size</td>
<td>Width</td>
</tr>
<tr>
<td>Trim size</td>
<td>8.75</td>
<td>10.875</td>
</tr>
<tr>
<td>Size with bleed</td>
<td>9</td>
<td>11.125</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>Trim size</td>
<td>Width</td>
</tr>
<tr>
<td>Trim size</td>
<td>5.5694</td>
<td>10.875</td>
</tr>
<tr>
<td>Size with bleed</td>
<td>6.1285</td>
<td>11.125</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>Trim size</td>
<td>Width</td>
</tr>
<tr>
<td>Trim size</td>
<td>7.9</td>
<td>4.7</td>
</tr>
<tr>
<td>Size with bleed</td>
<td>8.875</td>
<td>5.6</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>Trim size</td>
<td>Width</td>
</tr>
<tr>
<td>Trim size</td>
<td>3.8576</td>
<td>10.875</td>
</tr>
<tr>
<td>Size with bleed</td>
<td>4.3993</td>
<td>11.125</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>Trim size</td>
<td>Width</td>
</tr>
<tr>
<td>Trim size</td>
<td>3.8576</td>
<td>7.25</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>Trim size</td>
<td>Width</td>
</tr>
<tr>
<td>Trim size</td>
<td>2.0833</td>
<td>10.125</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>Trim size</td>
<td>Width</td>
</tr>
<tr>
<td>Trim size</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>1/6 Page Island</td>
<td>Trim size</td>
<td>Width</td>
</tr>
<tr>
<td>Trim size</td>
<td>2.0833</td>
<td>4.875</td>
</tr>
</tbody>
</table>

**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@aacc.org.
- All advertising is subject to Publisher’s approval.

**Send artwork materials and insertion orders to:**

The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
202.367.1259
aacc@townsend-group.com
Market your solutions directly to AACC members and customers.

Send a custom marketing message directly to more than 74,000 AACC members and clinical lab professionals with AACC’s new dedicated email opportunity.

Submit your own HTML template and our marketing team will do the rest. As an added benefit, you’ll also receive a post-deployment report to help determine the success of your campaign.

Dedicated emails are available every other Wednesday, twice a month, and limited to one advertiser. Reserve your space today as inventory will go quickly.

**Unique Open Rate:** 14%

**Cost:** $5,000 per email

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**Email Guidelines & Specifications**

Space and materials due two weeks prior to launch date. Submit artwork and insertions orders to Karli Gillespie at kgillespie@townsend-group.com.

Required materials include subject line, HTML code, and plain text version of the email. Please see next page for complete Guidelines & Specifications.

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 AACC’s views, and their inclusion in CLN is not an endorsement by CLN or AACC.”

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Digital

Dedicated Emails

This is a paid advertisement for CLN readers. The views expressed do not necessarily represent AACC’s views, and their inclusion in CLN is not an endorsement by CLN or AACC.

Send your custom email to 74,000+ clinical lab professionals!
Guidelines & Specifications

Required from the advertiser: subject line, HTML code, and plain text version. Materials are due 10 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)

HTML CODE
Design:
• Limit the design width to no more than 600px.
• Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </table> tag).
• Use six-digit hex codes for colors.
• Code links on one line: `<a href="URL" <linked text>/a>`.
• Use inline styling (except for media queries, AACC only incorporates code between the body tags into our template).
• Media queries should be in style tags in the head element; AACC can only accept media queries that have a Class or an ID.

Images:
• Use JPEGs, PNGs, or non-animated GIFs.
• Use absolute URL and image paths (images, links, etc.): images and files must be hosted by the client—AACC will not host images.
• Use image width and height attributes and values to preserve layout structure when images are disabled.

Do not:
• Do not use dynamic scripts (JavaScript) or any form elements (checkbox, radio button, input field).
• Do not use background images, image mapping, or animated GIFs.
• Do not include attachments in HTML.
• Do not embed Flash or any other type of video.

Plain Text Version
• Submit your email copy as a Word document.

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 AACC’s views, and their inclusion in CLN is not an endorsement by CLN or AACC.”
Industry Insights

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 AACC.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 AACC.org, which will be archived after initial release
- Banner ad on AACC.org to promote your article (60 days, 50,000 impressions)

Cost: $3,000 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.

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.

- 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.

CLN will prominently display “Sponsor Content” wherever Industry Insights articles are shown. In addition, 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 AACC’s views, and their inclusion CLN is not an endorsement by AACC.”

For complete Article Guidelines & Requirements, please visit: bit.ly/2TgyIeo

Space and materials due two weeks prior to launch date. Submit artwork and insertions orders to aacc@townsend-group.com.
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.

Topics may include areas such as point-of-care testing, personalized medicine, molecular diagnostics, laboratory management, and others. CLN editorial staff will curate the best articles to accompany your company’s message.

Circulation: 74,000

Unique Open Rate: 14%

Exclusive Sponsorship
Includes: Logo, Wide Skyscraper, and Sponsored Content

Cost: $4,000 net per issue

Ad Specifications

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 (desktop) 300 x 250 (mobile)</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>60 character headline and 275 character description (including spaces)</td>
</tr>
</tbody>
</table>

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:** Ten business days before posting date. Send artwork and insertion orders to The Townsend Group at aacc@townsend-group.com
AACC Run-of-Network Advertising

About
AACC.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: 381,000

Average Unique Visitors/
Month: 125,000

Google Analytics,
July 2019 - June 2020

Advertising Rates & Specs

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Desktop</th>
<th>Mobile</th>
<th>Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>320 x 50</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>250 x 250</td>
<td>$50 CPM</td>
</tr>
</tbody>
</table>

*Minimum buy of 20,000 impressions per month. Ads will appear on all pages except the home page and areas of interest. Call The Townsend Group 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: Seven days before posting date. Send artwork and insertion orders to The Townsend Group at aacc@townsend-group.com
About
The CLN eTOC Alert notifies AACC members and subscribers to read new online content. Choose from multiple ad placements in the CLN eTOC Alert.

Circulation: 74,000
Unique Open Rate: 14%

Advertising Rates

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Rate/Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$2,000</td>
</tr>
<tr>
<td>Top Wide Skyscraper</td>
<td>$1,900</td>
</tr>
<tr>
<td>Standard Leaderboard</td>
<td>$1,700</td>
</tr>
<tr>
<td>Standard Wide Skyscraper</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Advertising Specs

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Desktop/ Mobile Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90, 300 x 250</td>
</tr>
<tr>
<td>Top Wide Skyscraper</td>
<td>160 x 600, 300 x 250</td>
</tr>
<tr>
<td>Standard Leaderboard</td>
<td>728 x 90, 300 x 250</td>
</tr>
<tr>
<td>Standard Wide Skyscraper</td>
<td>160 x 600, 300 x 250</td>
</tr>
</tbody>
</table>

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

Space/Materials
- Insertion orders due 15th of the month preceding the month of issue
- Materials due 22nd of the month preceding the month of issue
- Send artwork and insertion orders to The Townsend Group at aacc@townsend-group.com
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: 368,000
Average Unique Visitors/Month: 121,000

Google Analytics, July 2019 - June 2020

Advertising Rates & Specs

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Desktop</th>
<th>Mobile</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>320 x 50</td>
<td>$60 CPM</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>250 x 250</td>
<td>$60 CPM</td>
</tr>
</tbody>
</table>

*Minimum buy of 20,000 impressions. Ads will appear on all CLN publication pages. Call The Townsend Group 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 days before posting date
- Send artwork and insertion orders to The Townsend Group at aacc@townsend-group.com
2021 AACC Annual Scientific Meeting & Clinical Lab Expo
July 25–29, Anaheim, CA

About
The AACC Annual Scientific Meeting & Clinical Lab Expo is the world’s largest gathering of clinical lab professionals from around the world, attracting more than **20,000 decision makers and influencers** from the IVD marketplace.

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

Advertising Sales
Kevin McDonnell
The Townsend Group
kmcdonnell@townsend-group.com
202.367.1259

Exhibit & Sponsorship Sales
Michele LaFrance
J. Spargo & Associates
michele.lafrance@spargoinc.com
703.631.6200

AACC Corporate Relations
Teresa Favero
Director, Corporate Relations
Tfavero@aacc.org
202.420.7610

“Symbient has been a loyal exhibitor at AACC 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 a expo with an amazing crowd.”

ASLIHAN BUNER
Marketing Manager, Symbient

Positions and Titles

```
Source: 2019 Clinical Lab Expo Show Attendee Survey

Lab Manager/Lab Administrator 9%
President/VP/Other Executive 8%
Chief Med Tech/Lab Supervisor 8%
Marketing/Sales/Analysis 7%
Clinical Chemist/Pathologist/Other MD 8%
Scientific/Regulatory Affairs 4%
Student/Fellow 4%
POCT/QA 3%
Lab Technologist 2%
Consultant 2%
Educator 1%
Director/Assistant Director 32%
Research or Development/Scientist/Engineer 11%
Manufacturing/Operations 1%
Other 1%

58% of attendees surveyed plan to purchase a product within 2 years based on interactions with AACC exhibitors.
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Show Summary

```
Exhibit Floor Space
257,000 sq. ft.

Total Attendance
20,000+

Exhibit Hall
817 companies

Source: 2019 Clinical Lab Expo Show Attendee Survey
```
2021 AACC Annual Scientific Meeting & Clinical Lab Expo
July 25–29, Anaheim, CA

Program Guide and Exhibit Guide

The Program Guide and Exhibit Guide are publications used extensively by attendees during and after the Annual Scientific Meeting ends—the Program Guide (4,000 copies) for educational sessions, speakers and schedule information and the Exhibit Guide (18,000 copies) for exhibitor information.

Program Guide

Avertising Rates & Specs

<table>
<thead>
<tr>
<th>Placement</th>
<th>Trim</th>
<th>Bleed</th>
<th>Net Rate</th>
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<td>8.75 x 11.25&quot;</td>
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Exhibit Guide

Avertising Rates & Specs

<table>
<thead>
<tr>
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<tr>
<td>Cover 3</td>
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<tr>
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<td>8.75 x 11.25&quot;</td>
<td>$5,000</td>
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Send artwork materials and insertion orders to:
The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
202.367.1259
aacc@townsend-group.com

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

Format
• PDF/X-1a is the preferred file format, with all fonts embedded.
• All colors should be CMYK process, no spot colors.
• Advertiser will be billed at cost for time required to prepare files to above standards.
2021 AACC Annual Scientific Meeting & Clinical Lab Expo
July 25–29, Anaheim, CA

CLN Daily
The only official newspaper of the AACC Annual Scientific Meeting & Clinical Lab Expo, CLN Daily provides more exposure than any other publication and features live daily coverage of meeting activities, exhibit hall and much more. AACC will publish four, two-section editions of CLN Daily on Monday to Thursday of the Annual Scientific Meeting & Clinical Lab Expo. 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 more than 20,000 laboratory medicine professionals
• Maximizes on-site effectiveness and long term recognition
• Earns you triple AACC 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

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size (inches)</th>
<th>Rate Includes Four Issues</th>
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<tbody>
<tr>
<td>Tabloid Full Page</td>
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<td>Tabloid Island</td>
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<tr>
<td>Bound-in Inserts</td>
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<tr>
<td>Bottom Banner</td>
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<td>$7,500</td>
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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, AACC 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 surprised 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.
2021 AACC Annual Scientific Meeting & Clinical Lab Expo
July 25–29, Anaheim, CA

CLN Daily Alerts

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

Available Dates

• Monday, July 26, 2021
• Tuesday, July 27, 2021
• Wednesday, July 28, 2021
• Thursday, July 29, 2021

Advertising Rates & Specs

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Per Issue</th>
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<tbody>
<tr>
<td>Top Leaderboard</td>
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<tr>
<td>Leaderboard 2</td>
<td>530 x 120</td>
<td>$1,700</td>
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<tr>
<td>Leaderboard 3</td>
<td>530 x 120</td>
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<tr>
<td>Leaderboard 4</td>
<td>530 x 120</td>
<td>$1,500</td>
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</tbody>
</table>

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: Insertion orders due November 9. Artwork and click URL due November 20. Send artwork and orders to The Townsend Group at aacc@townsend-group.com.