AACC

Better health through laboratory medicine.

2021 Integrated Advertising Portfolio

AACC

Better health through laboratory medicine.

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.

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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

Bonus Exposure!
Prints ads also appear in the *CLN* digital edition.

CLN Editorial Study
Ruzinsky Research, July 2017

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:	%
CAP Today	50%
Clinical Lab Products	64%
Dark Daily	83%
Genomweb	85%
Lab Manager	72%
Laboratory Equipment	74%
Medical Lab Management	71%
Medical Lab Observer	61%
The Pathologist	86%

Work Setting	%
Clinical Lab	58%
IVD/Pharma/Biotech Company	10%

Type of Laboratory	%
Private Hospital	30%
State/County/Local Hospital	26%
Commercial/Reference Lab	15%
University	10%
Group Practice/POL	8%
Research/Blood/Pharma/Forensic/Vet	7%
Governement/Public Health Lab	3%
Veterans/Military Hospital	2%

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.

< 50,000	9%
50,000-90,000	6%
100,000-499,000	14%
500,000-999,000	11%
1M-2.9M	20%
> 3M	40%

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

CLN Clinical Laboratory News

Key Reader Habits

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

TECH TALK

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

2021 Editorial Calendar

	Featured Topics	Deadlines
January/ February	• Mass Spectrometry for Hormone Testing • 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 **Bonus Distribution: AACC Annual Scientific Meeting Issue**	Space: Jun. 7 Materials: Jun. 11 Mail Date: Jul. 6
September	• Diagnosis of Infectious Endocarditis • Urinalysis • POCT for Therapeutic Drug Monitoring	Space: Aug. 6 Materials: Aug. 13 Mail Date: Sep. 7
October	• AACC Annual Scientific Meeting Wrap-Up Issue • New Horizons in Point-of-Care Testing • Genomics • Kidney Failure Risk	Space: Sep. 6 Materials: Sep. 10 Mail Date: Oct. 5
November	• Next Generation Sequencing for Infectious Diseases • Lab and personnel management • Ethics and Laboratory Data **Bonus Distribution: MEDICA 2021**	Space: Oct. 6 Materials: Oct. 13 Mail Date: Nov. 2
December	• Advances in Specimen Tracking and Quality Control • Laboratory Designs • Diabetes	Space: Nov. 5 Materials: Nov. 12 Mail Date: Nov. 30

**Editorial subject to change*

CLN Clinical Laboratory News

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

	Inches		Millimeters	
Page Unit	**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@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

CLN Dedicated Emails

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 week* and limited to one advertiser. Reserve your space today as inventory will go quickly.

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

Unique Open Rate: 14%

Cost: $5,000 per email

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.*"

CLN Dedicated Emails

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:

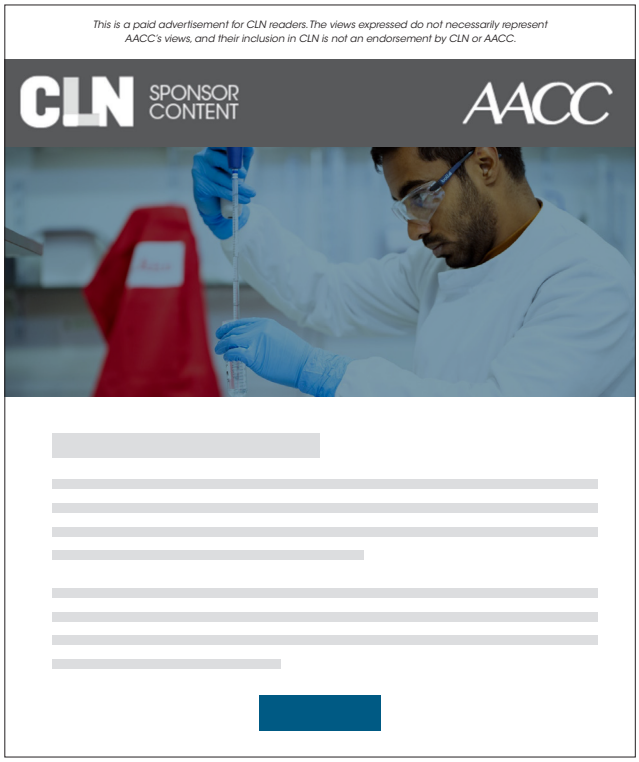
- Limit the design width to no more than 600px.
- Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </table> tag).
- Use six-digit hex codes for colors.
- Code links on one line: <a href="URL" <linked text>/a>.
- Use inline styling (except for media 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.*"

CLN Industry Insights

About

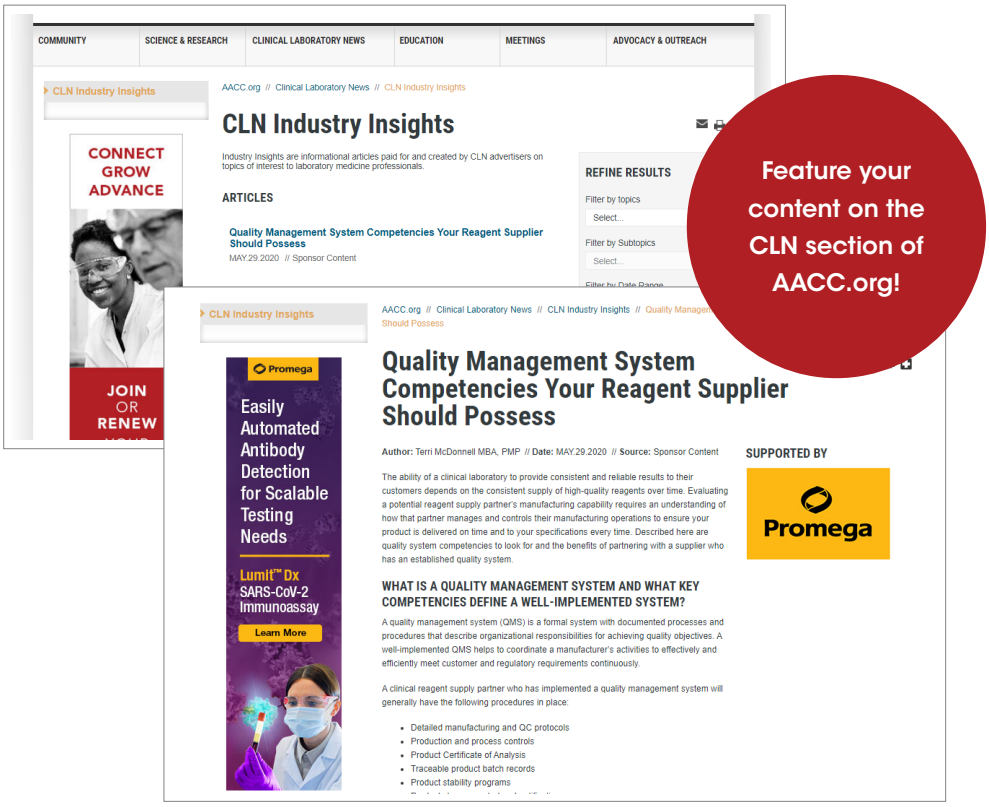
Industry Insights is a *CLN* program that features informational articles paid for and created by advertisers that are published on the *CLN* section of the AACC.org website.

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.

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.

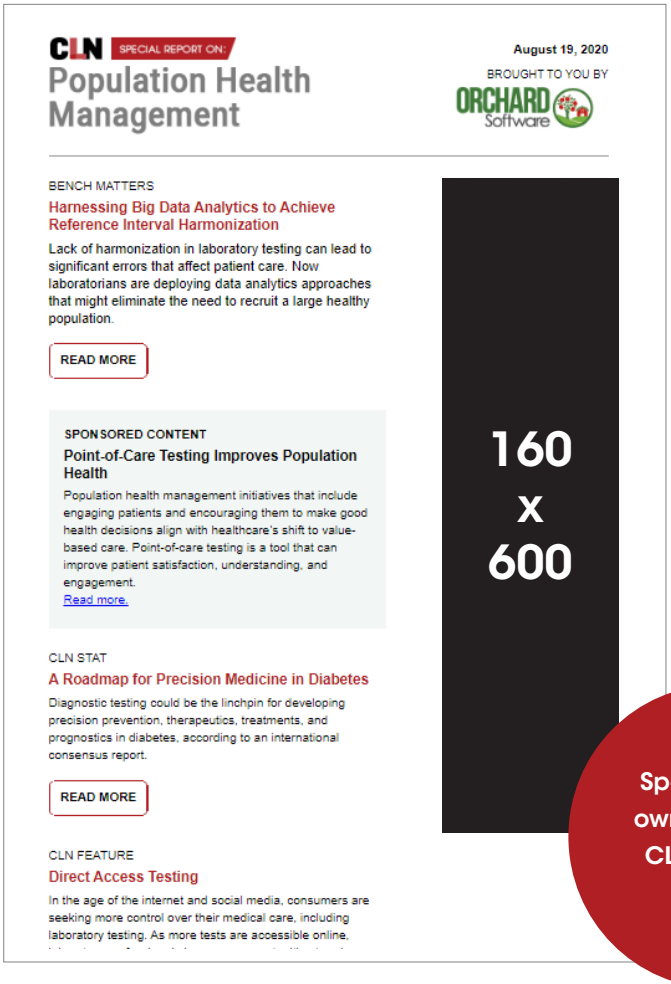
Topics may include areas such as point-of-care testing, personalized medicine, molecular diagnostics, laboratory management, and others. CLN editorial staff will curate the best articles to accompany your company's message.

Circulation: 74,000

Unique Open Rate: 14%

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

Cost: $4,000 net per issue



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**: 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

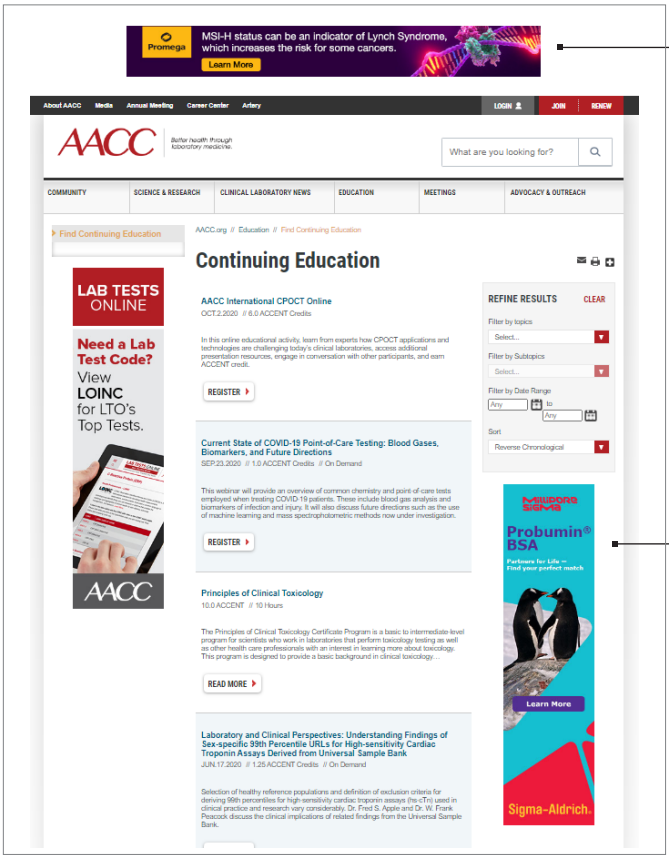
About

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



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	$50 CPM
Wide Skyscraper	160 x 600	250 x 250	$50 CPM

*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

CLN eTOC Alert

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

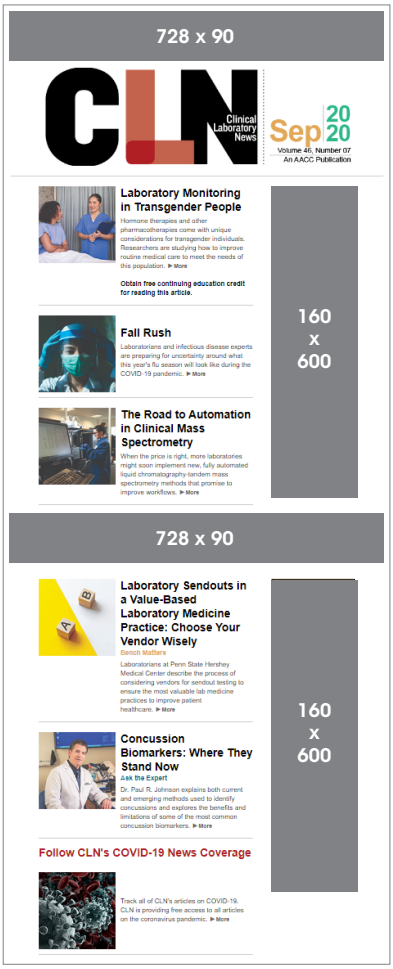
Unique Open Rate: 14%

Advertising Rates

Ad Unit	Rate/Issue
Top Leaderboard	$2,000
Top Wide Skyscraper	$1,900
Standard Leaderboard	$1,700
Standard Wide Skyscraper	$1,500

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

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

Wide Skyscraper
160 x 600 Desktop

Leaderboard
728 x 90 Desktop

aacc.org/publications/cln

Advertising Rates & Specs

Ad Unit	Desktop	Mobile	Rate
Leaderboard	728 x 90	320 x 50	$60 CPM
Skyscraper	120 x 600	250 x 250	$60 CPM

*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

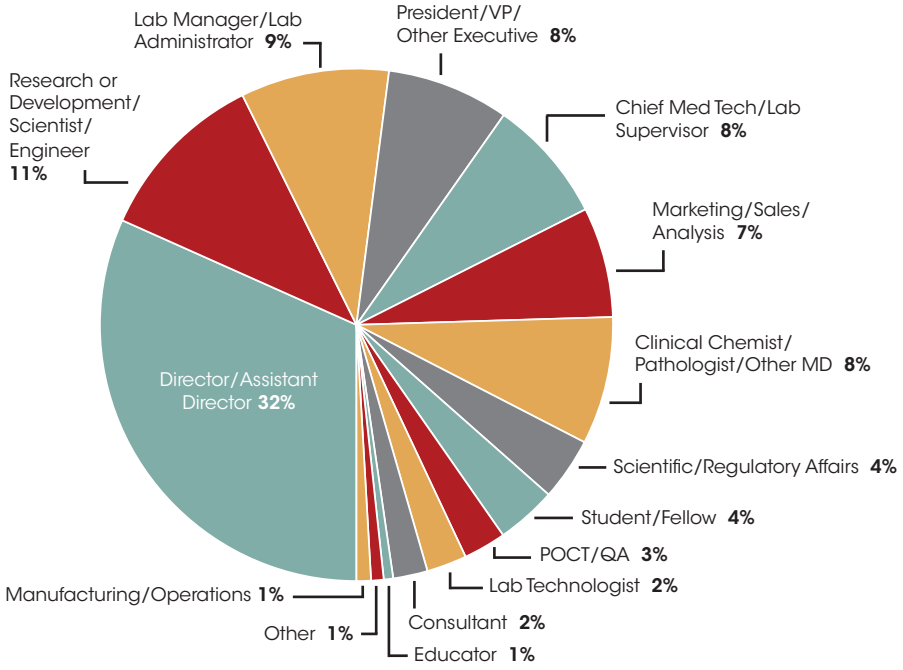
AACC Corporate Relations

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



Show Summary

Exhibit Floor Space
257,000 sq. ft.

Total Attendance
20,000+

Exhibit Hall
817 companies

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

Source: 2019 Clinical Lab Expo Show Attendee Survey

2021 AACC Annual Scientific Meeting & Clinical Lab Expo

July 25–29, Anaheim, CA

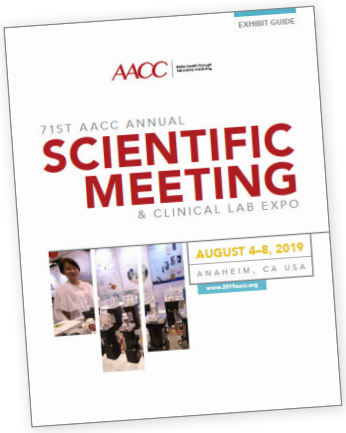
Space by May 3

Materials due May 11

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.

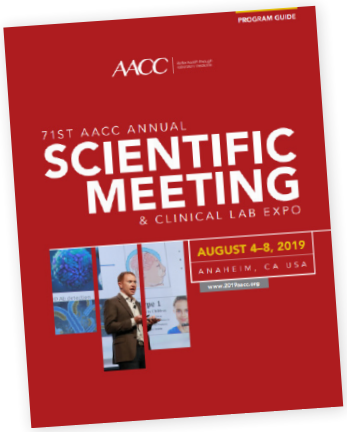
Program Guide



Avertising Rates & Specs

Placement	Trim	Bleed	Net Rate
Cover 2	8.5 x 11″	8.75 x 11.25″	$4,000
Cover 3	8.5 x 11″	8.75 x 11.25″	$3,000
Cover 4	8.5 x 11″	8.75 x 11.25″	$5,000
Full Page	8.5 x 11″	8.75 x 11.25″	$2,000

Exhibit Guide



Avertising 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	8.5 x 11″	8.75 x 11.25″	$5,000

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

Space by July 7

Materials due July 14

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

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, 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 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.

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

Ad Unit	Size	Per Issue
Top Leaderboard	600 x 200	$2,000
Leaderboard 2	530 x 120	$1,700
Leaderboard 3	530 x 120	$1,600
Leaderboard 4	530 x 120	$1,500

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.

Top Leaderboard
600 x 200

Leaderboard 2
530 x 120

Leaderboard 3
530 x 120

Leaderboard 4
530 x 120

AACC

Better health through laboratory medicine.

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