Why Test Names Confuse Clinicians

SARS-COV-2 SEROLOGY TIMING

Highest sensitivity in days after RT-PCR positive test

133 days

126 days

women

men
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

AACC 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 392,000 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

Exhibit Guide
Attendees refer to the Exhibit Guide extensively during the Annual Scientific Meeting & Clinical Lab Expo. This popular publication is used as a valuable reference source long after the meeting ends, and is 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
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>

Work Setting

<table>
<thead>
<tr>
<th>Work Setting</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Lab</td>
<td>58%</td>
</tr>
<tr>
<td>IVD/Pharma/Biotech Company</td>
<td>10%</td>
</tr>
</tbody>
</table>

Type of Laboratory

<table>
<thead>
<tr>
<th>Type of Laboratory</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Hospital</td>
<td>30%</td>
</tr>
<tr>
<td>State/County/Local Hospital</td>
<td>26%</td>
</tr>
<tr>
<td>Commercial/Reference Lab</td>
<td>15%</td>
</tr>
<tr>
<td>University</td>
<td>10%</td>
</tr>
<tr>
<td>Group Practice/POL</td>
<td>8%</td>
</tr>
<tr>
<td>Research/Blood/Pharma/Forensic/Vet</td>
<td>7%</td>
</tr>
<tr>
<td>Government/Public Health Lab</td>
<td>3%</td>
</tr>
<tr>
<td>Veterans/Military Hospital</td>
<td>2%</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

<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

CLN Editorial Study
Ruzinsky Research, July 2017
2022 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Featured Topics</th>
<th>Deadlines</th>
</tr>
</thead>
</table>
| January/February | New Paths to Leadership in the Clinical Lab  
Saliva in the Spotlight  
Validating POC Blood Glucose Monitoring Devices | Space: Nov. 19  
Art: Dec. 7 |
| March         | Laboratory-Developed Test Regulations  
Redesigning a Clinical Laboratory  
Laboratory Information Systems                     | Space: Feb. 4  
Art: Feb. 11 |
| April         | Insights into Transplantation Testing  
Diagnosis and Monitoring of Kidney Disease  
Controversies in Prenatal Screening               | Space: Mar. 4  
Art: Mar. 11 |
| May           | Advances in Dry Blood Sampling  
New Paradigms for Rapid Testing  
Coagulation Testing and Blood Shortages            | Space: Apr. 6  
Art: Apr. 11 |
| June          | Update on Tuberculosis Diagnostics  
AI/Machine Learning: The New Cutting Edge  
New Evidence on Therapeutic Drug Monitoring        | Space: May 6  
Art: May 13 |
| July/August   | Special Issue on Laboratory Automation  
Bonus Distribution: AACC Annual Scientific Meeting Issue | Space: Jun. 3  
Art: Jun. 10 |
| September     | Special Issue on Cardiovascular Disease Testing  
Implementing High Sensitivity Troponin  
Comparing Essential CVD Assays  
Reporting Lipid Testing Values                     | Space: Aug. 5  
Art: Aug. 12 |
| October       | Special Issue on Toxicology and Drug Testing  
Busulfan Unit Standardization  
Testing Matrices for THC  
Mass Spec-Based Drug Screening at High Volumes     | Space: Sep. 7  
Art: Sep. 12 |
| November      | Challenging the Dogmas of Blood Culture Testing  
Shifting Tides on Clinical Proteomics  
A New World in Nanotechnology                      | Space: Oct. 5  
Art: Oct. 10 |
| December      | HIV Testing in the Age of PrEP  
Prostate Cancer Screening  
Management Excellence in Point-of-Care Testing     | Space: Nov. 4  
Art: Nov. 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

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@smithbucklin.com
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 (over earned black & white rate)

<table>
<thead>
<tr>
<th>Rate Description</th>
<th>Additional Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black + 1 process color</td>
<td>+$495</td>
</tr>
<tr>
<td>Black + each add. color*</td>
<td>+$820</td>
</tr>
<tr>
<td>Four-color</td>
<td>+$1,200</td>
</tr>
</tbody>
</table>

* 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>Discount</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.

Ad Specifications

<table>
<thead>
<tr>
<th>Page Unit</th>
<th>Inches</th>
<th>Millimeters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>17.5</td>
<td>10.875</td>
</tr>
<tr>
<td>Trim size</td>
<td>17.75</td>
<td>11.125</td>
</tr>
<tr>
<td>Size with bleed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>8.75</td>
<td>10.875</td>
</tr>
<tr>
<td>Trim size</td>
<td>9</td>
<td>11.125</td>
</tr>
<tr>
<td>Size with bleed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>5.5694</td>
<td>10.875</td>
</tr>
<tr>
<td>Trim size</td>
<td>6.1285</td>
<td>11.125</td>
</tr>
<tr>
<td>Size with bleed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.9</td>
<td>4.7</td>
</tr>
<tr>
<td>Trim size</td>
<td>8.875</td>
<td>5.6</td>
</tr>
<tr>
<td>Size with bleed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.8576</td>
<td>10.875</td>
</tr>
<tr>
<td>Trim size</td>
<td>4.3993</td>
<td>11.125</td>
</tr>
<tr>
<td>Size with bleed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>3.8576</td>
<td>7.25</td>
</tr>
<tr>
<td>Trim size</td>
<td>2.0833</td>
<td>10.125</td>
</tr>
<tr>
<td>Size with bleed</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.4</td>
<td>4.4</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 202.835.8768 or bmalone@aacc.org.
- All advertising is subject to Publisher’s approval.

Send artwork materials and insertion orders to:
Smithbucklin
2001 K Street NW, 3rd Floor North
Washington, DC 20006
202.367.2475
kexamen@smithbucklin.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 week* and limited to one advertiser. Reserve your space today as inventory will go quickly.

*Except in June and July for 2022 when only two dedicated email slots are available for each month.

Unique Open Rate: 13%

Cost: $6,000 per email

Email Guidelines & Specifications

Space and materials due two weeks prior to launch date. Submit artwork and insertions orders to Krishia Examen at kexamen@smithbucklin.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.”
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.”
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 they 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 kexamen@smithbucklin.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: 13%

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

Cost: $5,000 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)</td>
</tr>
<tr>
<td></td>
<td>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 Smithbucklin at kexamen@smithbucklin.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: 392,000

Average Unique Visitors/
Month: 158,000

Google Analytics, July 2020 - June 2021

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>Wide Skyscraper</td>
<td>160 x 600</td>
<td>250 x 250</td>
<td>$60 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 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:** Seven days before posting date. Send artwork and insertion orders to Smithbucklin at kexamen@smithbucklin.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: 13%

Advertising Rates

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Rate/Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$2,400</td>
</tr>
<tr>
<td>Top Wide Skyscraper</td>
<td>$2,300</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>$2,300</td>
</tr>
<tr>
<td>Standard Leaderboard</td>
<td>$2,100</td>
</tr>
<tr>
<td>Standard Wide Skyscraper</td>
<td>$1,900</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 20th 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 Smithbucklin at kexamen@smithbucklin.com
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: 393,000
Average Unique Visitors/Month: 158,000

Google Analytics, July 2020 - June 2021

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>$70 CPM</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>250 x 250</td>
<td>$70 CPM</td>
</tr>
</tbody>
</table>

*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 days before posting date
- Send artwork and insertion orders to Smithbucklin at kexamen@smithbucklin.com
2022 AACC Annual Scientific Meeting & Clinical Lab Expo

July 24-28, Chicago, IL

About
The AACC Annual Scientific Meeting & Clinical Lab Expo 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 AACC Sales Team today to finalize your Annual Scientific 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

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: 2021 Clinical Lab Expo Show Survey

Show Summary

Exhibit Floor Space
147,070 sq. ft.

Total Attendance
7,500+

Exhibit Hall
426 companies

59% of attendees surveyed plan to purchase a product within 2 years based on interactions with AACC exhibitors.

Source: 2021 Clinical Lab Expo Show Survey
2022 AACC Annual Scientific Meeting & Clinical Lab Expo
July 24-28, Chicago, IL

Exhibit Guide

The Exhibit Guide (9,000 copies) is used extensively by attendees during and after the Annual Scientific Meeting ends as a quick reference for industry supplier information.

Advertising Rates & Specs

<table>
<thead>
<tr>
<th>Placement</th>
<th>Trim</th>
<th>Bleed</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>8.5 x 11”</td>
<td>8.75 x 11.25”</td>
<td>$8,000</td>
</tr>
<tr>
<td>Cover 3</td>
<td>8.5 x 11”</td>
<td>8.75 x 11.25”</td>
<td>$7,000</td>
</tr>
<tr>
<td>Cover 4</td>
<td>8.5 x 11”</td>
<td>8.75 x 11.25”</td>
<td>$9,000</td>
</tr>
<tr>
<td>Full Page (Black &amp; white ads only)</td>
<td>8.5 x 11”</td>
<td>8.75 x 11.25”</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

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

Space by May 6
Materials due May 13
2022 AACC Annual Scientific Meeting & Clinical Lab Expo
July 24-28, Chicago, IL

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 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>
</tr>
</thead>
<tbody>
<tr>
<td>Tabloid Full Page</td>
<td>10” x 14”</td>
<td>$7,490</td>
</tr>
<tr>
<td>Tabloid Island</td>
<td>7” x 10&quot; or 10 x 7&quot;</td>
<td>$6,330</td>
</tr>
<tr>
<td>Tabloid 1/4 page</td>
<td>4.75” x 7”</td>
<td>$2,450</td>
</tr>
<tr>
<td>Tabloid Page Spread</td>
<td>21” x 14”</td>
<td>$15,020</td>
</tr>
<tr>
<td>Tabloid Island Spread</td>
<td>15” x 10”</td>
<td>$12,670</td>
</tr>
<tr>
<td>Cover 2</td>
<td>10” x 14”</td>
<td>$9,390</td>
</tr>
<tr>
<td>Cover 4</td>
<td>10” x 14”</td>
<td>$8,635</td>
</tr>
<tr>
<td>Cover Tip</td>
<td>6” x 4”</td>
<td>$9,700</td>
</tr>
<tr>
<td>Bound-in Inserts</td>
<td>7” x 10”</td>
<td>$10,700</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>2” x 10”</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

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.
# 2022 AACC Annual Scientific Meeting & Clinical Lab Expo

**July 24-28, Chicago, IL**

## 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

- Tuesday, June 7, 2022
- Tuesday, June 21, 2022
- Tuesday, July 5, 2022
- Tuesday, July 19, 2022
- Monday, July 25, 2022
- Tuesday, July 26, 2022
- Wednesday, July 27, 2022
- Thursday, July 28, 2022

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## Advertising Rates & Specs

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<tr>
<td>Top Leaderboard</td>
<td>728 x 90</td>
<td>$2,500</td>
</tr>
<tr>
<td>Top Skyscraper</td>
<td>160 x 600</td>
<td>$2,200</td>
</tr>
<tr>
<td>Sponsored Content- NEW!</td>
<td>Text</td>
<td>$2,200</td>
</tr>
<tr>
<td>Standard Leaderboard</td>
<td>728 x 90</td>
<td>$2,100</td>
</tr>
<tr>
<td>Standard Skyscraper</td>
<td>160 x 600</td>
<td>$2,000</td>
</tr>
</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:** Artwork and click URL due two weeks prior to deployment date. Send materials to Smithbucklin at kexamen@smithbucklin.com.
AACC Headquarters
900 Seventh Street NW, Suite 400
Washington, DC 20001
800.892.1400
www.aacc.org

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

AACC Advertising Sales
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Smithbucklin
kmcdonnell@smithbucklin.com
202.367.1259

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