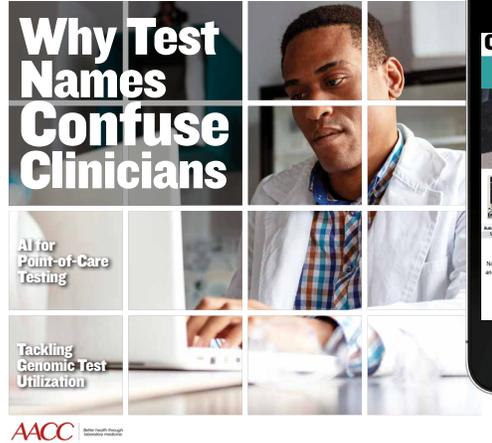
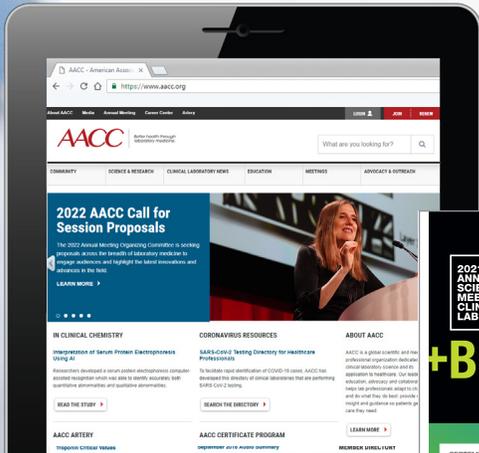


# AACC

Better health through laboratory medicine.

## 2022 Integrated Advertising Portfolio





*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+ AACCC 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 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

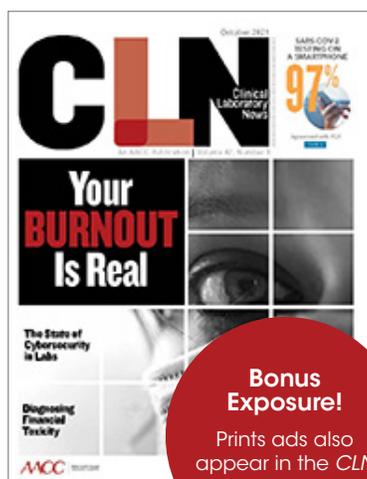


## About

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



### 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%
Government/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.

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

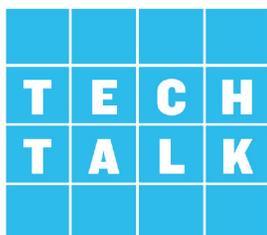
### At least 8 out of 10 readers say CLN editorial on the following topics is useful/very useful:

- 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



## 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

## 2022 Editorial Calendar

	Featured Topics	Deadlines
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	<i>Special Issue on Laboratory Automation</i> <i>Bonus Distribution: AACC Annual Scientific Meeting Issue</i>	Space: Jun. 3 Art: Jun. 10
September	<i>Special Issue on Cardiovascular Disease Testing</i> Implementing High Sensitivity Troponin Comparing Essential CVD Assays Reporting Lipid Testing Values	Space: Aug. 5 Art: Aug. 12
October	<i>Special Issue on Toxicology and Drug Testing</i> 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*



## Advertising Rates

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

### Color Rates

(over earned black & white rate)

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

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

### Premium Position Rates

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

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

**Agency commission:** 15% if paid within 60 days.

**Cancellations:** Must be received in writing by space closing date

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

## Ad Specifications

Page Unit	Inches		Millimeters	
	Width	Height	Width	Height
<b>2 Page Spread</b>				
Trim size	17.5	10.875	445	276
Size with bleed	17.75	11.125	451	283
<b>Full Page</b>				
Trim size	8.75	10.875	222	276
Size with bleed	9	11.125	229	283
<b>2/3 Page Vertical</b>				
Trim size	5.5694	10.875	141	276
Size with bleed	6.1285	11.125	156	283
<b>1/2 Page Horizontal</b>				
Trim size	7.9	4.7	201	119
Size with bleed	8.875	5.6	225	142
<b>1/2 Page Vertical</b>				
Trim size	3.8576	10.875	98	276
Size with bleed	4.3993	11.125	112	283
<b>1/2 Page Island</b>				
Trim size	3.8576	7.25	98	184
<b>1/3 Page Vertical</b>				
Trim size	2.0833	10.125	53	257
<b>1/3 Page Square</b>				
Trim size	4.4	4.4	112	112
<b>1/6 Page Island</b>				
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](http://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](mailto: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](mailto:kexamen@smithbucklin.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 for 2022 when only two dedicated email slots are available for each month.*

**Unique Open Rate: 13%**

**Cost: \$6,000 per email**

**CLN SPONSOR CONTENT** **AACC**

WATCH WEBINAR:

## Comparison of Platforms for Liquid Biopsy Screening in NSCLC

Dear ,

Many technologies claim to offer the sensitivity required for liquid biopsy

**However, this sensitivity may come at the cost of sample input.**

[This webinar](#) with Professor Ed Schuurings of University Medical Center Groningen showcases a head-to-head comparison between Agena's UltraSEEK<sup>®</sup> Lung panel, Roche's Cobas<sup>®</sup> EGFR v2 Mutation Test, and Bio-Rad droplet digital PCR. It also discusses the importance of preanalytical quality control of cfDNA samples.

**What are the webinar's key takeaways?**

1. Having a technology that can detect variants as low as 0.1% and across multiple genes enables the detection of more variants that are otherwise missed when using a single gene platform.
2. LiquidIQ<sup>®</sup> is an easy and rapid assay to assess the quantity and quality of cfDNA prior to downstream mutational analysis.

**Ready to achieve ultra-sensitivity at a low-cost? Explore our series of liquid biopsy panels across NSCLC, colorectal cancer, melanoma, and more.**

[Explore Liquid Biopsy Panels](#)

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

## Email Guidelines & Specifications

Space and materials due two weeks prior to launch date. Submit artwork and insertions orders to Krishna Examen at [kexamen@smithbucklin.com](mailto: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."*

# 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:*

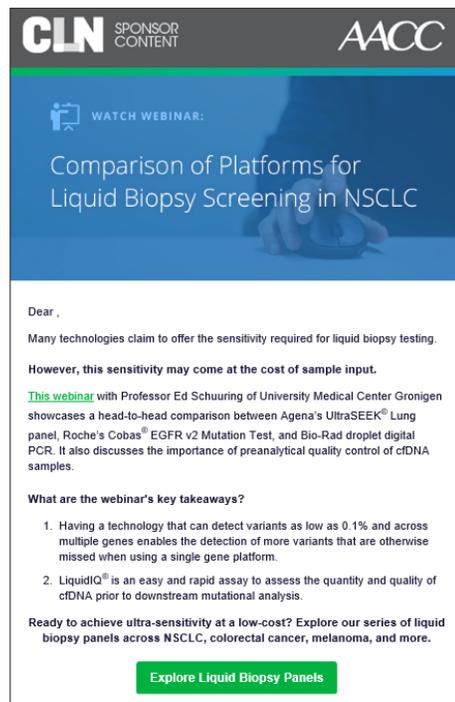
- Limit the design width to no more than 600px.
- Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </table> tag).
- Use six-digit hex codes for colors.
- Code links on one line: <a href="URL" <linked text>/a>.
- Use inline styling (except for media 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:** \$2,500 per article

The screenshot shows the AACC.org website interface. At the top, there are navigation tabs for COMMUNITY, SCIENCE & RESEARCH, CLINICAL LABORATORY NEWS, EDUCATION, MEETINGS, and ADVOCACY & OUTREACH. Below this is a search bar and a navigation menu. The main content area features a large article titled "Selective Genomic Surveillance of SARS-CoV-2" dated MAR 15 2021. The article is marked as "Sponsored Content" and "SUPPORTED BY appliednsciences". A red circular callout with white text says "Feature your content on the CLN section of AACC.org!". To the left of the article is a vertical banner for "BD COR™ System" with the text "Integrated Automation reduces workflow complexity by simplifying and standardizing user workflows." and a "Learn more >" button.

## 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](http://bit.ly/2TgYieo)

Space and materials due two weeks prior to launch date. Submit artwork and insertions orders to [kexamen@smithbucklin.com](mailto:kexamen@smithbucklin.com).

# CLN Special Report

## About

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

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

**CLN** SPECIAL REPORT ON:  
**COVID-19**

June 28, 2021  
BROUGHT TO YOU BY  
**Ortho**  
Clinical Diagnostics

**THE SAMPLE**  
**Mitochondrial DNA is Early Marker of Severe COVID-19 Illness**  
Researchers found that COVID-19 patients who either died, required intensive care, intubation, or vasopressor or renal replacement therapy, showed much higher levels of mitochondrial DNA compared to patients who did not have severe complications.  
[READ MORE](#)

**SPONSORED CONTENT**  
**eBook Download:**  
High-Throughput Antigen COVID-19 Tests Allow for Widespread Testing Without Rationing or Waiting. Hospital Labs Are Now Able to Overcome PCR Supply Chain Issues. [Learn more.](#)

**CLN FEATURE**  
**Building a Foundation for the Laboratory Of The Future**  
With the many challenges labs faced during the COVID-19 pandemic, an AACC policy report highlights the crucial role of clinical labs and the need to support training programs for future laboratorians.  
[READ MORE](#)

**FEDERAL INSIDER**  
**COVID-19 Relief Bill Devotes \$48 Billion to Testing**  
The \$1.9 trillion American Rescue Plan outlines key areas that were covered with the \$47.8 billion set aside for the Department of Health and Human Services to spend on SARS-CoV-2 testing.  
[READ MORE](#)

160  
X  
600

Sponsor your own exclusive CLN Special Report!

## Ad Specifications

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

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

- **Max File Size:** 40k
- **File Format:** JPEG, GIF
- **Space/Materials:** Ten business days before posting date. Send artwork and insertion orders to Smithbucklin at [kexamen@smithbucklin.com](mailto: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*

The screenshot shows the AACC.org website interface. At the top right, there is a Leaderboard ad for Applied Biosystems with the text "Your demand is our priority" and a "Learn more" button. Below the navigation bar, the main content area features several articles and a large "Preanalytical Conference: Call for Poster Abstracts" banner. On the right side of this banner area, there is a Wide Skyscraper ad for Applied Biosystems, also featuring the text "Your demand is our priority" and a "Learn more" button. The website includes a search bar, navigation tabs for "COMMUNITY", "SCIENCE & RESEARCH", "CLINICAL LABORATORY NEWS", "EDUCATION", "MEETINGS", and "ADVOCACY & OUTREACH", and a sidebar with links to "Annual Meeting", "Recordings", "Travel Grants", "Conferences", and "International Travelers Assistance".

## 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	\$60 CPM
Wide Skyscraper	160 x 600	250 x 250	\$60 CPM

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

- **Max File Size:** 40k
- **File Format:** JPEG, GIF
- Mobile banner ads are optional, and included at no additional cost
- Ads will appear on both desktop and mobile devices unless otherwise indicated on the insertion order
- **Space/Materials:** Seven days before posting date. Send artwork and insertion orders to Smithbucklin at [kexamen@smithbucklin.com](mailto:kexamen@smithbucklin.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:** 13%

## Advertising Rates

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

## Advertising Specs

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

## Format

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

## 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](mailto:kexamen@smithbucklin.com)

728 x 90

CLN Clinical Laboratory News Oct 20 21 Volume 47 Number 10 An AACC Publication

**Your Burnout Is Real**  
While many reports have focused on physicians and nurses, few have mentioned the impact on clinical laboratory professionals. Evidence shows that burnout is the job to get us started. [Read More](#)

**Why Cyber Threats Won't Let Up**  
For lab medicine, a wave of mobile technology and other trends are driving us more digital and connected ecosystems. Where cybersecurity controls, networked laboratory devices can be compromised and held to ransomware. [Read More](#)

**Turning Leftover Specimens Into Treasure**  
Some stories  
Leftover specimens are valuable resources to medical and translational research. For researchers, before specimens can be a gift to carry out research and find new ideas. [Read More](#)

160 x 600

728 x 90

**CDC's Progress on CVD Biomarker Standardization**  
Evelyn Lee-Foster  
From the CDC's Biomarker Standardization program, the clinical lab world is keen about. [Read More](#)

**CLN's Laboratory Stewardship Focus**  
Inspired by Health Care's Patient-Centered Laboratory Accreditation Standards

**Patient-Centered Laboratory Stewardship Can Reduce Financial Toxicity**  
Anthony Michael Kaban, MD, PhD, and Brian G. Anderson, MD, describe how laboratories can help patients with financial decisions and avoid delaying care to financial toxicity. [Read More](#)

**Is a Benefit Investigation Really Beneficial?**  
An interview with Heather Agostini, vice president of strategic revenue operations at JPM, shares her experience with benefit investigations and the different tools to support doing so. [Read More](#)

160 x 600

# CLN Publication Website

## About

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

**Average Page Views/  
Month:** 393,000

**Average Unique Visitors/  
Month:** 158,000

Google Analytics,  
July 2020 - June 2021

**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	\$70 CPM
Skyscraper	120 x 600	250 x 250	\$70 CPM

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

### Format

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

### Space/Materials

- Artwork and click URL due 7 days before posting date
- Send artwork and insertion orders to Smithbucklin at [kexamen@smithbucklin.com](mailto: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

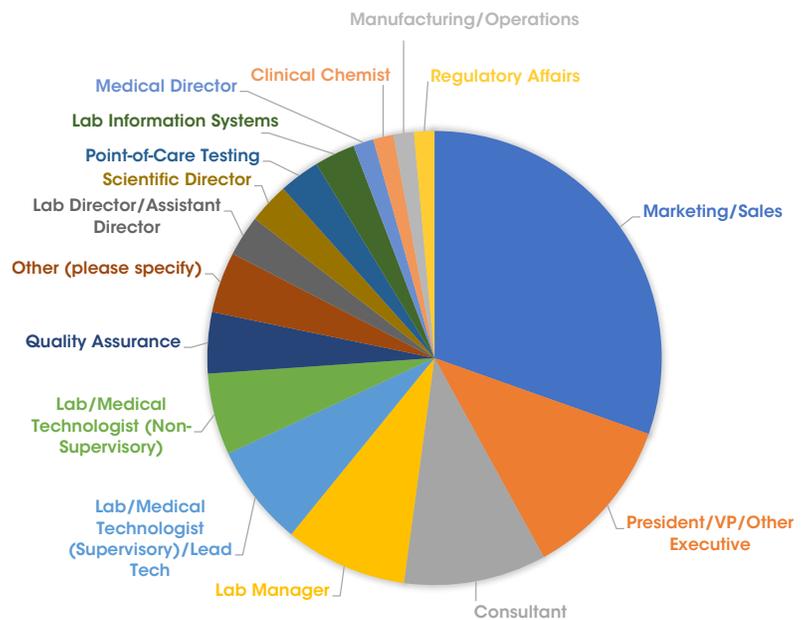
## AACC Corporate Relations

Teresa Favero  
Director, Corporate Relations  
tfavero@aacc.org  
202.420.7610

"Symbiant 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, Symbiant

## Positions and Titles



## 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.

Space by  
May 6

Materials due  
May 13

## Advertising Rates & Specs

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

### Ad Format:

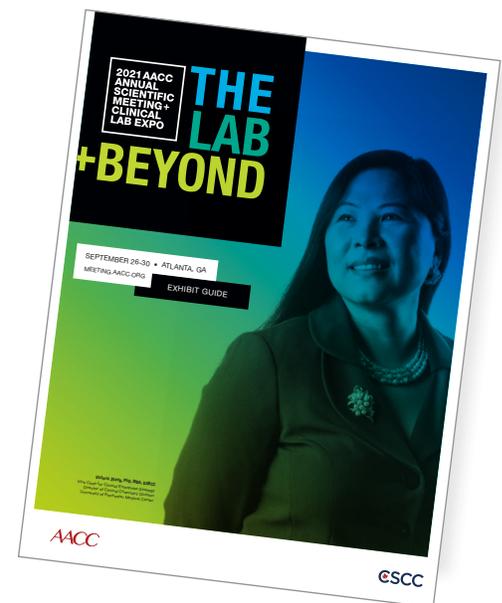
- CLN does not accept native file formats.
- PDF/X-1a is the preferred file format, with all fonts embedded.
- Create ads according to SWOP guidelines for web coated printing ([www.swop.org/certifications.html](http://www.swop.org/certifications.html)). Use CMYK web coated as the color space for all 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



# 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**



Space by  
June 21

Materials due  
July 6

## 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.

# 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

## Advertising Rates & Specs

Ad Unit	Size	Per Issue
Top Leaderboard	728 x 90	\$2,500
Top Skyscraper	160 x 600	\$2,200
Sponsored Content- <b>NEW!</b>	Text	\$2,200
Standard Leaderboard	728 x 90	\$2,100
Standard Skyscraper	160 x 600	\$2,000

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

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

Top Leaderboard  
728 x 90

Top Skyscraper  
160 x 600

Sponsored Content  
728 x 90

Standard  
Leaderboard  
728 x 90

Standard Skyscraper  
160 x 60



# AACC

*Better health through laboratory medicine.*

## **AACC Headquarters**

900 Seventh Street NW, Suite 400  
Washington, DC 20001  
800.892.1400  
[www.aacc.org](http://www.aacc.org)

## **AACC Corporate Relations**

Teresa Favero  
Director, Corporate Relations  
[tfavero@aacc.org](mailto:tfavero@aacc.org)  
202.420.7610

## **AACC Advertising Sales**

Kevin McDonnell  
Smithbucklin  
[kmcdonnell@smithbucklin.com](mailto:kmcdonnell@smithbucklin.com)  
202.367.1259

## **AACC Exhibit & Sponsorship Sales**

Michele LaFrance  
J. Spargo & Associates  
[michele.lafrance@spargoinc.com](mailto:michele.lafrance@spargoinc.com)  
703.631.6200