2023 Integrated Advertising Portfolio
AACC is a global scientific and medical professional organization dedicated to clinical laboratory science and its application to healthcare. Our leadership in education, advocacy and collaboration helps lab professionals adapt to change and do what they do best: provide vital insight and guidance so patients get the care they need.

74,000+ AACC Members & Customers

- Represent the largest hospital, commercial, and reference laboratories
- Include lab professionals from around the world (70% U.S.; 30% international)
- Play an important role in purchasing products and services for the lab (67%)
AACC Advertising Opportunities

Print Asset

**Clinical Laboratory News**
AACC’s flagship and award-winning monthly news magazine, CLN is the authoritative source for timely analysis of issues and trends affecting clinical laboratories. It’s also rated the #1 valued benefit among members.
Page 4

Digital Assets

**AACC Dedicated Emails**
Provide a custom HTML email and AACC’s marketing team will send it directly to more than 74,000+ members and clinical lab professionals. You’ll also receive a post-deployment report to show how your email performed.
Page 7

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**CLN Industry Insights Feature + Product Spotlight**
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. The new Product Spotlight sub-feature is also a great way to announce and promote your latest products and solutions.
Page 9

**CLN Special Report**
This digital opportunity provides industry suppliers a powerful venue to own and submit custom content in a particular category to be delivered in an CLN branded e-newsletter.
Page 11

**AACC Run-of-Network Advertising**
AACC.org attracts more than 397,000 page views per month from laboratory professionals. Include your banner ad on the most prominent landing pages today.
Page 12

**CLN 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 13

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**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 16

**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 17
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

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
## 2023 Editorial Calendar

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

### Featured Topics

<table>
<thead>
<tr>
<th>Featured Topics</th>
<th>Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February Data Analytics</td>
<td>Space: Nov. 11&lt;br&gt;Art: Dec. 2</td>
</tr>
<tr>
<td>March Cervical Cancer Testing</td>
<td>Space: Feb. 3&lt;br&gt;Art: Feb. 10</td>
</tr>
<tr>
<td>April Liver Transplantation Testing</td>
<td>Space: Mar. 43&lt;br&gt;Art: Mar. 10</td>
</tr>
<tr>
<td>May Diabetes Testing</td>
<td>Space: Apr. 4&lt;br&gt;Art: Apr. 110</td>
</tr>
<tr>
<td>June Procalcitonin Guidance</td>
<td>Space: May 5&lt;br&gt;Art: May 12</td>
</tr>
<tr>
<td>July/August Hematology and Coagulation Testing</td>
<td>Space: Jun. 3&lt;br&gt;Art: Jun. 10</td>
</tr>
<tr>
<td><em>Bonus Distribution: AACC Annual Scientific Meeting Issue</em></td>
<td></td>
</tr>
<tr>
<td>September Project Management and Software Labs</td>
<td>Space: Aug. 7&lt;br&gt;Art: Aug. 11</td>
</tr>
<tr>
<td>October Lyme Disease Testing</td>
<td>Space: Sep. 5&lt;br&gt;Art: Sep. 11</td>
</tr>
<tr>
<td>November Software for Lab Utilization Management</td>
<td>Space: Oct. 6&lt;br&gt;Art: Oct. 13</td>
</tr>
<tr>
<td>December Personalized Oncology Testing</td>
<td>Space: Nov. 6&lt;br&gt;Art: Nov. 10</td>
</tr>
</tbody>
</table>

*Editorial subject to change*
Advertising Rates

Black & White Rates

<table>
<thead>
<tr>
<th>Black &amp; White Rates</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>
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<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>

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.

Color Rates

Premium Position Rates

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

Premium Position Rates

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 Width</th>
<th>Height</th>
<th>Millimeters Width</th>
<th>Height</th>
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</thead>
<tbody>
<tr>
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<td>10.875</td>
<td>445</td>
<td>276</td>
</tr>
<tr>
<td>Trim size</td>
<td>17.75</td>
<td>11.125</td>
<td>451</td>
<td>283</td>
</tr>
<tr>
<td>Size with bleed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>8.75</td>
<td>10.875</td>
<td>222</td>
<td>276</td>
</tr>
<tr>
<td>Trim size</td>
<td>9</td>
<td>11.125</td>
<td>229</td>
<td>283</td>
</tr>
<tr>
<td>Size with bleed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>5.5694</td>
<td>10.875</td>
<td>141</td>
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<tr>
<td>Trim size</td>
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<tr>
<td>Size with bleed</td>
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<td></td>
<td></td>
<td></td>
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<tr>
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<td>5.6</td>
<td>225</td>
<td>142</td>
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<tr>
<td>Size with bleed</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.8576</td>
<td>10.875</td>
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<td>276</td>
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<tr>
<td>Trim size</td>
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<td>11.125</td>
<td>112</td>
<td>283</td>
</tr>
<tr>
<td>Size with bleed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Island</td>
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<td>98</td>
<td>184</td>
</tr>
<tr>
<td>Trim size</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>1/3 Page Square</td>
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<td>257</td>
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<tr>
<td>Trim size</td>
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<td>112</td>
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<tr>
<td>1/6 Page Island</td>
<td>2.0833</td>
<td>4.875</td>
<td>53</td>
<td>124</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 202.835.8765 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.
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 dedicated email opportunity.

Dedicated emails are available every week* and limited to one advertiser. Reserve your space today as inventory will go quickly.

*Except in June and July for 2023 when only two dedicated email slots are available for each month.

Unique Open Rate: 23%

Cost: $6,000 per email

Email Guidelines & Specifications

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

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

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

SUBJECT LINE
- Limit 50 characters or fewer.
- Avoid terms: "New", "Free", "Special".
- Avoid all CAPS or exclamation points! (These phrases, fonts and punctuation may cause your email to get marked as spam).
- "FROM" field cannot be altered and will remain as "AACC - American Association of Clinical Chemistry".

NON-HTML EMAILS

Design:
- Submit your email copy as a Word document.
- Email images should be included in the Word document and placed in their designated positions.
- Include all email image files as full size attachments.
- Provide test email delivery deadline.

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

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

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

Article Guidelines & Requirements

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

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

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

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

For complete Article Guidelines & Requirements, please visit: bit.ly/3MVRuZi

Space and materials due three weeks prior to launch date. Submit artwork and insertions orders to kexam@smithbucklin.com.
About
Showcase your company’s latest solutions to the CLN audience in this new monthly sub-feature of Industry Insights. Don’t delay as this is limited to one advertiser per issue of CLN.

Benefits include:
• A full page article in a CLN issue of your choice.
• Inclusion of the article on the Industry Insights section of AACC.org, which will be archived after initial release.
• Sponsored content placement in the CLN eTOC Alert.

Cost: $8,000 per article

Article Guidelines & Requirements

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

**CLN e-TOC Alert:**
Submit a 60 character headline and 275 character description (including spaces).

**Space/Materials:**
Ten business days prior to published CLN print deadlines. AACC will be responsible for the design and layout of the Product Spotlight article and will provide a mock-up for review prior to print. Send artwork and insertion orders to Smithbucklin at 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:** 22%

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

**Cost:** $5,000 net per issue

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**Ad Specifications**

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

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

- **Max File Size:** 40k
- **File Format:** JPEG, GIF
- **Space/Materials:** Due 15 business days before posting date. Send artwork and insertion orders to Smithbucklin at kexamen@smithbucklin.com
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: 397,000

Average Unique Visitors/
Month: 170,000

Google Analytics,
July 2021 - June 2022

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: Due five business 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: 23%

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>Product Spotlight/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>
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</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

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

Space/Materials
- Insertion orders due 20th of the month preceding the month of issue
- Materials due 22nd of the month preceding the month of issue
- Send artwork 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: 120,000
Average Unique Visitors/Month: 84,000

Google Analytics, July 2021 - June 2022

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 business days before posting date
- Send artwork and insertion orders to Smithbucklin at kexamen@smithbucklin.com
2023 AACC Annual Scientific Meeting & Clinical Lab Expo
July 23-27, Anaheim, CA, USA

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
Senior 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 an expo with an amazing crowd.”

ASLIHAN BUNER
Marketing Manager, Symbient

Positions and Titles

Source: 2022 Attendee Registration Report and 2022 Attendee Survey

Show Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Floor Space</td>
<td>229,700 Sq. Ft.</td>
</tr>
<tr>
<td>Total Attendance</td>
<td>16,808</td>
</tr>
<tr>
<td>Exhibit Hall</td>
<td>772 companies</td>
</tr>
</tbody>
</table>

69% of attendees surveyed plan to purchase a product within 2 years based on interactions with AACC exhibitors.

Source: 2022 Attendee Registration Report and 2022 Attendee Survey
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>
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</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>8.5 x 11&quot;</td>
<td>8.75 x 11.25&quot;</td>
<td>$8,000</td>
</tr>
<tr>
<td>Cover 3</td>
<td>8.5 x 11&quot;</td>
<td>8.75 x 11.25&quot;</td>
<td>$7,000</td>
</tr>
<tr>
<td>Cover 4</td>
<td>8.5 x 11&quot;</td>
<td>8.75 x 11.25&quot;</td>
<td>$9,000</td>
</tr>
<tr>
<td>Full Page (Black &amp; white ads only)</td>
<td>8.5 x 11&quot;</td>
<td>8.75 x 11.25&quot;</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
kexamensmithbucklin.com
2023 AACC Annual Scientific Meeting & Clinical Lab Expo
July 23-27, Anaheim, CA, USA

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

Unique Open Rate: 24%

Available Dates

- Tuesday, June 6, 2023
- Tuesday, June 20, 2023
- Thursday, July 6, 2023
- Tuesday, July 18, 2023
- Monday, July 24, 2023
- Tuesday, July 25, 2023
- Wednesday, July 26, 2023
- Thursday, July 27, 2023

Advertising Rates & Specs

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<tr>
<th>Ad Unit</th>
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<tbody>
<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</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
Senior Director, Corporate Relations
tfavero@aacc.org
202.420.7610

AACC Advertising Sales
Kevin McDonnell
Smithbucklin
kmcdonnell@smithbucklin.com
202.367.1259

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