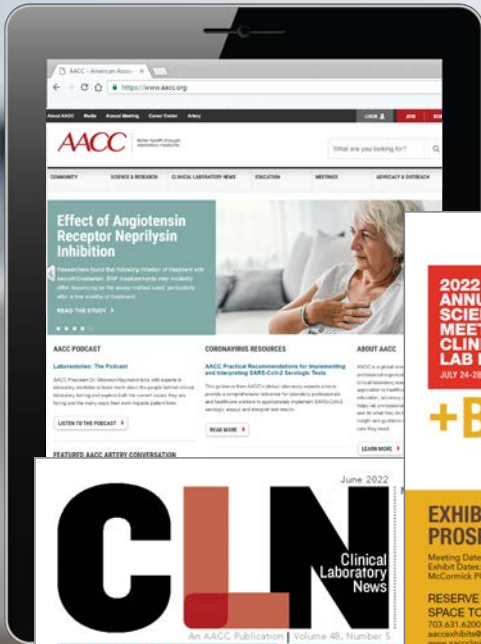


# AACC

Better health through laboratory medicine.

## 2023 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

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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 + 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

## 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





## 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



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*

## 2023 Editorial Calendar

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

### AACC Advertising Sales Representative

Kevin McDonnell  
National Sales Manager  
202.367.1259  
[kmcdonnell@smithbucklin.com](mailto:kmcdonnell@smithbucklin.com)

*\*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 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**

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

**ALL TEST**

**BIG NEWS!**  
**EU IVDR Registered Successfully!**

**Product Advantages**

- Fast result in 5-10 minute
- Easy visual interpretation
- High accuracy
- Simple operation

**Breaking News for AllTest!**

Since the IVDR regulation came into effect on May 26, 2022, the AllTest team has successfully completed IVDR registration of rapid test products and instruments used for IVD testing in just under three months.

The new EU IVDR regulations focus more on clinical performance, better traceability of medical devices and greater transparency to patients. At the same time, competence and experience will be important indicators for the review. The success of IVDR registration depended on the efforts of the entire AllTest team and it also demonstrates the excellent quality of our products, which meet all import and export standards.

Brief overview of EU IVDR successfully registered products

**Class B & C Registered Rapid Test (CE0123):**

<b>FOB Rapid Test (Feces)</b> Cat.No.: TFO-N601/TFO-N602 Accuracy: 98.6%	<b>Strep A Rapid Test (Throat Swab)</b> Cat.No.: IST-N501/IST-N502 Accuracy: 97.2%
<b>Syphilis Rapid Test (WB/S/P)</b> Cat.No.: ISY-N401/ISY-N402 Accuracy: 99.5%	<b>H. pylori Antibody Rapid Test (WB/S/P)</b> Cat.No.: IHP-N402 Accuracy: 96.7%

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

## Email Guidelines & Specifications

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

# CLN Dedicated Emails

## 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:*

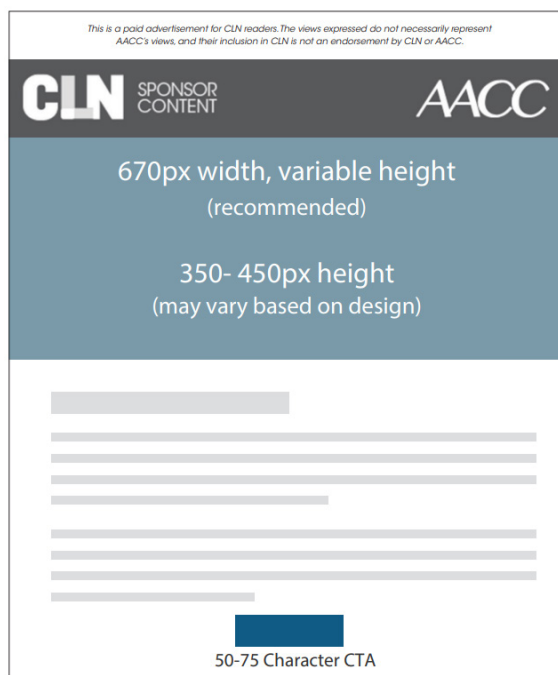
- Submit your email copy as a Word document.
- Email images should be included in the Word document and placed in their designated positions.
- Include all email image files as full size attachments.
- Provide test email delivery deadline.

#### *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.



# CLN Industry Insights - Feature

## About

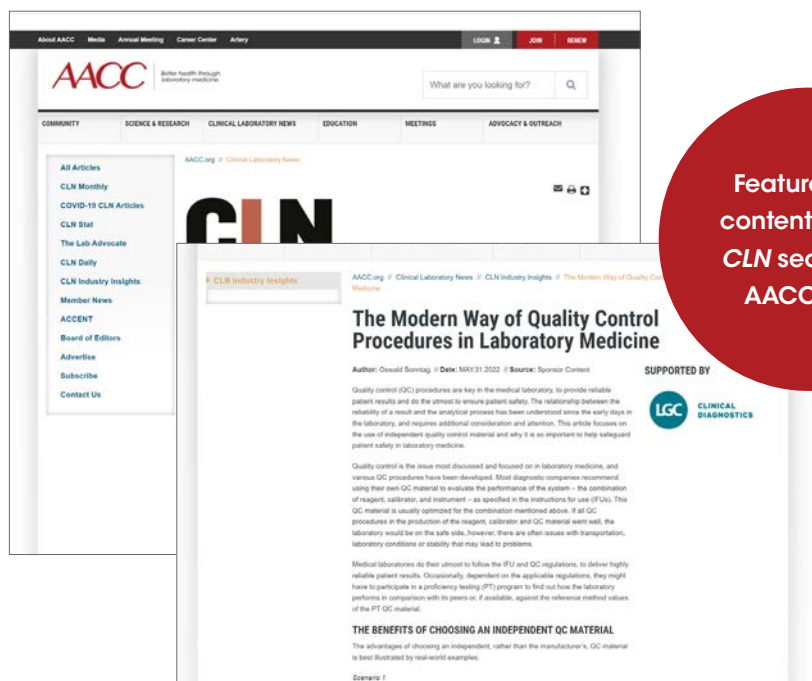
*Industry Insights* is a *CLN* program that features informational articles paid for and created by advertisers that are published on the *CLN* section of the AACC.org website.

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



Feature your content on the *CLN* section of AACC.org!

## 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 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. 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](http://bit.ly/3MVRuzi)

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

# CLN Industry Insights - Product Spotlight

## 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

ADVERTORIAL



## Product Spotlight

### Headline awurg auwg auwie

Dek sus tulum de fastidium estu aywefuay ayugtayrg auyrg a ragayrg aiurg.

BY \_\_\_\_\_

ditatusam remam ra dit, ut iur, tor-  
est, optat pedi necetur, ut moluptat.  
Con repress equitaspis dis qui berper-  
rumet voluptatur am fugitio venis  
denductis dem iam, core cum labo.  
Nem conem fugit aliquae conec-  
tatquam el id ut eos commoditem  
arum quasi auta sedis qui tenimos  
et autasi ut percia que cus ape ero-  
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dis aboce num rest quibus cus utem  
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omniit, cenihil inules evclupta  
nonsequam, adi ne est quatiur?  
Xerchiu torore hendam, se landu-  
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lantus mi, consoel que necupitn pre-  
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esperum aut quas et fuga. Cit  
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abo. Itatusinis incim catat evendos-  
tin exeraecte volupta temporum  
vollesed quis quiae consoel que ea  
volore molorum harum nis estom  
andaessinum, alicabore officium,  
conemop runtem et quid magna  
simusda ecerias et dendite nihilla  
cepercepit as nome non ne non  
perferest ma quarech illosi muscil  
milicac ne incte si dolororati quid  
quia quas et plab inum qui cupitatur,  
senhite ipsunt, unt illa mia quis res  
nisi dit fuga. Ut isoin reix sum idas  
ditatem ipsuime sanditemos stit ad  
milit quia et volore rehement quid  
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tum aliassipeni coratquam sum sequi  
dolor sicut, od musiae accum remet  
endispant, suntur?

Invelitia consoce rferum veloporo  
remoluptat ditio dio te desunt!Uci

CONTACT INFO WEBSITE HERE 

NEW  
FOR  
2023!

## 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](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:** 22%

## Exclusive Sponsorship

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

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

CLN SPECIAL REPORT ON:  
Mass Spectrometry (LC-MC)

August 12, 2022  
BROUGHT TO YOU BY  
ThermoFisher  
SCIENTIFIC

BENCH MATTERS  
**Running a Mass Spectrometry Lab: Lessons for Beginners**  
Strategies for implementing new instruments, leading staff, and fostering patience are a few of the lessons learned during one laboratorian's journey of overseeing a mass spec lab.  
[READ MORE](#)

SPONSORED CONTENT  
**Tox Explorer Collection – An all-in-one solution for toxicology**  
Everything you need to develop reliable, reproducible, and sensitive liquid chromatography-mass spectrometry workflows for toxicology, plus the expertise and support of Thermo Fisher Scientific. Now available in either HRAM Orbitrap or QQQ MS platform options. [Learn more.](#)

CLN SELECT ARCHIVE  
**The Road to Automation in Clinical Mass Spectrometry**  
When the price is right, more laboratories might soon implement new, fully automated liquid chromatography-tandem mass spectrometry methods that promise to improve workflows.  
[READ MORE](#)

CLN SELECT ARCHIVE  
**The Way Forward for Clinical Mass Spectrometry in Hospital Laboratories**  
A survey of laboratory directors provides insight into LC-MS technology and its future in hospital labs.

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:** Due 15 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

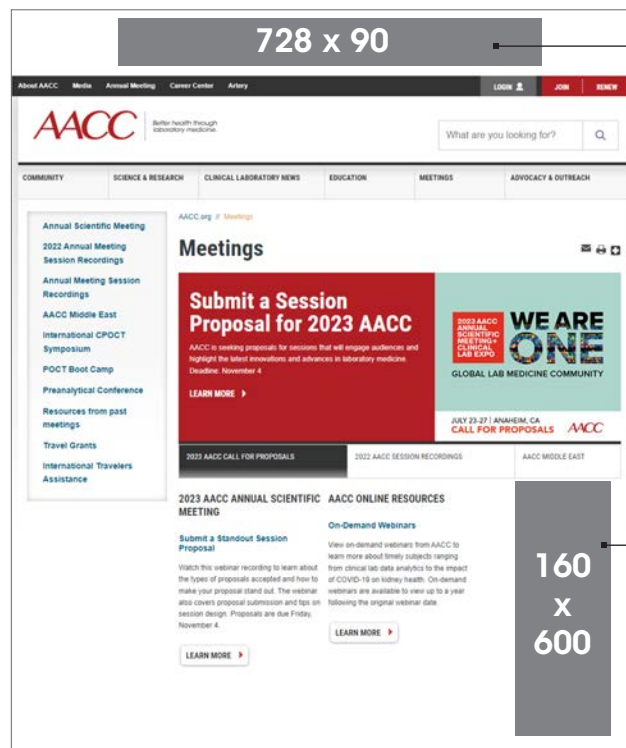
## About

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:** 397,000

**Average Unique Visitors/  
Month:** 170,000

*Google Analytics,  
July 2021 - June 2022*



**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:** Due five business 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:** 23%

## Advertising Rates

Ad Unit	Rate/Issue
Top Leaderboard	\$2,400
Top Wide Skyscraper	\$2,300
Product Spotlight/ 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


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

728 x 90



**CLN** Clinical Laboratory News  
Mar 20 22  
Volume 48, Number 02  
An AACC Publication

**Back to the Future on Laboratory Developed Tests**  
A recent shift in the Department of Health and Human Services' approach to regulation of laboratory developed tests has left the lab community concerned about regulatory oversight. [Read more](#)

**Expert Advice on a Lab Design or Remodel**  
Remodeling a lab can be a frustrating process, and it takes surprising process, but a seemingly necessary course as automation and new technology change lab strategies and workflows. [Read more](#)

**SPONSORED CONTENT**  
Are you confident in your SARS-CoV-2 assay results?  
[Learn more](#)

**SARS-CoV-2 Assay QC**  
LDC BioCare's comprehensive portfolio of SARS-CoV-2 quality evaluation encompasses molecular, serology, NGS and unique test performance monitoring tools to support early detection of infection and minimize errors. Challenge your assay and report results with confidence. [Learn more](#)

160  
x  
600

728 x 90

**Non-COVID-19 Testing Declined Sharply in 2020**  
Federal Insider  
Data released in a report from the Department of Health and Human Services Office of Inspector General reveals a decrease in non-COVID-19-related testing of more than \$1 billion in 2020. [Read more](#)

**How One Laboratory Navigated a Successful LIS Conversion**  
Health Matters  
An LIS is the brain of the laboratory and ensuring that flow of data is a large event—even when planned, as in one hospital's recent LIS conversion. [Read more](#)

**Will Pandemic Measures Foil the Flu Again?**  
Ask the Expert  
George Abad, MD, PhD, assesses predictors about the COVID-19 and influenza pandemic, finding that laboratories are better prepared as COVID-19 cases decline in the U.S. [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:** 120,000

**Average Unique Visitors/  
Month:** 84,000

Google Analytics,  
July 2021 - June 2022



**Leaderboard**  
728 x 90 Desktop

**Wide Skyscraper**  
160 x 600 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 business days before posting date
- Send artwork and insertion orders to Smithbucklin at [kexamen@smithbucklin.com](mailto: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](mailto:kmcdonnell@smithbucklin.com)  
202.367.1259

## Exhibit & Sponsorship Sales

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

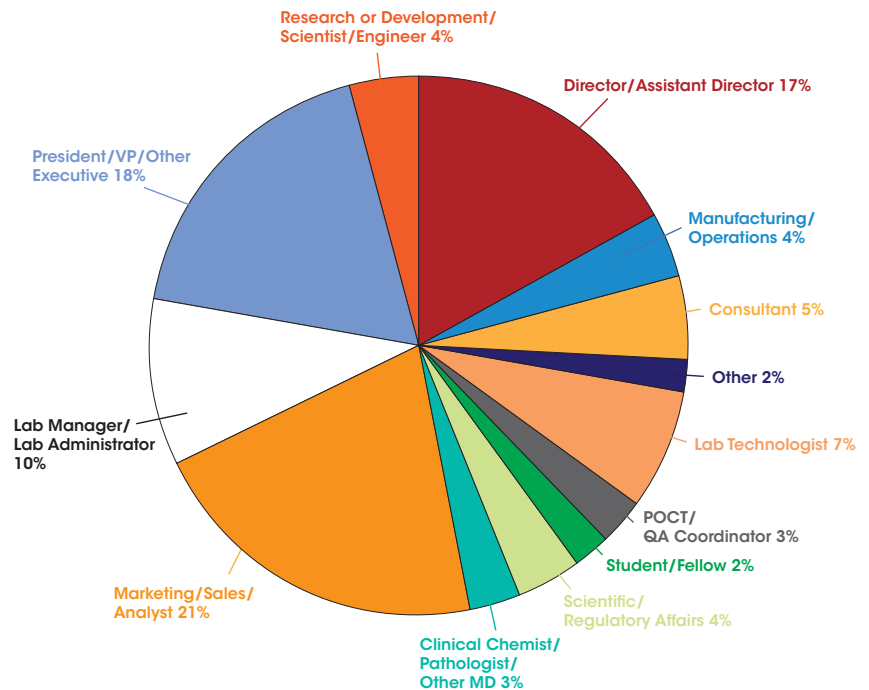
## AACC Corporate Relations

Teresa Favero  
Senior Director, Corporate Relations  
[tfavero@aacc.org](mailto: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 an expo with an amazing crowd."

ASLIHAN BUNER  
Marketing Manager, Symbiant

## Positions and Titles



## Show Summary

**Exhibit Floor Space**  
229,700 Sq. Ft.

**Total Attendance**  
16,808

**Exhibit Hall**  
772 companies

# 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

# 2023 AACC Annual Scientific Meeting & Clinical Lab Expo

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## 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

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:

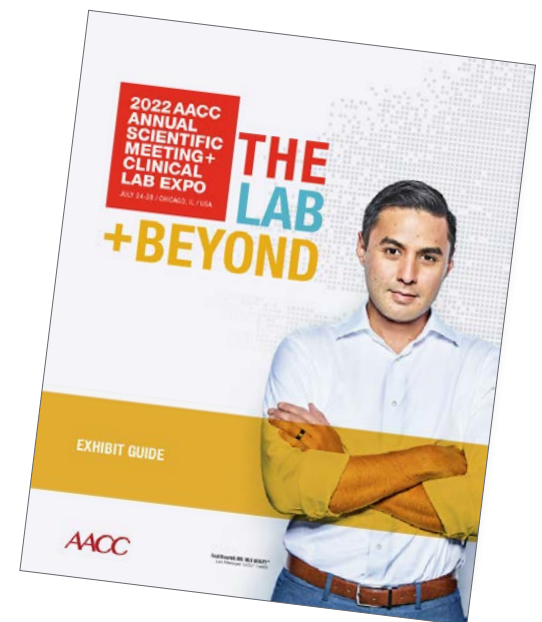
- Payment is due prior to the meeting dates. All signed agreements are firm. No cancellations accepted after closing.

### Send artwork materials and insertion orders to:

Smithbucklin  
 2001 K Street NW, 3rd Floor North  
 Washington, DC 20006  
 202.367.2475  
[kexamen@smithbucklin.com](mailto:kexamen@smithbucklin.com)

Space by  
May 5

Materials due  
May 12



# 2023 AACC Annual Scientific Meeting & Clinical Lab Expo

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## 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



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.

# 2023 AACC Annual Scientific Meeting & Clinical Lab Expo

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

## Advertising Rates & Specs

Ad Unit	Size	Per Issue
Top Leaderboard	728 x 90	\$2,500
Top Skyscraper	160 x 600	\$2,200
Sponsored Content	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).

**728 x 90**

**Top Leaderboard**  
728 x 90

**CLN DAILY** The Official Publication of the AACC Annual Scientific Meeting & Clinical Lab Expo

**Annual Scientific Meeting 2022**  
EXCLUSIVE PREVIEW  
AACC

**The Future of Lab-on-a-Chip Technology**  
In a roundtable session, Heather Jackson, PhD, shares how lab-on-a-chip has revolutionized point-of-care testing and will continue to change the way diagnostic tests are performed in the future. [In issue](#)

**Making the Most of #2023AACC**  
With scientific presentations, networking events, the Clinical Lab Expo, and more, Annual Scientific Meeting veterans provide tips on how to plan out your days in Chicago. [In issue](#)

**SPONSORED CONTENT**

**Multiplex IFA Tool**  
Multiplex IFA Tool is a perfect solution for lateral flow assay manufacturers. It provides a development tool and POCT reader that supports multiple lateral flow assays. It detects color and fluorescence and also analyzes test lines and spot arrays. We're offering a free trial. [Learn more](#)

**Mix in With SYCL**  
Join early career members for an afternoon of learning in SYCL's one-hour workshop. Then, network with colleagues during the water-cooled mixer. [In issue](#)

**160 x 600**

**Top Skyscraper**  
160 x 600

**Sponsored Content**  
728 x 90

**728 x 90**

**Standard Leaderboard**  
728 x 90

**Download the Mobile App**  
The AACC mobile app is the official 2022 AACC Annual Scientific Meeting virtual planner. This powerful platform provides the most up-to-date information and allows you to plan your time in Chicago. [In issue](#)

**Learning is Fun With AACC University**  
Held on Sunday, July 24, AACC University courses include interactive learning and hands-on exercises and tutorials in small group formats. [In issue](#)

**Claim Your Credit**  
Get credit for attending sessions. Certificates of continuing education are provided based upon completion of the online evaluation for the approved activities during the meeting. [In issue](#)

**160 x 600**

**Standard Skyscraper**  
160 x 60

**2022 AACC ANNUAL SCIENTIFIC MEETING & CLINICAL LAB EXPO**

**THE LAB+BEYOND** JULY 24-28 (CHICAGO)

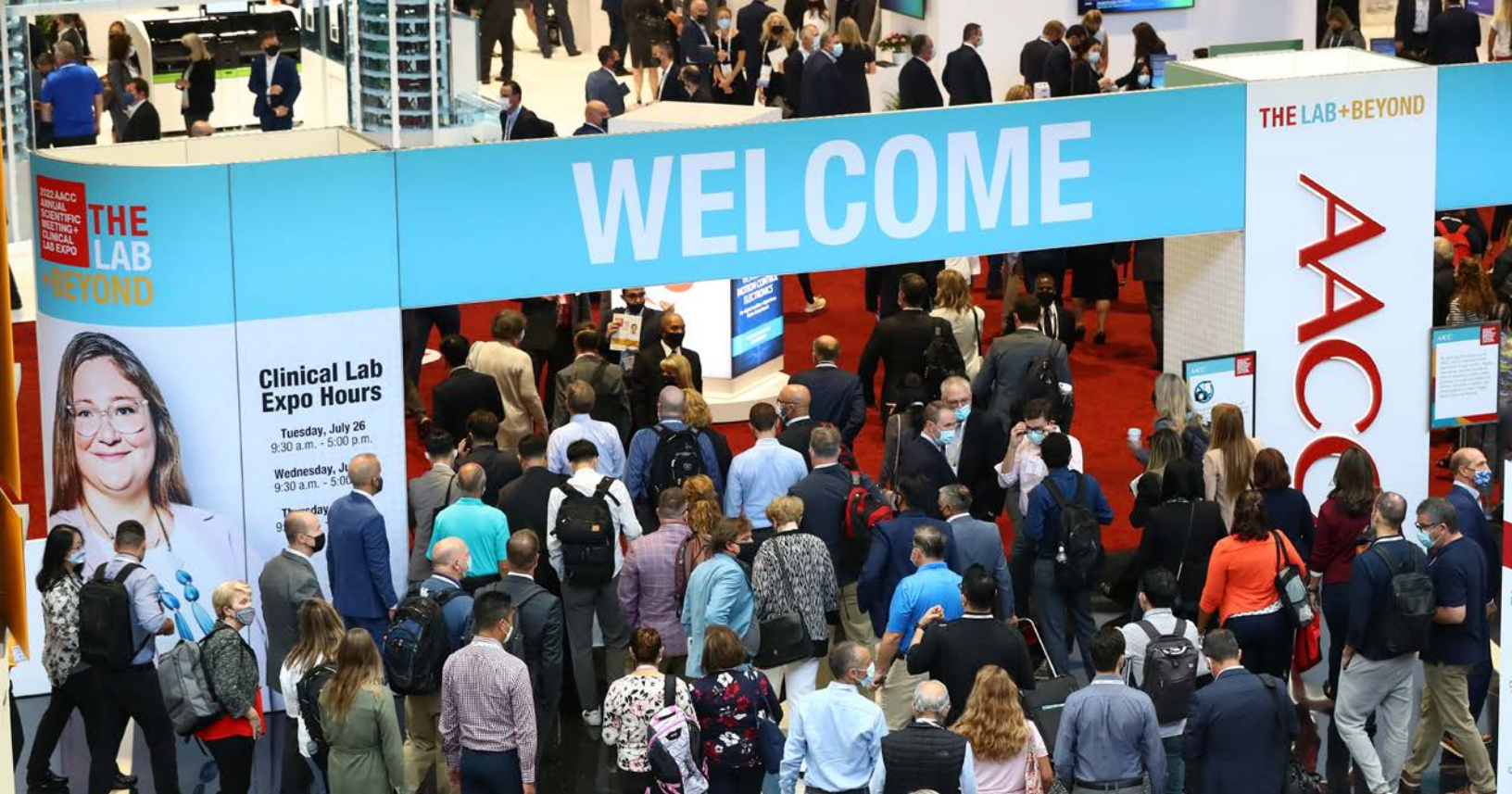
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**AACC**

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AACC  
800 Research Blvd., 100 Suite 400 Washington, DC 20001  
www.aacc.org  
Phone: +1 202 887 8777 or Fax: +1 202 887 8888

About the Meeting | Clinical Lab Expo | Register | Sessions





# AACC

*Better health through laboratory medicine.*

## **AACC Headquarters**

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[www.aacc.org](http://www.aacc.org)

## **AACC Corporate Relations**

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## **AACC Advertising Sales**

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## **AACC Exhibit & Sponsorship Sales**

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703.631.6200