

Print Advertising Rates*

Reach the people who specify, influence, recommend, or buy products or services. *Lab Manager Magazine*® informs more than 35,000 laboratory professionals about the latest products, technologies, trends, and solutions. Advertising in *Lab Manager Magazine* is an effective way to reach these influential decision makers. Contact us today to reserve your 2010 advertising space.

2010 General Display Advertising Rates

Charges are per insertion and reflect U.S. currency rates. 15% agency commission applicable.

Advertising Rates 4-color (USD)

	1X	3X	6X	9X	12X
Full Page	\$6,014	\$5,639	\$5,432	\$5,207	\$4,977
2/3 Page Vertical	\$5,168	\$4,865	\$4,712	\$4,563	\$4,406
1/2 Page Island	\$4,382	\$4,140	\$3,987	\$3,834	\$3,684
1/2 Page Horizontal	\$3,940	\$3,623	\$3,582	\$3,429	\$3,281
1/2 Page Vertical	\$3,940	\$3,623	\$3,582	\$3,429	\$3,281
1/3 Page Square	\$2,780	\$2,592	\$2,439	\$2,286	\$2,138
1/3 Page Vertical	\$2,780	\$2,592	\$2,439	\$2,286	\$2,138
1/4 Page Square	\$2,550	\$2,453	\$2,304	\$2,151	\$2,003

Cover Rates 4-color (USD)

	1X	3X	6X	9X	12X
Cover 2	\$6,917	\$6,517	\$6,247	\$5,988	\$5,724
Cover 3	\$6,616	\$6,203	\$5,976	\$5,728	\$5,475
Cover 4	\$7,216	\$6,767	\$6,518	\$6,249	\$5,973

Premium Position Rates 4-color (USD)

	1X	3X	6X	9X	12X
Page 3	\$6,917	\$6,917	\$6,247	\$5,988	\$5,724
Opposite TOC 1	\$6,917	\$6,917	\$6,247	\$5,988	\$5,724
Opposite TOC 2	\$6,616	\$6,203	\$5,976	\$5,728	\$5,475
Opposite Editor's Note	\$6,917	\$6,917	\$6,247	\$5,988	\$5,724
1/3 Vertical Opposite TOC 2	\$3,058	\$2,851	\$2,683	\$2,515	\$2,351

Marketplace Positions Rates 4-color (USD)

	1X	3X	6X	9X	12X
Marketplace	\$950	\$900	\$850	\$850	\$800

*Effective January 1, 2010