



Engaging Editorial

LAB Business provides critical information on industry issues, emerging products and technologies with a quality incomparable to any other Canadian publication on the market.

ISSUE	SPRING	SUMMER	FALL	WINTER
Space Closing	Feb 8	April 2	July 9	Sept 9
Material Closing	Feb 15	April 9	July 16	Sept 16
Mail Date	March 30	May 25	August 30	October 29
Theme	Environment	Pittcon Wrap-Up	Human Resources	Safety
In Every Issue	<ul style="list-style-type: none"> • News • Lab Spotlight – A specialized/remarkable laboratory will be profiled each issue • Supplier Profile – A leading or emerging Canadian laboratory supplier or manufacturer will be profiled each issue • Lab Ware – A compendium of new product launches • Sitting With – An interview with a lab manager/researcher/technician 			

Industry Submissions

Bylined articles, guest columns and contributions, are encouraged. A clear distinction will be made for the reader between news reports and opinion. Review our editorial calendar for topics (topics on the calendar are broad in scope and story ideas that fall within that scope will be considered). If you are interested in contributing please contact us 6 weeks prior to the listed publication date. Please send a short synopsis of your proposed article, or submit a rough draft to Theresa Rogers.

Address submissions, queries and/or press releases to:

Theresa Rogers, Executive Editor,
 E-mail: trogers@jesmar.com
 30 East Beaver Creek Road, Suite 202
 Richmond Hill, Ontario, L4B 1J2
 Tel: 905.886.5040 Fax: 905.886.6615

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Web Statistics for www.labbusinessmag.com

- ✓ More than **1,050** unique visitors
- ✓ A total of **2,659** pages viewed
- ✓ And an average of **2.7 pages** viewed per visit

Source: Google Analytics, June-Aug 09

Advertising on www.labbusinessmag.com

Banner advertisements and logo tiles are available on the **LAB Business** Web site and e-newsletter.

- Banner Ad: \$625 per month
- Tile Ad: \$260 per month
- E-newsletter Tile Ad: \$430 per month (10% discount for one year)

LAB Business E-cards RATES

ADVERTISING RATES

E-Cards	1-2 Cards	3-6 Cards	7+ Cards
	\$925	\$885	\$840

Web and E-newsletter Ads:

Banner Ad: 488 pixels x 72 pixels
Tile Ad: 125 pixels x 125 pixels
 (Resolution: 300 DPI, images as EPS, TIFF, JPEG or PDF in RGB colour space)

**Increase your exposure and get in front of our growing online audience!
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LAB Business

The definitive source for lab products, news and developments



2010 Advertising Rates & Data

General Advertising Rates (Gross Rates)

Black & White:	1x	2-3x	4x
Full Page	\$5,790	\$5,500	\$5,225
1/2 Page island	4,345	4,130	3,925
1/2 Page	3,765	3,580	3,400
1/3 Page	2,895	2,750	2,615
1/4 Page	2,315	2,200	2,090
1/6 Page	1,740	1,655	1,575
DPS	10,425	9,905	9,410

Four-Colour:	1x	2-3x	4x
Full Page	\$7,205	\$6,845	\$6,505
1/2 Page island	6,125	5,820	5,530
1/2 Page	5,405	5,135	4,880
1/3 Page	4,685	4,450	4,230
1/4 Page	3,965	3,770	3,585
1/6 Page	2,665	2,530	2,405
DPS	12,645	12,015	11,415

Covers	1x	2-3x	4x
OBC	\$9,005	\$8,555	\$8,130
IBC/IFC	8,645	8,215	7,805

Covers are non-cancellable, full page, four-colour process.

Inserts & Outserts: rates on request

Special Positions: twenty-five percent (25%) surcharge

Goods & Services Tax: Our published rates do not include GST. Five percent (5%) will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes not accepted after closing date

For all advertising opportunities please contact:

Publisher, Christopher Forbes or Janet Jeffery

Tel.: 905.886.5040

Fax: 905.886.6615

E-mail: general@jesmar.com

Dimensions:

	Width	Inches	Depth
Trim Page	8 1/8 (8.125)	x	10 7/8 (10.875)
Bleed Page	8 3/8 (8.375)	x	11 1/8 (11.125)
Live Area	7 (7.0)	x	10 (10.0)
1/2 pg island	4 5/8 (4.625)	x	7 1/2 (7.5)
1/2 pg horizontal	7 (7.0)	x	4 7/8 (4.875)
1/3 pg vertical	2 1/8 (2.125)	x	10 (10.0)
1/3 pg square	4 5/8 (4.625)	x	4 7/8 (4.875)
1/4 pg square	3 3/8 (3.375)	x	4 7/8 (4.875)
1/6 Page	2 1/4 (2.25)	x	4 7/8 (4.875)
DPS	16 1/4 (16.25)	x	10 7/8 (10.875)

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim

Mechanical Requirements:

Printing Method: Sheet-fed offset

Binding: Saddle-stitched

Screen: 133 - 150 line screen

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. Publisher shall not be liable for any advertisements received without a colour proof.

File Transfer Media: DVD, CD, FTP or email. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com

FTP Site: <ftp.jesmar.com>. Please send an email to ftp@jesmar.com for password information for the *LAB Business* FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Joanne Somaiya, jsomaiya@dvtail.com or Crystal Himes, chimes@dvtail.com
Tel: 905.886.6640

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