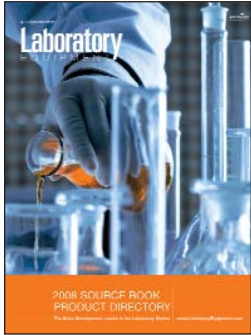




LABORATORY EQUIPMENT Source Book



Make sure your products are in front of laboratory buyers every day with your ad and listings in LABORATORY EQUIPMENT's Annual Source Book. The Source Book incorporates the traditional LABORATORY EQUIPMENT Directory issue with the latest independent research on buying/sourcing trends for lab equipment and supplies. It's the ultimate purchasing resource for your customers and prospects.

The Source Book will be published in December in print and available online (www.laboratoryequipment.com). It is the first product/industry reference to reach the market for 2009, as lab managers are receiving their new budgets. Your message will be seen by 73,000 key domestic and international professionals conducting research in 57,000+ unique laboratory locations. The online Source Book creates additional exposure, awareness and inquiries. The Source Book is where buyers will find all the information they need in one easy-to-read volume, allowing quick identification of your company/products.

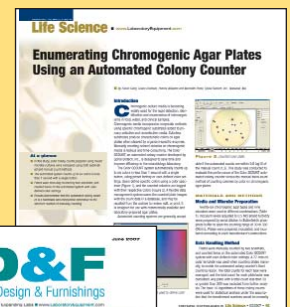
Display advertisers receive:

- **FREE Boldface listings** in the Product Directory, with complete contact information.
- **FREE Cross-references** to your ad.
- **FREE "Supplier Storefront" page** (a \$3,500 value) linked to your product categories listings in the Online Source Book.
- **Ad Banners** in the Source Book that allow you to impact a world-wide audience.
- **Keyword search** through our new online capabilities.

Special Focus Sections

LABORATORY EQUIPMENT's targeted series of application and market-specific sections put your sales message in front of a precisely-defined audience of lab managers and supervisors. Each laboratory professional is a potential buyer of your technology and a known user of the specific products presented in each individual supplement. The focused editorial coverage of these special editions create an environment in which your message will gain increased stopping power and impact key buyers as they search for information and solutions offered by innovative technology.

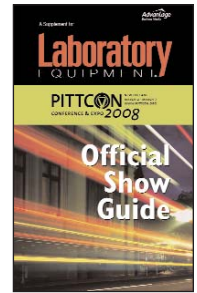
The "Emerging Technologies" series provides valuable information on specific niche segments including: **Pharmaceutical, Life Science and Food & Beverage**. The "Market-Specific" supplements deliver news of a wide range of products and services for niche labs including: **Forensic Science, Chromatography; Microscopy; Fuel Technologies;** and **Environmental & Field Testing**. Additional supplements cover new product developments in: **Lab Design & Furnishings; OEM and Lab Safety**.



Special Issues

The Official Pittcon Show Guide

The official Pittcon Show Guide will feature a host of information attendees will need to plan their stay at Pittcon, giving you the opportunity to reach buyers with your message even before they encounter your company/products on the show floor. The Show Guide will include the expo floor plan, conference program, information on hotel and area attractions, plus new products and technology that will be featured at the show.



February Pittcon Show Issue

Pittcon is by far still the key sales event in the laboratory research market. LABORATORY EQUIPMENT puts your sales message in front of the entire market with the Official Pittcon Show Guide and a high profile Pittcon issue of LABORATORY EQUIPMENT magazine. These special publications will feature more products from more exhibiting companies than any other publication, making them the most comprehensive preview and wrap-up for attendees...and the ideal way to reach prospects who can't attend.

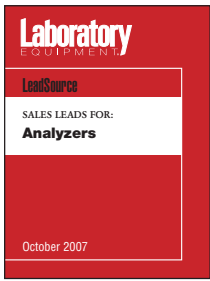


Lab Trends Issue/Company Profiles Issue – April 2008

LABORATORY EQUIPMENT is providing you with a unique opportunity to deliver your message in an editorial environment dedicated to the challenges and trends facing today's laboratory professionals. Based on the Annual "Trends in Adopting Laboratory Technology" research study, this special issue will address a number of key

business and strategic topics of interest to all lab professionals. The result for you is an ideal environment in which to advertise your products to key lab personnel who are formulating ideas about new directions within the market and how they address them in their labs.

■ eReader Service Sales Lead Program



Our eReader Service program allows readers to reach out to our print & digital subscriber database and generate leads for products they are interested in purchasing. These leads create great additional value for our advertisers. Lead reports are emailed to advertisers on a weekly basis and include product(s) selected and demographic information such as first/last name, industry, title, company, email, phone, and more.

■ Literature Reviews (Lit Reviews) & Website Review

Put your latest catalogs, brochures and spec sheets to work starting new sales with a listing in LABORATORY EQUIPMENT's Literature/Website Review guide. This 4-color showcase is designed to promote your product information to laboratory directors, managers and other qualified industry professionals. Or you can use it to promote your website to build traffic, promote special offers and draw qualified buyers to your home page.



Your literature will reach qualified professionals who want and need your catalogs to assist them in making intelligent, well-informed purchasing decisions. The Literature/Website Review showcases your sales brochures or a screen capture of your Website with a 4-color photo, 50-60 word description and a response vehicle. Submit a sample of your catalog, brochure or spec sheet, and 50 words of copy, and we'll create your listing at no charge. Contact Sarah Paxton at 508-348-1130 or sarah.paxton@advantagemedia.com.

■ Customized E-Marketing Blasts

Reach 60,000 potential customers with a customized, audience-directed message. Supply the message via HTML and we'll handle all aspects of delivery from list selection to deployment date. A great way to drive sales leads.

■ Marketplace

Advertise your products, equipment, systems and services in LABORATORY EQUIPMENT magazine's "Marketplace" section. This 4-color showcase gives you the chance to promote many of the secondary or auxiliary products in your line, while reaching our full audience of 73,000 potential buyers.



■ Inserts

Your latest catalogs, brochures, spec sheets and special offers bound into LABORATORY EQUIPMENT magazine to expand the power of your sales message. You can deliver your message to LABORATORY EQUIPMENT total audience of 73,000 subscribers or create a customized demographic audience by title, type of lab or geographic location.

■ Custom Publishing

Targeted, single-sponsored supplements featuring your customized marketing message, focusing on the products, systems, services and solutions your organization provides to the laboratory market. LABORATORY EQUIPMENT can create turnkey inserts, supplements, freestanding magazines, print newsletters, e-newsletters, posters, calendars, wall charts, and postcards and send them to our 73,000 BPA-audited magazine subscribers.

■ Reprints

Our reprint service can help you extend your coverage that you received in LABORATORY EQUIPMENT's magazine. We can work with you to turn articles/ads into a valuable promotional brochure, trade show handout or customer/prospect direct mail piece.

■ Direct Marketing Lists

Combine the brand-building principles of print or digital advertising with the results-oriented sensibility of direct marketing. Direct response marketing is proven to be a strong media channel to drive leads – it provides immediate results and visible ROI. Direct marketing can be used to:

- generate more qualified leads
- provide additional touch points to enhance brand perception
- leverage your ad investment with an integrated approach to the market

LABORATORY EQUIPMENT can provide you with a full range of postal, email and telemarketing lists. Our extensive knowledge of the laboratory research market and can help you select a list of your best prospects. For more information, please contact your representative or Liz Vickers directly at 631-853-2461 or liz.vickers@advantagemedia.com.