

Promote Your Sales Literature Cost-Effectively

LABORATORY EQUIPMENT's Product/Literature Review

This bi-monthly showcase is an excellent opportunity to cost-effectively feature new products, literature, spec sheets, white papers, website and more.

- Reach more than **66,000** laboratory managers and supervisors who authorize, specify or approve the purchase of laboratory products, equipment & services.
- Showcase your most current catalog, brochure or spec sheet.
- Penetrate industrial, academic and government laboratories.
- Increase your sales with this high volume, cost-effective marketing tool both in print and online.

2010 Product/Literature Review Rates

1x \$1,930 3x \$1,790
 6x \$1,670 12x \$1,600

Rates based on total number of units purchased in a 12-month period.

Agency Commissionable.

Specifications

Headline: Cannot exceed 40 characters.

Copy: Cannot exceed 60 words. Advertisers are responsible for writing copy.

Please be sure to include telephone, fax, email and website URL.

Street addresses will not be included unless specified.

We reserve the right to edit copy to fit.

Illustration: Advertisers must submit two copies of their catalog cover, brochure or product photo that they want to run. High resolution electronic files preferred – .eps or .tif.



| Issue | Closing Date |
|----------|--------------|
| February | 1/8/2010 |
| April | 3/5/2010 |
| June | 5/7/2010 |
| August | 7/9/2010 |
| October | 9/3/2010 |
| December | 11/5/2010 |

Send orders and materials to

LABORATORY EQUIPMENT

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LABORATORY EQUIPMENT Literature Review

Please place _____ item(s) in the following mailings:

February April June August October December

Signature: _____ Date: _____

Name: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

Company: _____

Address: _____

City/State/ZIP: _____