



Foster FlightPlan - Sample: 1 entry of a MEDIA Resource Workbook

(Note: Actual workbook contains 6 entries: 5 key publications + 1 template)

For further information on BF FlightPlans, call Barbara Foster at (972)998-4616

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American Lab

AmericanLaboratory.com

Audience:

Strong cross section
Hospitals/clinical, Diagnostics, Drug discovery & Pharma
Food, Forensics
Materials testing, QA/QC, Chemicals
Neuroscience

PRINT

Circ: 46 K (29K print+16K Dig), 10 x/year

June/July combined

Nov/Dec combined

1/3 pg island, x3

\$,BW \$/2 color, Process \$/4 color Process Total per Insertion Suggested: COMMENTS:

\$2,200

Editorial (From 2013 calendar, but often run same year to year)

Issue Date Insertion Due Materials Due

Microscopy	April	Feb 15	Feb 28	(Note: These are only estimated dates)
Cell & Tissue Culture; Food Microbio	May	Mar 10	Mar 15	
Prod. Intel: Microscopy	July	May 10	May 15	
Materials characterization	Sept	July 10	July 15	

Bonus Distribution

Issue Date Insertion Due Materials Due

Pittcon	Feb	Dec 10	Dec 14
Clinical Lab Mgmt (CLMA)	Mar	Jan 10	Jan 15
SFN	Oct	Aug 10	Aug 15
Eastern Analytical (EAS)	Nov/Dec	Sept 10	Sept 15

List Rental?

Y (Excellent source of lists)

See emails below

Electronic: LabCompare

Circulation:

28K digital subscribers
95K emails
>500K annual unique visitors

Product Directory

Featured Products

Exhibit Hall Preview

ACS, AACC SFN

Am Lab eNewsletter ("Lab Instrument News")

Circ: 46K	
Primary sponsorship (TOP) 3x	\$2,625
2nd Ad position	\$1,575
3rd Ad position	\$975

TOC/eNewsletters

Targeted to wide variety of "Selects"	
Primary Position (Top), 3x	\$1,625
Secondary (Featured Product)	\$825

Markets:

Forensic	8,900
Life Sciences	15,400
Materials Science	9,400
Microscopy & Image Analysis	11,200
Pharma	12,000

Email blasts

Same list as above	
Up to 5,000	0.37/name
Up to 10,000	0.30/name
Up to 16,000	0.25/name



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Other Services:									
Request Pricing									
<u>Tradeshow videos</u>									
Incl 12 mos hosting on global server network									
Turnaround time: 4 wks									
<u>Product Brochure Video</u>									
Incl script dev., prod coordination									
Featured on Am Lab/LabCompare video pgs									
Turnaround time: ~6wks									
<u>Product Demo & training videos</u>									
<u>Customer Profile & Testimonial videos</u>									
<u>Live Webinars</u>									
<u>On-Demand Webinars (up to 30 minutes)</u>									
Featured on Am Lab/LabCompare video pgs									
Interactive chapters & search tool									
12 mos hosting on global server network									
Turnaround time: ~4wks									
<u>On-Demand Webinars filmed at conferences</u>									
Film conference presentations & seminars									
<u>3D animation</u>									
<u>Viral Videos</u>									
Embed video alongside more technical information									
<u>Microsites</u>									
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