

2012



CLR CLINICAL LABORATORY REFERENCE

MAGAZINE PRINT RATES

48,043¹ BPA-AUDITED PRINT SUBSCRIBERS

ADDITIONAL REACH: 12 DIGITAL EDITIONS SENT TO 28,000 SUBSCRIBERS

B/W GROSS RATES - RUN OF BOOK

SIZE	1x	3x	6x	9x	12x	18x	24x	36x
spread	\$10,023	\$9,723	\$9,431	\$9,148	\$8,874	\$8,607	\$8,349	\$8,099
full	\$ 5,122	\$5,011	\$4,901	\$4,787	\$4,564	\$4,453	\$4,341	\$4,230
2/3	\$ 3,896	\$3,805	\$3,708	\$3,602	\$3,474	\$3,358	\$3,227	\$3,171
1/2 island	\$ 3,561	\$3,496	\$3,400	\$3,315	\$3,227	\$3,171	\$3,116	\$3,060
1/2	\$ 2,836	\$2,781	\$2,705	\$2,626	\$2,546	\$2,463	\$2,419	\$2,374
1/3	\$ 2,174	\$2,112	\$2,062	\$2,016	\$1,963	\$1,923	\$1,895	\$1,867
1/4	\$ 1,667	\$1,633	\$1,586	\$1,538	\$1,505	\$1,477	\$1,449	\$1,421
1/6	\$ 1,380	\$1,339	\$1,299	\$1,260	\$1,222	\$1,185	\$1,150	\$1,115
1/8	\$ 1,045	\$1,014	\$ 983	\$ 954	\$ 925	\$ 897	\$ 870	\$ 844

COLOR

2 Color-standard
2 Color-PMS
3 or 4 Process
Metallics

AD

\$615
\$915
\$1,150
\$1,215

SPREAD

\$1,135
\$1,525
\$2,000
\$1,995



¹ MLO BPA Statement
June 2011

COVERS & SPECIAL POSITIONS

- Inside Front Cover: add 20% to the size/frequency discount
- Inside Back Cover: add 15% to the size/frequency discount
- Back Cover: add 25% to the size/frequency discount
- Guaranteed Positions: add 10%

MATERIALS

Printed web offset, saddlewire bound. Plate size: 8" wide x 11" high (full bleed). Trim size: 7³/₄" wide x 10³/₄" high. Live area: keep essential elements ³/₈" inside trim edges. (Bleed sizes include a ¹/₈" margin on all sizes). PC or MAC files. Native files mailed on CD with color laser proof or PDF file uploaded to <http://www.nelsonpub.com/fileupload> with email to: mlotraffic@nelsonpub.com notifying us of the upload. PDF setting: [PDF/X-1a:2001]. Flatten first, embed fonts, images: 300 dpi, CMYK only. No JPEG files. 150 line screen, maximum ink density: 280%. Questions: 941-966-9521 x145.

CLOSING DATES & FREQUENCY DISCOUNTS

- Closing the 1st of the month prior to publication, materials due one week later
- Cancellations are not accepted after the closing date
- MLO's Publisher reserves the right to select position

Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed and subject to production limitations. Inserts are accepted as supplied or as Publisher-printed. Contact your MLO Account Executive for more details.

SPONSORSHIP: CE COVER FEATURE & CE TEST \$3,475 net

- "Sponsored by" button with your name on the opening CE feature magazine page
- Your logo on each left page of the magazine story
- 1/8 page horizontal ad at the end of the magazine article
- Leads from ad in weekly LABline eNewsletter that links to your website
- Your link on the MLO website's CE test page

CLASSIFIED RATES

\$215 net per column inch, with a 2" minimum. Column width: 2³/₁₆" or 13 picas. Commissionable to recognized agencies.



Spread
14³/₄" x 10" non-bleed
15³/₄" x 11" bleed



Full Page
7" x 10" non-bleed
8" x 11" bleed



2/3 Vertical
4¹/₂" x 9³/₄" non-bleed
5³/₈" x 11" bleed



1/2 Island
4¹/₂" x 7³/₈" non-bleed
5³/₈" x 8¹/₄" bleed



1/2 Vertical
3¹/₄" x 9³/₄" non-bleed
4" x 11" bleed



1/2 Horizontal
6³/₄" x 4³/₄" non-bleed
8" x 5³/₄" bleed



1/3 Square
4¹/₂" x 4³/₄" non-bleed
5³/₈" x 5³/₄" bleed



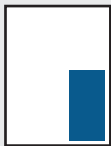
1/3 Vertical
2¹/₈" x 9³/₄" non-bleed
3" x 11" bleed



1/3 Horizontal
6³/₄" x 3" non-bleed
8" x 3³/₄" bleed



1/4 Vertical
3³/₄" x 4³/₄" non-bleed
4" x 5³/₄" bleed



1/6 Vertical
2¹/₈" x 4³/₄" non-bleed



1/8 Horizontal
3¹/₄" x 2¹/₂" non-bleed



1/8 Banner
7" x 1¹/₄" non-bleed