

## 2008 EDITORIAL SCHEDULE

ISSUE	SPRING 2008 ENVIRONMENTAL ISSUE	SUMMER 2008	FALL 2008 SAFETY ISSUE	WINTER 2008
<b>Space Closing</b>	March 7	May 9	July 18	October 3
<b>Material Closing</b>	March 14	May 16	July 25	October 10
<b>Mail Date</b>	April 25	June 27	September 5	November 21
<b>Pharma Feature</b>	The new role of herbal remedies within the pharma world	Clinical trials 101	Patent expiration for drugs	The future of pharma
<b>Lab Reports</b> <i>Practical info and tips for next-generation lab management</i>	Green labs—new design approaches to lab space	The ins and outs of grant writing/grant applications	Biohazards—a look at containment, cleanrooms and safety	Standards for publishing papers
<b>Application Note</b> <i>Technology applications and laboratory solutions</i>	Environmental testing	Geological dating using isotopes	Laboratory information management systems	Nanotechnology
<b>Technology</b> <i>A look at several new launches within the same product category</i>	Lab workstations	Heating and chilling equipment	Safety equipment	Titration
<b>In Every Issue</b>	<ul style="list-style-type: none"> <li>• <b>News</b></li> <li>• <b>Lab Spotlight</b> – A specialized/remarkable laboratory will be profiled each issue</li> <li>• <b>Supplier Profile</b> – A leading or emerging Canadian laboratory supplier or manufacturer will be profiled each issue</li> <li>• <b>Lab Ware</b> – A compendium of new product launches</li> <li>• <b>Sitting With</b> – An interview with a lab manager/researcher/technician</li> </ul>			

### 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 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 the editor, at the address below. All contributions are subject to editing for space, clarity and conformity with **LAB Business** house style. Authors will have a byline and a brief biography printed at the end of the article.

### Editorial Mandate

**LAB Business** delivers value and insight to Canada's scientific community, arming Canadian laboratory researchers and decision-makers across a variety of industries with the latest laboratory industry and company news, business innovation trends and know-how, in-depth features and interviews with leading researchers and investigators, and technically relevant product and application profiles, as well as categorized product coverage for lab buyers and specifiers.

#### Address submissions, queries and/or press releases to:

**Theresa Rogers, Executive Editor, e-mail:** [trogers@jesmar.com](mailto:trogers@jesmar.com)  
**or Bernadette Johnson, Managing Editor, e-mail:** [bjohnson@jesmar.com](mailto:bjohnson@jesmar.com)

30 East Beaver Creek Road, Suite 202  
 Richmond Hill, Ontario, L4B 1J2  
 Phone: 905-886-5040  
 Fax: 905-886-6615



# 2008 Advertising Rates & Data

## General Advertising Rates (Gross Rates)

	1x	2-3x	4x
<b>Black &amp; White:</b>			
Full Page	\$5,620	\$5,340	\$5,075
1/2 Page island	4,215	4,005	3,805
1/2 Page	3,655	3,475	3,300
1/3 Page	2,810	2,670	2,540
1/4 Page	2,250	2,140	2,035
1/6 Page	1,685	1,600	1,525
DPS	10,145	9,645	9,170

	1x	2-3x	4x
<b>Four-Colour:</b>			
Full Page	\$6,995	\$6,645	\$6,315
1/2 Page island	5,945	5,650	5,370
1/2 Page	5,245	4,985	4,735
1/3 Page	4,545	4,320	4,105
1/4 Page	3,845	3,660	3,480
1/6 Page	2,665	2,530	2,405
DPS	12,645	12,015	11,415

	1x	2-3x	4x
<b>Covers</b>			
OBC	\$8,735	\$8,305	\$7,890
IBC/IFC	8,395	7,975	7,575

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. Six percent (6%) will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher.

## Dimensions:

Trim Page  
Bleed Page  
Live Area  
1/2 pg island  
1/2 pg horizontal  
1/3 pg vertical  
1/3 pg square  
1/4 pg square  
1/6 Page  
DPS

## Inches

Width	Inches	Depth	Inches
8 1/8 (8.125)	x	10 7/8 (10.875)	
8 3/8 (8.375)	x	11 1/8 (11.125)	
7 (7.0)	x	10 (10.0)	
4 5/8 (4.625)	x	7 1/2 (7.5)	
7 (7.0)	x	4 7/8 (4.875)	
2 1/8 (2.125)	x	10 (10.0)	
4 5/8 (4.625)	x	4 7/8 (4.875)	
3 3/8 (3.375)	x	4 7/8 (4.875)	
2 1/4 (2.25)	x	4 7/8 (4.875)	
16 1/4 (16.25)	x	10 7/8 (10.875)	

## 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)

## 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, Quark XPress 6.5, InDesign CS2, Illustrator CS2, Photoshop CS2 (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@dvetail.com

**FTP site:** Address: ftp.dvetail.com. Please send an email to ftp@dvetail.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@dvetail.com or Crystal Allen, callen@dvetail.com Ph: 905.886.6640

## LAB Business E-cards RATES

### ADVERTISING RATES

E-Cards	1-2 Cards	3-6 Cards	7+ Cards
	\$865	\$825	\$785

## Advertising on www.labbusinessmag.com

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

Banner Ad:	\$585
	per month
Tile Ad:	\$240
	per month
E-newsletter	
Tile Ad:	\$400
	per month
	(10% discount for one year)



## Mail or fax contracts/insertion orders to:

Jesmar Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2

Tel.: 905.886.5040  
Fax: 905.886.6615  
E-mail: general@jesmar.com

Web site: www.labbusinessmag.com

Cancellations and space changes not accepted after closing date.