

CLMA INDUSTRY PULSE

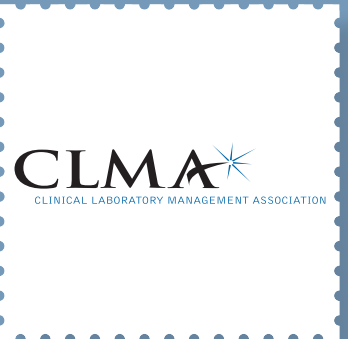
REACH

3,000

CLINICAL LAB MANAGERS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.


E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

A




AFFINITY BIOSENSORS

PARTICLE CHARACTERIZATION
on a whole new scale

CLMA

Industry Pulse.

CLMA



PRODUCT SHOWCASES

Cutting work hours without cutting staff

Bloomberg Businessweek

It's cheaper to trim hours or pay than to stash staff — which is why companies are getting creative with alternatives like furloughs and unpaid leave. Across the U.S., some 37 percent of human resources managers say they're now spending more time devising alternatives to layoffs versus six months ago, according to a recent survey by the Society for Human Resource Management. [MORE](#)

Robotic Tools

C

Wield power gracefully when making decisions

Harvard Business Review

If you want to lead others, you need to get comfortable with the concept of power. In my experience, emerging leaders sometimes stumble over the use of power for one of two reasons. Either they are too comfortable with it and wield it ruthlessly, or they are so fearful of it they avoid it completely. [MORE](#)

US biotech companies begin scramble for \$1 billion federal program

Science

A \$1 billion tax-credit program to revive the languishing U.S. biotech industry opens for applications. For many companies, the Therapeutic Discovery Project Program will actually mean a cash grant to help develop a drug or diagnostic. Applications won't go through scientific peer review, but they will get a look from staff at the National Institutes of Health. [MORE](#)


Helicos targets 2011 launch for molecular test for hereditary breast, ovarian cancer

Genome Web

About a month after Helicos Biosciences laid off half its workforce to refocus its business on diagnostics, the company said that it is in the early stages of developing several molecular diagnostics tests. [MORE](#)

Reactors & Vessels

C1



Polymedco, Inc.

Beat Colorectal Cancer - Get Screened!

Tiny, simple-to-use lensless microscope might soon find a place in pathology

Dark Daily

Imagine pathologists working with microscopes that don't have a lens. That may be the future if technology currently under development by a University of California, Los Angeles engineering team can be used in various anatomic pathology or clinical laboratory applications. [MORE](#)

Two-year wage freeze suggestion "a shot across the bow"

The E Journal

As Alberta Health Services in Canada prepares to unveil its new budget, the organization's president has drawn the ire of at least one union by suggesting he will seek wage freezes for health care workers across the province. [MORE](#)

Advanced technologies present growth opportunities for current immunoassay players and new entrants, Scientia Advisors finds

Business Wire via Bio Med Reports

With the market for certain advanced medical testing methods poised for accelerated growth, many diagnostics companies must adjust their portfolios and their business models in order to position themselves for growth, according to a Scientia Advisors review of the global immunoassay market. [MORE](#)

Total laboratory automation gives clinical pathology labs more ways to achieve


Dark Daily

It's been about 15 years since the first total laboratory automation solutions were introduced into clinical laboratories in the United States. Starting in the mid-1990s, several commercial laboratory companies and a handful of hospital laboratories took the plunge and installed total laboratory automation systems in their high volume core laboratories. [MORE](#)

Sireck

Clinical laboratory products you can count on.

E



PYREX Heavy Duty Griffin 250ml Beaker

250ml heavy duty beaker with spout is specifically designed to offer the best mechanical strength under harsh conditions, such as mechanized washing operations. [MORE](#)

accelrys


Scientific Business Intelligence Software

Capture, manage, analyze, and mine chemical data and information with advanced cheminformatics technology. [More info](#)

D


PRODUCT SHOWCASES

NeoFox Phase Measurement System




The new NeoFox Phase Measurement system is a fluorescence-based optical sensor system that helps you reduce costs, improve stability and make calibration easier for a wide variety of oxygen sensing sensors. NeoFox is the benchmark device for measurement of fluorescence lifetime, phase and intensity and is particularly suited for applications where sensitivity to drift and system stability are critical. [More info](#)

e-corder from EDAQ Inc.



e-corder units are used for the collection, display and analysis of signals from many types of laboratory instruments. They connect to Windows and Macintosh computers via USB, and are supplied with Chart and Scope software. Request price information. [More info](#)

Magellan XHR Scanning Electron Microscope



The Magellan™ XHR SEM family of scanning electron microscopes (SEM) enables scientists and engineers to quickly see things they could not see before: highly-sensitive surface images, looking top-down or at an angle, and at resolutions below one nanometer. [More info](#)

SEE PRICING NEXT >>>

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

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AD RATES & SPECS

Prices are for participation in 13 emails to 3,000 clinical lab managers (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2000

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2500

Lorem ipsum dolor
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do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

THE CLMA INDUSTRY PULSE, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO CLINICAL
LAB MANAGERS WORLDWIDE.

The CLMA Industry Pulse tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of clinical lab managers who spend billions of dollars a year on products and services – the top-tier professionals in the industry.

CLMA INDUSTRY PULSE
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN CLMA INDUSTRY PULSE:



CREDIBLE SOURCE

For over 34 years, our members have turned to the association as the informational authority of the industry. Advertising in CLMA Industry Pulse solidifies your place among weekly information provided to CLMA members.



TARGETED DISTRIBUTION

Advertising in CLMA Industry Pulse allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to CLMA Industry Pulse have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, CLMA Industry Pulse ensures your ad will be every week by our 3,000 subscribers.



AFFORDABLE

Advertising in CLMA Industry Pulse is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of CLMA Industry Pulse has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in CLMA Industry Pulse.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.