

Integrated Marketing to Drive Your Brands.

Collaborate. Innovate. Accelerate.

ALN[®]Magazine is the authoritative voice in laboratory animal facility magazines, covering the design, building, and equipping of new and existing facilities with a spectrum of the most current and accurate information available on technologies, products, industry trends, and solutions.

Harness ALN Subscriber Buying Power.

Marketers running complex, cross-channel, integrated marketing communication programs ultimately are looking for one thing—sales leads. Results from a recent reader survey portray a compelling reason to put your brands in front of the *ALN* audience. 68% of subscribers plan to purchase laboratory animal equipment, products and services in the 2012 calendar year.

At *ALN[®] Magazine* our objective is to complement and reinforce the market impact of your brands using an integrated marketing approach which includes a wide spectrum of options. *ALN[®] Magazine* is at the focal point of electronic, print and social media outlets fueling the various ways that consumers want to receive the content.



Vicon Business Media, Inc.

The Integrated Media Mix. The marketing strategy for complex engineered products and services must meet three key objectives:

- Building the Brand
- Customer Education
- Lead Generation

Print display advertising remains the cornerstone of successful industrial marketing, and offers more value in today's media mix than ever before. Traditional print media delivers a perception of value and brand quality to a highly qualified audience. In fact, a strong recognizable brand is essential to capitalize on expansion into online electronic advertising. Buyers seek to purchase from advertisers that are a known commodity with long-term brand health and awareness. Print advertisements are more permanent and accessible than online advertisements, allowing brand messages to benefit from a longer lifecycle. In all likelihood it is difficult, or next to impossible, to run an exclusive online electronic advertising program if no one knows who you are.

Online promotional efforts are also a key component and translate into lead generation with measureable results. Consequently, you must achieve the optimal mix of traditional and online media including the leverage of multiple influential social marketing channels.

Expanding Your Media Mix with ALN's new Offerings. As you consider the disbursement of the advertising spend, the optimal mix seemingly places the majority of the budget allocation into print advertising in order to build the brand, leaving some percentage of the marketing budget dedicated to online electronic advertising such as website advertising, e-Newsletters, Microsites and Buyer's Guide listings.

By utilizing an integrated marketing media approach, you can best attain the optimal advertising and marketing objectives—including increasing brand awareness and image, providing customer education and service, and generating quality leads.

Let *ALN Magazine* sales representatives, help create an advertising package for you that incorporates all the key elements for multimedia advertising success. Put our expertise to work in creating the brand awareness and social marketing mix to reach your targeted audience.

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Lead generation **13**

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Integrated Media Mix: Delivering Solutions to Meet Client Needs

	Brand Building	Lead Generation	Education
Print Advertising			
Website Advertising			
Microsites			
Buyer's Guide Listings			
Webinars			
Custom Email			
Product Showcase			
e-Newsletters			
ALN Connect			

Did You Know?* Results from a recent survey showed that **87%** of respondents actively read the advertisements in *ALN Magazine*. **95%** rated *ALN Magazine* advertising content as “valuable”.

ALN[®] Magazine Reader Engagement. *ALN Magazine* survey data provides unique insight into engagement with the publication and multimedia mix.

99% of readers surveyed say *ALN Magazine* is a useful resource for information.

78% of readers surveyed say that they have used information gained from *ALN Magazine* in their workplace.

In the past year, **46%** of readers surveyed have actually purchased, specified, or recommended a product they have seen in *ALN Magazine* or the e-Newsletter.

Years of focus and dedication have earned us a large and loyal audience of decision makers in the laboratory animal industry including Research Facility Directors, Directors of Research and Development Procurement, Directors of Comparative Medicine, Senior Engineers, Veterinarians, Building Managers, and more.

*Based on Publisher's own data August 2011

2012 print magazine Circulation

With circulation of 10,000, a total circulation of over 25,900 including pass-along, ALN has engaged readership in the lab animal science community

circulation by **Industry**

- Government/University/College **38%**
- Private/Commercial/Consulting/Contract **23%**
- Pharmaceutical/Industrial **16%**
- Hospital/Medical/Veterinary **15%**
- Other or No Industry Specified **8%**

circulation by **Job Function**

- Facility Director/Manager, Engineer, Architect **37%**
- Veterinarian/Pathologist/Toxicologist/
Technologist/Faculty **31%**
- Research Scientist/Assistant/Associate **12%**
- Consultant/Management/QA/QC **15%**
- Other or Job Function not Specified **5%**

Based on Publisher's own data July/August 2011

Editorial 2012 Calendar

ALN Magazine provides news and technical information on designing, building, and equipping today's laboratory animal facilities. With timely articles and expert advice, we deliver accurate original content to laboratory animal facility professionals.

Issue Date	Press Release Deadline	Editorial Topics	Featured Products	Bonus Distribution*
January/February	November 18, 2011	<ul style="list-style-type: none"> • Vivarium Renovation • Energy Conservation 	Infusion Equipment	• CDC Symposium
March	January 20, 2012	<ul style="list-style-type: none"> • RFID • Feed and Diets 	Water/Watering Systems	<ul style="list-style-type: none"> • MSMR • LAMA • PRIM&R IACUC
April	February 20, 2012	<ul style="list-style-type: none"> • Facility Design/Build • Interior Finishes 	Computer Hardware and Software	<ul style="list-style-type: none"> • TurnKey Conference • District 8 • QUAD • DISTRICT V
May/June	March 20, 2012	<ul style="list-style-type: none"> • Biocontainment • Personnel Safety 	Feed and Diets	<ul style="list-style-type: none"> • Tri-Branch • CALAS
July/August	May 21, 2012	<ul style="list-style-type: none"> • Automation • Buying Equipment 	Housing	• NCAB
Buyer's Guide				• At select meetings
September	July 20, 2012	<ul style="list-style-type: none"> • Facility Security • Environmental Monitoring 	Aquatics	• ASR
October	August 20, 2012	<ul style="list-style-type: none"> • Animal Housing • Enrichment 	Laboratory Animals	<ul style="list-style-type: none"> • AALAS National Meeting • ABSA
November/December	September 21, 2012	<ul style="list-style-type: none"> • Aquatics • Green Initiatives 	Sterilizers	

* Bonus Distribution subject to change

Expert Columns

Regulation Update: Moshe Shalev, VMD, provides the latest on regulatory policy and guidelines.

Perspectives on Biocontainment: Focuses on biocontainment facilities and operations.

Ask Dr. Marty: Martin Seidenfeld, Ph.D. offers insight and advice on management practices.

The Safety Guys: Covers issues relating to environmental health and safety in lab animal facilities.

In Print: Highlights new publications relating to the field.

Tools for Training: Ann Marie Dinkel discusses training for the lab animal market.

Product News

The editors of ALN[®] Magazine want to help promote your company and products for FREE.

Press Release Submission Guidelines

Please send your product, news, literature and event announcements electronically to: editors@alnmag.com

Text: Attach as a Microsoft Word file (.txt, .doc or .docx)
Images: Attach (.tif, .eps, or .jpg)

Press releases and article queries can be sent to editors@alnmag.com

print Advertising Rates 2012

Reach the people who specify, influence, recommend or buy products and services.

4 Color	1x	3x	6x	9x	12x
Spread, Tabloid	\$16,040.00	\$15,165.00	\$14,005.00	\$13,250.00	\$12,560.00
Full Page Tabloid	\$9,210.00	\$8,710.00	\$8,290.00	\$7,670.00	\$7,295.00
1/2 Page Tabloid	\$6,055.00	\$5,765.00	\$5,370.00	\$5,120.00	\$4,905.00
1/4 Page Tabloid	\$4,495.00	\$4,330.00	\$4,025.00	\$3,880.00	\$3,735.00
Spread, Standard	\$11,275.00	\$10,495.00	\$9,730.00	\$9,270.00	\$8,890.00
Full Page Standard	\$6,360.00	\$6,090.00	\$5,675.00	\$5,405.00	\$5,165.00
1/2 Page Standard	\$4,590.00	\$4,415.00	\$4,095.00	\$3,980.00	\$3,790.00
1/3 Page Standard	\$3,810.00	\$3,725.00	\$3,495.00	\$3,370.00	\$3,250.00
1/4 Page Standard	\$3,000.00	\$2,900.00	\$2,770.00	\$2,655.00	\$2,575.00

Black & White

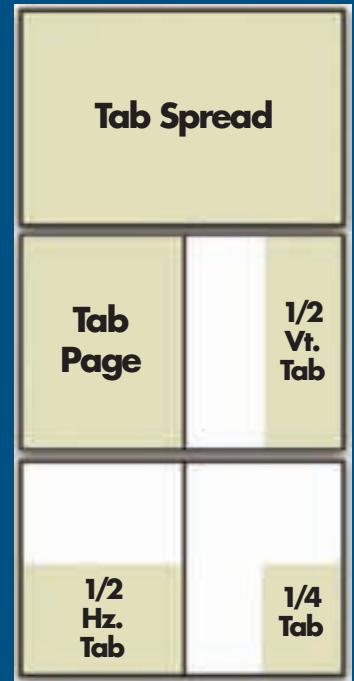
Spread, Tabloid	\$14,235.00	\$13,360.00	\$12,190.00	\$11,440.00	\$10,755.00
Full Page Tabloid	\$7,900.00	\$7,410.00	\$6,985.00	\$6,370.00	\$5,995.00
1/2 Page Tabloid	\$4,750.00	\$4,455.00	\$4,070.00	\$3,820.00	\$3,605.00
1/4 Page Tabloid	\$3,190.00	\$3,035.00	\$2,715.00	\$2,555.00	\$2,435.00
Spread, Standard	\$9,465.00	\$8,685.00	\$7,915.00	\$7,470.00	\$7,075.00
Full Page Standard	\$5,045.00	\$4,785.00	\$4,370.00	\$4,095.00	\$3,870.00
1/2 Page Standard	\$3,290.00	\$3,115.00	\$2,800.00	\$2,640.00	\$2,495.00
1/3 Page Standard	\$2,540.00	\$2,415.00	\$2,200.00	\$2,075.00	\$1,950.00
1/4 Page Standard	\$1,690.00	\$1,595.00	\$1,465.00	\$1,350.00	\$1,280.00

Ad Close and Press Release Deadlines 2012

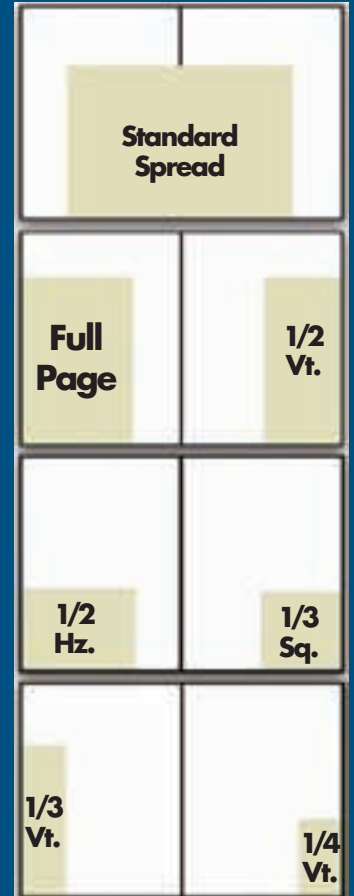
Print & Digital Issues

Issues	Press Release Deadline	Ad Space Close	Materials Due
January/February	November 18, 2011	December 1, 2011	December 2, 2011
March	January 20, 2012	February 1, 2012	February 2, 2012
April	February 20, 2012	March 1, 2012	March 2, 2012
May/June	March 20, 2012	April 2, 2012	April 3, 2012
July/August	May 21, 2012	June 1, 2012	June 4, 2012
BUYER'S GUIDE		July 9, 2012	July 10, 2012
September	July 20, 2012	August 1, 2012	August 2, 2012
October	August 20, 2012	September 4, 2012	September 5, 2012
November/December	September 21, 2012	October 1, 2012	October 2, 2012

Tabloid



Standard



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 Liz Vickers, Group Publisher | 631 241 6161 | liz.vickers@advantagemedia.com

Advertising Specifications

Space	Width	Depth	MM _{wxd}
Tab Spread (Bleed)	22"	14.5"	(558.8 mm x 368.3 mm)
Tab Spread (Trim)	21.75"	14.25"	(552.45 mm x 361.95 mm)
Tab Spread (Live Area)	21"	13.75"	(546.1 mm x 355.6 mm)
Tabloid Page (Bleed)	11"	14.5"	(279.4 mm x 368.3 mm)
Tabloid Page (Trim)	10.875"	14.25"	(276.225 mm x 361.95 mm)
Tabloid Page (Live Area)	10.375"	13.75"	(266.7 mm x 355.6 mm)
1/2 Tab Vertical	5"	13"	(127 mm x 330.2 mm)
1/2 Tab Horizontal	10"	5"	(254 mm x 127 mm)
1/4 Tab Square	5"	6.5"	(127 mm x 165.1 mm)
Standard Spread	14.5"	10"	(279.4 mm x 254 mm)
Standard Page	7.25"	10"	(184.15 mm x 254 mm)
1/2 Standard Vertical	4.875"	10"	(123.825 mm x 254 mm)
1/2 Standard Horizontal	7"	4.875"	(177.8 mm x 123.825 mm)
1/3 Standard Square	4.5"	4.875"	(114.3 mm x 123.825 mm)
1/3 Standard Vertical	2.125"	10"	(53.975 mm x 254 mm)
1/4 Standard Vertical	3.35"	4.875"	(82.55 mm x 123.825 mm)

ad specs

Artwork Submittal Requirements

ALN[®] Magazine is produced in QuarkXPress on a Macintosh platform. Please follow these guidelines carefully to avoid additional production charges.

Late Fee Advertising material received after material due date will be subject to a \$200 late charge.

Production Charges ALN[®] Magazine has complete production capabilities available including ad design, layout, and copy writing. Advertisers will be billed for production costs at prevailing rates. We prefer high resolution CMYK, PDF file; which insures that you get your desired outcome in the printed piece. We cannot guarantee the color accuracy of RGB files. All fonts must be embedded in your PDF and Postscript files.

All Original Files submitted MUST include:

- Program name and version used
- All original graphic, logos, and/or scans. All continuous tone (photos) must be at least 300 dpi.
- All line art that is not vector, should be at least 1,000 dpi for smooth results.
- All fonts used in the document: i.e. printer and screen as well as embedded fonts. Exception(s): In Illustrator, fonts should be changed to outline and need not be submitted with the file.

- All color files should be converted to CMYK and for black & white ads - grayscale. We cannot guarantee the color accuracy of RGB files.
- We do not use PMS colors but will consider doing so for an additional charge – to be determined by quote from your sales representative.
- A color proof should accompany all ads. Vicon Business Media, Inc. will not be held responsible if a proof is not provided.
- FTP submission instructions are available upon request.

Here are some other timely suggestions:

- If at all possible, visit our printer's website (www.ovidbell.com) and go to their prepress page to download their distiller options and instructions for creating postscript files for your Quark or InDesign program and also the Adobe Acrobat Distiller setting so that your PDFs are industry standard high resolution.
- Spot or PMS colors should not be used unless you plan to support the extra ink and plate charges.
- The use of System or True Type fonts should be avoided if possible.

Failure to provide any of the above will result in significant delays in the production process and many incur additional expense.

For more information or questions, please contact:
Alice Scofield, Ad Traffic Manager | ascosfield@alnmag.com
 Phone: 603 672 9997 ext. 101 | Fax: 603 672 1796

Buyer's **Guide**

In Print and Online

The Ultimate Search Engine for Laboratory Animal Professionals
alnmag.com/buyers-guide

The ALN Buyer's Guide is the Laboratory Animal Science industry's most comprehensive guide of resources, products, and information to design, build, and equip today's research animal facilities. In print and online, buyers can easily search for products and services by category, brand name, or company name.



ALN[®] Online Buyer's **Guide**

The ALN Online Buyers Guide features **Premium Microsites** with top placement, a direct link for request a quote feature, and individual advertiser company profiles, logos, catalogs, videos, and more. Prospects can view and download your literature and contact you with questions or request a quote right from your listing. All for \$2,100 a year.

ALN[®] Print Buyer's **Guide**

Put the industry's #1 issue to work for you.

A trusted resource all year long that features Laboratory Animal Facility services and equipment for more than 300 companies.

Ad closing: **July 9, 2012**



- Print advertisers receive product listings in bold with a "see our ad on page" prompt.
- Free yearlong featured vendor designation with online Buyer's Guide hotlink.
- Bonus circulation at major tradeshows.

Buy one **Get one Logos**

Purchase an online logo for **\$500** and get a FREE logo in the printed edition. Contact your salesperson today to purchase or manage your listing!



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Digital Edition

At no extra charge, your print ad is featured in the ALN Digital Edition. The ALN Digital Edition is an exact replica of the printed magazine with powerful enhancements such as actionable URLs to all listings of email addresses and websites.

Digital Supplement Advertising & Rich Media Specifications

Print Quality High-Resolution PDFs Required for All Ads
Email addresses and URLs within the ad will automatically be linked.
Please indicate if any other graphic elements (photos, text, etc.) are to be linked and provide corresponding URL for each.

Belly Band Ads can be purchased separately and are a highly visible ad that appears each time a new Digital Edition is received. Ad Size - 400 X 274 pixels

Rich Media

Video: Shockwave Flash files (.swf) or Flash video files (.flv) are required. Files may be submitted in either of these formats (.swf preferred). Submitted video files and animated artwork cannot be edited or modified.

Audio: Shockwave Flash files (.swf) or .mp3 files required.

NOTE: All rich media files (video or audio) will play automatically on page open/view and run to completion (no start/stop buttons).

If you would like to add a URL link to your rich media file, you must submit a Flash (.fla) document – the editable “native file” used to create your rich media. If you have an action script in your flash file, it must be AS1 or AS2 (AS3 or AS3 files backsaved to AS2 are not accepted). There is a limit of one rich media item on any given page. However, you can have multiple links on the same page linking to YouTube or other videos residing on your server. 24 fps (frames per second) is acceptable for most video.

Total Data Rate: 400 kbps.

File Size Limit: .swf – 2MB; .flv – 15MB.

Maximum Video Size: 696 pixels x 522 pixels (4:3 aspect ratio).

Links to YouTube: Embed code needed – this provides the file information required to import the video. (PLEASE – no iFrame codes. Contact your representative for details.)

NOTE: Vicon Business Media is not responsible for videos pulled from YouTube.



Contact your Sales Representative for pricing information



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Web ALN[®] Website Advertising

Deliver marketing messages to attract customers on web pages relevant to your prospects and industry.

97% of readers surveyed say the *ALN Magazine* website is a useful resource for information.

With over **380,000** annual page views (3rd party independent stats. Source: Google Analytics) representing a 58% increase over last year, ALNmag.com provides the most powerful animal laboratory design advertising venue available online. Statistics recorded 137,000 annual visits which amounts to 52% increase over the previous year. Put this superior traffic to work for you and contact us today.

- Expert editorial coverage and original content.
- ALN Buyer's Guide Search Tool and Database
- Professional Tips

Association with industry specific content provides strong branding opportunities for laboratory animal equipment, services, and product brands. This association joined with high-volume laboratory animal facility traffic with targeting opportunities to professional decision makers brings unique value to our loyal advertisers.

ALN Impression Pack

Impression Pack* includes

Product Focus Ad
300 X 250 Medium Rectangle Ad
Leaderboard Ad

2012 Rate:
\$125 per thousand
with a minimum of
5,000 impressions

*Maximum file size is 60K. Publisher reserves right to refuse advertisements over the limit.



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ALN Daily Newsletter

ALN Daily Positions & Specifications

Don't miss this opportunity to have your message in front of 22,000 opt-in subscribers Monday through Friday each week in the ALN® Magazine e-newsletter, ALN Daily. Your ad/message will link directly to your site, giving buyers access to more information about your company's products and services. Every week you will receive highly-profiled lead information including full contact details for leads generated by your advertisement.

Leaderboard Banner:

1 position available
728 X 90 pixels

Weekly (5-day Rate):
\$1,800 (net)

Product Focus Sponsor:

1 position available
100 x 150 pixel graphic,
headline and maximum 75
words of copy and URL for
link

Weekly (5-day Rate):
\$1,800 (net)

Banner or Text Ad:

6 available
300 X 60 pixel banner or
100 X 100 pixel graphic,
headline and maximum 25
words of copy and URL for
deeplink

Weekly (5-day Rate):
\$1,200 (net) each



Boombos Positions:

2 available
250 X 250 pixels

Weekly (5-day Rate):
\$1,500 (net) each

- Each issue of ALN Daily contains announcements from the top researchers in government, academic, pharmaceutical, medical, veterinary and commercial labs.
- Each issue features science and technology news from U.S and international research.
- ALN Daily delivers exclusive content not found anywhere else.
- Content is specifically selected to be interesting, diversified and of value to the readers of ALN Magazine.
- Content is edited to provide essential information (not just abstracts) with links for additional information.
- Heads for each item are "punchy" to attract the readers' interest.



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lead generation

ALN® Magazine e-News Tip

Sponsor an e-News Tip and reach the ALN audience with a single news item highlighted with your own custom advertisement.

2012 Rate: \$1,200.00
e-News Tip 300 X 250 pixels

2012 Interactive Thought Leadership Webinar Series

The Key for High Quality
Lead Generation

3 -Tiered Webinar Pricing Pick-a-Plan

Level

1

Webinar Sponsorship - \$7,000

Your company logo and sponsorship will be noted in email promotion, in E-Newsletters and on our website. Your company will also receive logo exposure and recognition as a sponsor at the introduction and conclusion of the webinar presentation. Your company receives up to 250 leads from those who have registered for the webcast. These are people who have a specific interest in the topic and work in places that use, or can potentially use your products and services. An mp4 copy of the webcast will be provided to use on your own site.

Level

2

Webcast Sponsorship with Unlimited Leads

Your company receives all the benefits of sponsoring a webcast from Level One and also receives all of the leads from those who have registered for the webcast. A pre-recording of the webcast is available and optional. The recording of the webcast will be hosted for on-demand viewing for 3 months on the ALN website.

Level

3

Webcast Sponsorship with Print Advertisement Promotion

Your company receives all the benefits from sponsoring a webcast from Levels One and Two as well as a full-page print advertisement promoting the webcast.

The ALN editorial team will work with you to develop a topic and select a panel, including an industry expert that will tie in with your company and the informational needs of our readers. A member of our editorial team will act as a moderator for the webcast and will assist you in every step of the process.



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THE TurnKey conference

www.turnkeyconference.com

Your Invitation to Exhibit! Take your business to the next level by leveraging your presence at the TurnKey Conference to engage with attendees, market your products, and qualify leads to develop and build a database of future sales prospects. Details on sponsor benefits, exhibit tables, and other sponsorship options are available at www.turnkeyconference.com

April
12-13, 2012
Baltimore, MD

SPONSORS



THE 2012 TurnKey awards

Each year *ALN Magazine* and *ALN World*TM recognize the importance of excellence in the design, building, and management of laboratory animal facilities at the annual TurnKey Conference with the annual Facility Leader of the Year Award and Facility of the Year Award.

Facility of the Year Award recognizes outstanding achievements in the design/build of a new or renovated laboratory animal facility. The award is intended to showcase new ideas and accomplishments in facility design, construction, and operation.

Facility Leader of the Year Award recognizes laboratory animal professionals who exhibit outstanding leadership and promote the highest standards in the care and use of laboratory animals.

2012 List Rental Service

Email List Rentals

At *ALN Magazine*, we offer in-house list rentals to our 3rd party names. Market to a list of laboratory animal facility professionals who have a specific interest in technologies, industry trends and solutions provided by a variety of industry vendors.

List Rental Rate:
\$275/1,000*

ALN Magazine can also help you to put together your whole marketing campaign. Our copywriters and designers can create either a standard or HTML email that sells. Find out more about our comprehensive and scalable line of email marketing services including email list rental. Contact us right now by phone or by email. A minimum \$250 set-up charge applies to HTML creation services.

*HTML file, suppression list, and opt-out email addresses are required 10 days prior to deployment.



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Policies

Advertising Policies

Cancellations

No cancellations will be accepted after ad close date. Covers Ads cannot be cancelled within six weeks of issue date. The Publisher reserves the right to charge for unused space or repeat the previous advertisement if acceptable material is not received by material due date. Ads cancelled after the space reservation deadline will be billed at 100%.

Frequency Discounts and Changes

Frequency discounts are available for advertisers wishing to place multiple advertisements. If the advertiser elects to increase their frequency during a contract period, a retroactive frequency discount will be given for all insertions that have been previously invoiced in the contract period. A credit memo will be issued and applied to invoices for the remaining insertions in the contract. No cash refunds will be given. To earn retroactive frequency discount rates, additional advertising must be inserted within one year of the first contracted advertisement. If the advertiser reduces the number of advertisements from the original contracted frequency, a short rate penalty will be charged.

Credit Terms and Conditions

All invoices are due and payable upon receipt. New customers are required to complete an application for credit and authorize Vicon Business Media, Inc. to contact bank and trade references provided. Prepayment may be required of new advertisers or agencies until credit approval is obtained. Vicon Business Media, Inc. will award a 15% discount to recognized agencies or advertisers providing ad materials per our production specifications ("Agency Discount" or "Camera Ready Discount"). This discount will be reversed if the invoice is not paid within agreed upon payment terms. Interest will be charged at 1.5% per month for any invoices not paid within 30 days. Collection costs, including attorneys' and collection agency fees, will be charged to the advertiser of its agency. The advertiser and its agency will be held jointly and severally responsible for all monies due. In the event the advertiser or its agency do not respond to collection efforts, Vicon Business Media, Inc. will prepare and submit a form 1099C for any amounts that are written off as bad debt. Unpaid amounts will be reported to the IRS as "cancellation of debt" and are considered taxable income to the advertiser.

Publisher's Policies

The advertiser and its advertising agency assume liability for advertising content. The advertiser and its advertising agency shall indemnify, defend, and hold harmless Vicon Business Media, Inc. from any responsibility or liability for claims arising from the printing or publishing of advertisements. Vicon Business Media, Inc. reserves the right to set and maintain standards for advertising and to reject or omit advertising that it deems not in keeping with those standards. Vicon Business Media, Inc. cannot be responsible for circumstances beyond its control, including Acts of God, strikes, or civil unrest. The publisher reserves the right to place the word "advertisement" with any ad which, in the publisher's opinion, resembles editorial material. All advertising insertion orders and contracts are subject to approval of the publisher.

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2012
MediaGuide

ALN[®]
magazine