

AALAS Media Kit



2023





The American Association for Laboratory Animal Science (AALAS)

is the premier forum for the exchange of information and expertise in the care and use of laboratory animals. We are 15,000+ clinical veterinarians, technicians, technologists, educators, and business people, including researchers, administrators, animal producers, and national and international experts. Since 1950, we have been dedicated to the humane care and treatment of laboratory animals and the quality research that leads to scientific gains that benefit both people and animals.

2023
National Meeting



National Meeting Snapshot

4,000+ attendees each year (pre-pandemic; 3k in 2022)

500 speakers, including poster presenters.

400 abstracts and **100** educational sessions.

On average **275** exhibiting companies.

FUTURE MEETINGS

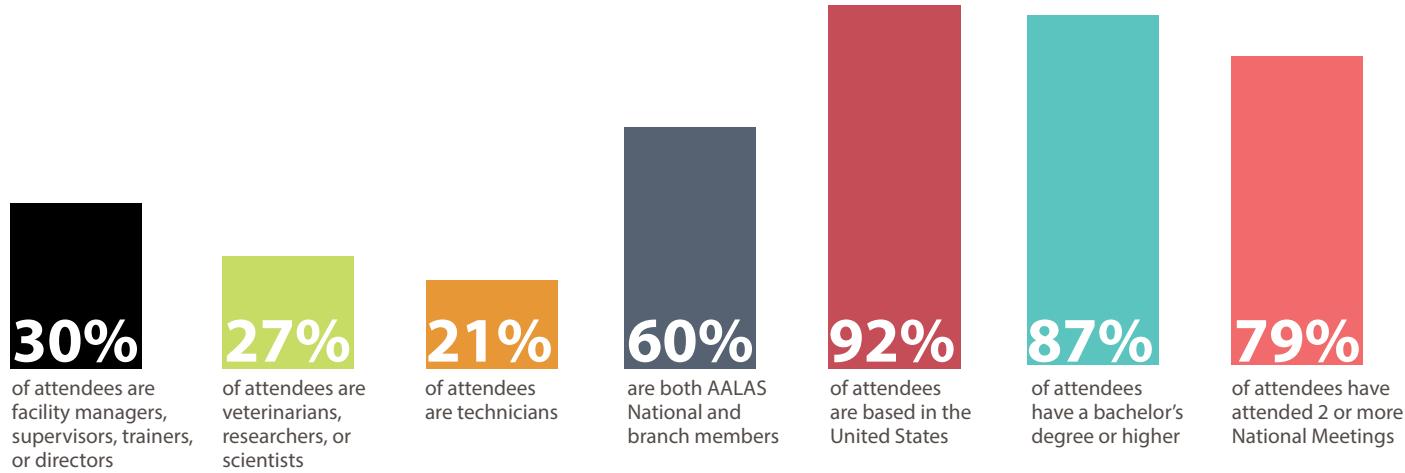
2023: Salt Lake City, UT
October 22-26, 2023

2024: Nashville, TN
November 3-7, 2024

2025: Long Beach, CA
November 9-13, 2025

2026: Houston, TX
October 25-29, 2026

Attendee Snapshot



PREVIOUS EXHIBITORS

AABC Testing & Certification • ABC ACTINI LLC • Access Technologies • Acorn Industrial Products Co • Allentown • Alpha Genesis Inc • Alternative Design • ALZET Osmotic Pumps/DURECT Corp • Ancare • Andersen Products Inc • Animal Care Systems • Animal Identification & Marking Systems Inc • Animal Resource Management Inc • Animal Specialties and Provisions LLC • Animal Welfare Institute • Aquaneering Inc • Arcoplast, Inc • Art's Way Scientific Inc • Asher Technologies LLC • A-Tune Software Inc • AVID Identification Systems Inc • BASF Corporation • BASi (Bioanalytical Systems Inc) • Beta Star Life Science Equipment • BetterBuilt • bioBUBBLE Inc • Biofresh Lab • BioMedic Data Systems Inc • BioInfoRx Inc • Bio-ServBioquell Inc • Bluedem • BMT USA LLC • BootieButler • Brainbits • Braintree Scientific Inc • BH Inc dba/Britz & Company • BSI Software • BZ Sales & Support LLC • Carter 2 Systems Inc • Charles River • Chem-Pruf • CITI Program, a division of BRANY • Clear H2O • ClorDiSys Solutions Inc • Colonial Medical Supply Co Inc • Consolidated Sterilizer Systems • Contec Inc • Continental Equipment • Covance Research Products Inc • CRB • CRC Press/Taylor & Francis Group • Curis® System • DarvallVet - a division of Advanced Anesthesia Specialists • Datesand Ltd • DRE Scientific, A Division of DRE Veterinary • Drexel University • Dustcontrol Inc • Dycem Corp • Eastern Virginia Medical School • Edstrom/Avidity Science • Elm Hill Labs • Elsevier • Envigo • Esco Technologies Inc • ETC Sterilization Systems • Exemplar Genetics • E-Z Systems / Euthanex Corp • FEFA • FiberCore LLC • Fine Science Tools • Frames Animal Transportation Inc • Fuel3D • GA International • Galilei • GenoTyping Center of America • Getinge • Girton Manufacturing Co Inc • Gruenberg TPS • Hazard Technology • Henry Schein Animal Health • Hilltop Lab Animals, Inc. • Horizon Discovery • Hot Dog Patient Warming • Huron Consulting Group • IDEXX • iMedRIS Data Corporation • Indoor Biotechnologies Inc • Infinite Trading Inc • InfoEd Global • Innovive Inc • Instech Laboratories Inc • Iowa State University • IWAKI Aquatic • Jorgensen Laboratories • JRS • Karl Storz Endoscopy • Kent Scientific Corporation • Ketchum Manufacturing Inc • Key Solutions Inc • Lab Animal • Lab Etc Inc • Lab Products Inc • Lab Supply Inc • LABEx of MA • Lane Industries, LLC • LBS (Serving Biotechnology) Ltd • Lenderking Caging Products • LGL Animal Care Products Inc • Life Science Products • Lighthouse Life Sciences • Lithgow Laboratory Services • Locus Technology Inc • Lomin Biomedical Inc • Lynx Products Group LLC • Marshall BioResources • Matachana USA CorpMedline • Metropolitan Acoustics • MILA International • MillerPaneling Specialties • Mispro Biotech Services • Mopec • Mosaic Vivarium (Virtual Chemistry, Inc) • Mouse Specifics Inc • MWI Animal Health • NC3Rs • New England Ovis • NorayBio Software • Nepco • NTM Consulting Services Inc (eSirius) • Nuaire • Oak Hill Genetics • Otto Environmental LLC • Pakolatus, LLC • P & H Casters • Patterson Scientific • Peroxigard • Pharmacal Research Labs Inc • PJ Murphy Forest Products Corp • Plas-Labs Inc • PMI LabDiet • PreLabs • Primate Products Inc • Primus • Priority One Services • PVS Process Equipment • Quip Laboratories Inc • Rad Source Technologies, Inc • ReCathCo • Rees Scientific • Research Diets • Research Supply Company • Res-Tek • RICA Surgical Products Inc • Ridgian Animal Care Systems • Ridgian Farms • RMS Omega Technologies • Robinson Services Incorporated • Rockstep Solutions • RWD Life Science Co Ltd&S Farms • SAI Infusion Technologies • Sanitation Strategies LLC • Sarstedt Inc • SCANBUR • Scientek Technology Corporation • Scientific Services Plus LLC • Scintica InstrumentationSentier • Shepherd Specialty Papers • Shoe Inn LLC • Siemens • Sinclair BioResources LLC • SoBran BioScience • Softmouse.Net • SOMNI Scientific • Sound • Spray Master Technologies • SR Veterinary Technologies • ssniff Spezialdiaten GmbH • STARR Life Sciences • Steelco USA Inc • Sterile Science • Sterilizing Systems • STERIS Life Sciences • Stoelting Co • Stonhard • Strahman Valves Inc • Studylog Systems Inc • Suburban Surgical Co Inc • Syd Labs, Inc • Systems Engineering • Taconic Biosciences • Tandem Products/Tenderfoot Flooring • TBJ Inc • Technical Safety Services Inc • Tecniplast • The Andersons Bedding Products • The Baker Company • The Jackson Laboratory • ThermoCare • Thoren Caging Systems, Inc. • TOMI Environmental Solutions • TOPAZ Technologies • Total MRO • Transnetyx • Triple F Farms Inc • Tri-State Biomedical Inc • Turner Scientific • Tuttnauer • UID Identification Devices • UNO Roestvaststaal BV • USDA Animal Welfare Information Center (AWIC) • Valumax International • Verona Safety Supply Inc • VetEquip • Viking Medical LLC • ViraTek Inc • Vison Design Inc • Vium • VRL Laboratories • WF Fisher & Son • World Courier Inc • Worldwide Primates Inc • WuXi AppTec • XpressBio • Zeigler

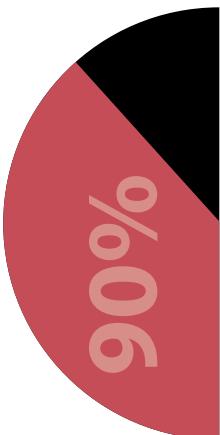
Benefits of Exhibiting



BRAND AWARENESS

The AALAS National Meeting is the largest gathering in the world of professionals dedicated to laboratory animal science. Your presence at this meeting helps build your brand awareness with potential customers and reinforces relationships with existing customers.

75% of AALAS National Meeting attendees say the Exhibit Hall is very important to their National Meeting experience.



REACH DECISION MAKERS

The attendees at the AALAS National meeting are the decision makers you want to reach. In post meeting polling, 88% of attendees identified themselves as making final purchasing decision, influencing decisions, or making recommendations on decisions.

90% of attendees make final purchasing decisions, influence decisions, or make recommendations.



INCREASE SALES

The AALAS National Meeting provides a venue for your company to increase sales, establish relationships, and provide information to prospective customers. Our attendees come from the academic community, research institutions, government organizations, and commercial companies. Every effort is made to drive traffic to the Exhibit Hall through events, refreshments, and non-compete hours.

92% of Exhibit Hall visitors are looking for new equipment and or product solutions.



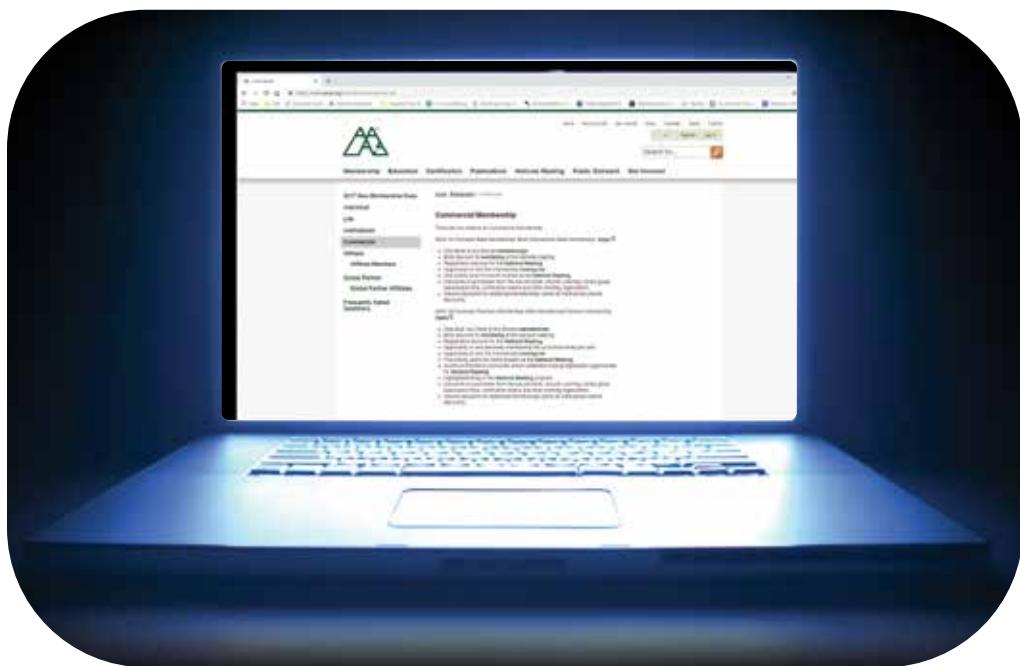
Commercial Membership

\$990 PREMIUM MEMBERSHIP

- One Gold, two Silver & five Bronze memberships
- \$400 discount for exhibiting at the National Meeting
- Registration discount for the National Meeting
- Opportunity to rent electronic membership list up to three times per year
- Opportunity to rent the membership mailing list
- Five priority points for booth location at the National Meeting
- Access to Partner e-community and/or preferred housing registration opportunities for National Meeting
- Highlighted listing in the National Meeting program
- Volume discounts for additional memberships (same as institutional volume discounts)
- Receive a Premium Membership with a National Meeting Presidential Sponsorship.

\$690 BASE MEMBERSHIP

- One Silver & two Bronze memberships
- \$300 discount for exhibiting at the National Meeting
- Registration discount for the National Meeting
- Opportunity to rent the membership mailing list
- One priority point for booth location at the National Meeting
- Volume discounts for additional memberships (same as institutional volume discounts)
- Receive a Base Membership, or a National Meeting full-page 4 color ad in the Final Program, with a National Meeting Gold Sponsorship.



Apply for AALAS Commercial Membership at
<https://www.aalas.org/membership/commercial>



Exhibitor Opportunities

MORE THAN A BOOTH

Your booth space fee includes:

- Listing on AALAS National Meeting Exhibitor website
- Name, booth location, category in the mobile app
- Name, booth location, category in the *Final Program*
- Admittance to education sessions
- 4 booth attendants per booth
- 4 guest badges
- Use of meeting logo in your promotional materials



87% of our exhibitors plan to return each year.

PRIORITY POINT SYSTEM

The priority point system allots one point for each past AALAS National Meeting at which a company has exhibited; one additional point is given if the company is a member of the Allied Trade Association (ATA). To qualify for priority point assignment, AALAS must receive a completed application form and deposit payment by mail or fax on or before February 5. Exhibiting companies who meet the priority point criteria will be assigned first. After booths have been assigned based on priority points, the remaining booth space will be assigned on a first-come, first-served basis.

Whenever possible, space will be allotted according to the exhibitor's choice, but the final arrangements will be determined by exhibit management in such a way as to produce the most advantageous grouping of the exhibits.

BOOTH RATES

Regular booth rates are listed below, however, opportunities for discounts exist with AALAS base and premium commercial memberships, ATA membership, and quantities of booths ordered.

BOOTH TYPE	BOOTH RATE
Premium Booth or Multiple Linear Booth:	\$2200 x number of booths
Premium Island Booth (minimum 4):	\$6,800 + island booth price

RESERVE YOUR BOOTH

<https://www.aalas.org/national-meeting/exhibiting>

TECHNICAL TRADE PRESENTATIONS

Technical Trade Presentations are 20-minute, informal talks given by representatives of exhibiting companies. These are not sales pitches; the goal is to share tips and information about new technology and products in the industry. Only one presentation per company will be accepted. All topics are reviewed and approved by the Exhibitor Advisory Council. The presentations will take place on Sunday of the National Meeting. Topic must be submitted online by March 15 of each year via Abstract Central at <https://aalas.abstractcentral.com>. To learn more, see page 15.

Regarding the Technical Trade Presentation attendees, 51% found the presentations helpful and 67% followed-up with a visit to the presenter's booth.



Sponsorship & Advertising Opportunities

Increase your visibility at the National Meeting by sponsoring an item or event. AALAS provides sponsorship opportunities that are flexible, fit any budget, and reach decision-makers through onsite, online, and print options. Sponsorships drive traffic to your booth, extend your brand's reach, and build brand awareness.

Capitalize on the AALAS National Meeting

Leverage your marketing budget and earn sponsorship levels; sponsors receive high visibility signage. Deadlines of April 1 for inclusion in the *Preliminary Program* and August 1 for the *Final Program*. Some opportunities have more than one sponsor. Prior sponsors have first right of refusal for the current year's sponsorship. After April 1, the sponsorships are sold on a first-come, first serve basis.

If a company cancels a sponsorship, cancellation fees may apply.

President, Gold, Silver, Bronze Sponsorship Packages

These packages are ideal for companies or organizations that want to show their support at a predetermined sponsorship level. To receive recognition for a sponsorship package, a company must be a current exhibitor.

BENEFITS	PRESIDENT \$15,000 +	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Video commercial* shown in Opening General Session. Must be a current exhibitor to qualify.	●			
One banner ad in National Meeting emails	●			
One free institutional/commercial membership	Premium level			
Full-color ad in the <i>Final Program</i>	Full-page ad	Full-page ad		
President's Reception invitations	8 invites	4 invites	1 invite	
Sponsor ribbons for booth attendees	●	●	●	●
Acknowledgement on slides in the Opening General Session	●	●	●	●
Print acknowledgement in the <i>Preliminary</i> and <i>Final Programs</i>	●	●	●	●
National Meeting web page acknowledgement	●	●	●	●
Convention center and booth signage	●	●	●	●

*limit of 5



National Meeting Sponsorship and Advertising Items

In addition to Sponsorship Packages, AALAS gives you the flexibility to select the sponsorship items that best support your marketing goals. Total sponsorship spending for these items will classify your company as follows:

- President: \$15,000+
- Gold: \$10,000
- Silver: \$5,000
- Bronze: \$2500

For example, investing \$2,500 for the pen sponsorship will classify your company as a Silver sponsor. Companies that qualify for the President, Gold, Silver, or Bronze categories for total sponsorship item spending will also receive print acknowledgement in the *Preliminary* and *Final Programs*, National Meeting web page acknowledgement, a sponsor booth sign, and sponsor ribbons for booth attendees. In addition, the first 5 companies whose total sponsorship spending is \$10,000 or more will qualify to submit a video commercial for the Opening General Session.

NONSPONSORSHIP ADVERTISING OPPORTUNITIES	SPONSORSHIP OPPORTUNITY*	INVESTMENT	AVAILABLE	PAGE
				PAGE
TECHNICIANS	Lunch and Learn	\$5,000	2	10
TECHNICIANS	Fun Fair*	Varies	Unlimited	10
ATTENDEE ESSENTIALS	SPONSORSHIP OPPORTUNITY	INVESTMENT	AVAILABLE	PAGE
ATTENDEE ESSENTIALS	Badge Holder/Lanyard	\$10,000	1	11
ATTENDEE ESSENTIALS	Wifi	\$10,000	1	11
ATTENDEE ESSENTIALS	Tote Bag	\$5,000	4	11
ATTENDEE ESSENTIALS	Pens	\$2,500 minimum	2	11
ATTENDEE ESSENTIALS	Notebook	\$2,000-2,500	6+	11 and 14
ATTENDEE ESSENTIALS	Refreshment Breaks	\$5,000 minimum	5	11
ONSITE BRANDING	SPONSORSHIP OPPORTUNITY	INVESTMENT	AVAILABLE	PAGE
ONSITE BRANDING	Exhibit Hall Aisle Signs	\$5,000	2	12
ONSITE BRANDING	Sanitizer Stations	Contact us for details	Contact us for details	12
ONSITE BRANDING	Convention Center/Hotel Branding	Contact us for details	Contact us for details	12
ONSITE BRANDING	Escalator Wrap, Floor Decals, etc.	\$10,000+	Contact us for details	12
DIGITAL	SPONSORSHIP OPPORTUNITY	INVESTMENT	AVAILABLE	PAGE
DIGITAL	Mobile App Splash Screen	\$5,000	1	13
DIGITAL	Video Ads	\$10,000	TBN	13
DIGITAL	AI Chatbot	\$7500	1	
ADVERTISING OPPORTUNITIES	ADVERTISING OPPORTUNITY*	INVESTMENT	AVAILABLE	PAGE
ADVERTISING OPPORTUNITIES	Website Banner Ads*	\$380-465	Contact us for details	13
ADVERTISING OPPORTUNITIES	Attendee Mailing List*	Varies	Unlimited	13
ADVERTISING OPPORTUNITIES	<i>Preliminary Program</i> *	\$ varies	Unlimited	14
ADVERTISING OPPORTUNITIES	<i>Final Program</i> *	\$ varies	Unlimited	14
ADVERTISING OPPORTUNITIES	Pre-meeting Emails*	\$1,000	Contact us for details	13

* These items do not count towards sponsorship levels.

National Meeting Sponsorship Focus on Technicians



Lunch and Learn

The Technician Lunch & Learn brings laboratory animal technicians together to enjoy fellowship, a complimentary lunch, and an informative educational session specifically targeting technicians. Sponsorship covers the cost of providing lunches and door prizes.

\$5,000 / 2 available



Fun Fair

Submit 2 questions for the Tech Fair exam, provide promotional items (less than \$5 value) at your booth for up to 250 technicians, and provide larger prizes (\$20–\$50 value) for winning technicians.

\$ price varies / unlimited



"The Technician Fun Fair is a great way to navigate the exhibitor booths. There were a few I might not have visited or learned about had it not been for the Fun Fair exam." *Christina Barnes, 2021 Fun Fair Participant*

The generous contribution of sponsors towards the meeting helps improve the quality of the meeting experience for all attendees. Contact advertising@aalas.org for more information.



Attendee Essentials



BADGE HOLDER/ LANYARD

Have your company name and/or logo printed on the neck cords given to all attendees.

\$10,000 / 1 available



CONVENTION CENTER WIFI

Secure naming rights to the wifi network, as well as set the password!

**\$10,000 /
1 available**



TOTE BAG

Convention attendees appreciate an attractive tote bag to carry the program and all the wonderful information and goodies collected in the Exhibit Hall. Your company logo can be printed on the tote bag as one of the sponsors of this attractive gift to the attendees.

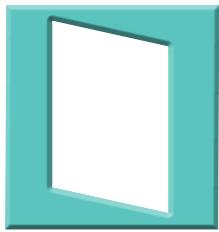
\$5,000 / 4 available



REFRESHMENT BREAKS

Five refreshment breaks are offered from Monday thru Wednesday. Attendees will be treated to drinks and/or snacks in the Exhibit Hall. Option to upgrade to a cup, mug, or bottle featuring your company logo.

**\$5,000 minimum
(drink or snack)/
5 available**



NOTEBOOK

These spiral bound notebooks are included in attendees' tote bags. Ads available include back cover, inside front cover, back cover and single full-page ads. Additionally, up to 2 color logos can be printed on the inside pages.

**\$2,000-\$2,500 /
6+ available**



PENS

Each attendee receives a pen in their meeting tote bag. Provide your logo for placement on the complimentary pens available to each attendee.

\$2,500 / Exclusive

Hot Drinks, Cool Treats: 72% of attendees visit the Exhibit Hall during the vendor-sponsored refreshment breaks. 77% of exhibitors believe the refreshment breaks drive traffic to the Exhibit Hall.

DID YOU KNOW?

We can tailor our sponsorships to match your budget and marketing strategy with our onsite, online, and print options. Or customize your own opportunity and tell us how we can make your sponsorship experience with AALAS a success.



Onsite Branding Opportunities



CONVENTION CENTER MARKETING

Draw attention to your company and booth location with various marketing options in the convention center. Potential items include floor decals and window clings.

Contact us for details.



SANITIZER STATIONS

Sponsor standing sanitizer stations located throughout the convention center.

Contact us for details.



EXHIBIT HALL AISLE BANNERS

Place your logo directly below the aisle number notation in the exhibit hall rows. Limited to 2 companies who will be displayed in alternate rows.

\$5,000 / 2 available



ESCALATOR WRAP

Place your logo and messaging on the convention center escalator used by attendees to access different floors.

\$10,000 / Exclusive



Digital Products



MOBILE APP

AALAS has contracted with Cvent to offer a meeting app and virtual meeting platform to attendees of the AALAS National Meeting. One sponsorship opportunity exists:

Splash Screen: Your exclusive ad covers the entire screen and displays when app is opened, fits variety of device formats.

\$5,000 / Exclusive



EMAILS

Before the meeting, send an email blast promoting your presence at the meeting to registered attendees. It's a great way to build excitement and promote your company's new products or meeting specials.

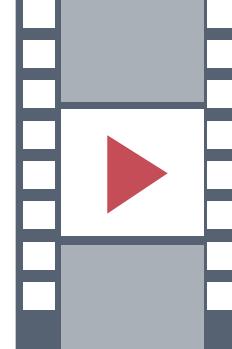
\$1,000 / unlimited



AALAS WEBSITE BANNERS

Have your banner ad on the National Meeting homepage. Sponsors can purchase 190 x 107 pixel ads that can include a hyperlink to company's web sites. See page 21 for complete pricing details for AALAS website banner ads.

\$380-\$465 / 6 available



VIDEO

Broadcast your message to AALAS National Meeting attendees. Share your video at the 70th AALAS National Meeting. During the Opening General Session and at two other locations in the convention center, videos from our top sponsoring companies will play on monitors. Spots are limited, so reserve yours today! Contact John Farrar for details. Videos will be furnished by the sponsor and are limited to 15 seconds each.

\$10,000 / TBN available

MOBILE APP SPONSORSHIP

More than half of the 3,000 attendees who used the app used it to learn about exhibitors. 74% of exhibitors said it provided attendees with helpful information.

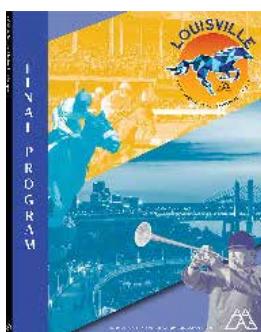
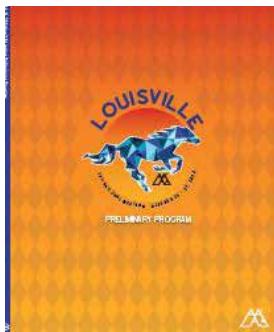


MAILING LIST RENTALS

Promoting your products and services to a targeted audience with an AALAS list rental is a cost-effective way to reach the leaders in the laboratory animal sciences market. Multiple demographic options, including geography, position and more, along with regular updates result in maximized response rates for your messages. Postal and email address rentals are available from our list management provider, INFOCUS Marketing.



National Meeting Print



PRELIMINARY & FINAL PROGRAMS

The *Preliminary Program* contains tentative session information that members use to plan their educational activities, plus all the preregistration forms. The *Final Program* includes all the information about the meeting and the abstracts and makes a wonderful reference long after the meeting is over. Place your company's ad in these informative publications to publicize your presence at National Meeting.

\$ varies / unlimited



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NOTEBOOK

The AALAS Notebook is distributed to all National Meeting attendees every fall. In addition to highlighting AALAS National Meeting events and activities, this full-color, spiral bound notebook lists meeting dates of importance to AALAS members.

Ads available include back cover, inside front cover, inside back cover, and single full-page ads. Printed in four-color, the ad size is 5.5 x 8.5 in.

Additionally, up to 2 color logos can be printed on inside pages.

Back Cover: \$2,500

Inside Front Cover: \$2,000

Inside Back Cover: \$2,000

Full Page: \$1,750

Logo (2 available): \$1,500; exclusive logo, \$2500

Dimensions and Binding: 5.5 x 8.5

For more information, email john.farrar@aalas.org.



Exhibitor Talks



TECHNICAL TRADE PRESENTATIONS

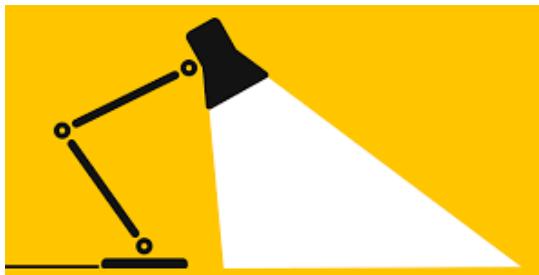
Technical trade presentations are 20-minute, informal talks given by representatives of exhibiting companies. These are not sales pitches; the goal is to share tips and information about new technology and products in the industry. Only one presentation per company will be accepted. All topics are reviewed and approved by the Exhibitor Advisory Council (EAC).

Technical trade presentations are part of the meeting's program. Presentations are delivered on the Sunday of the meeting starting at 1:00 PM and concluding by 4:00 PM. If enough presentations are accepted by the EAC, more than one learning track will be offered.

Go to <http://a alas.abstractcentral.com> to submit your abstract. Returning users to the submission site will use the same log in information as in previous years. You will be asked to enter title, description, what participants will learn, target audience, and contact information for the speaker.

The EAC sponsors a gift card drawing for technical trade presentation attendees.

Nearly half of attendees who attended the Technical Trade Presentations found the presentations helpful and 55% followed-up with a visit to the presenter's booth.



NEW IN 2023: EXHIBITOR SPOTLIGHT TALKS!

Another opportunity to present to attendees will take place on the exhibit hall in the refreshment lounge area. These 20-minute talks are open to representatives of exhibiting companies. There is space for 10 and will be determined on a first-come, first-serve basis. Cost is \$2000 and each company is limited to one presentation.

\$2,000 / 10 available



AALAS
Print Publications



Print



LABORATORY ANIMAL SCIENCE PROFESSIONAL

The flagship AALAS publication, *Laboratory Animal Science Professional (LAS Pro)* is a bimonthly magazine filled with reliable, practical information, including the latest developments and strategies in laboratory animal science, such as management, professional development, occupational health and safety, facility design, technologies, and much more.

\$ varies / unlimited



COMPARATIVE MEDICINE

Published 6 times a year, the mission of *Comparative Medicine* (CM) is to disseminate high-quality, peer-reviewed information that expands biomedical knowledge and promotes human and animal health through the study of laboratory animal disease, animal models of disease, and basic biologic mechanisms related to disease in people and animals.

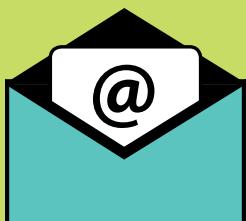
\$ varies / unlimited



JAALAS

The *Journal of the American Association for Laboratory Animal Science (JAALAS)* disseminates high-quality, peer-reviewed information on animal biology, technology, facility operations, management, and compliance as relevant to the AALAS membership.

\$ varies / unlimited



MAILING LIST RENTALS

Promoting your products and services to a targeted audience with an AALAS list rental is a cost-effective way to reach the leaders in the laboratory animal sciences market. Multiple demographic options, including geography, position and more, along with regular updates result in maximized response rates for your messages. Postal and email address rentals are available from our list management provider, INFOCUS Marketing.



AD INSERTS

JAALAS, Comparative Medicine, and LAS Pro accept advertising inserts. View the rate chart on page 20 for complete details.

\$2,500-5,000 / 1 available per issue



Schedule and Submission for Printed Publications

FILE FORMAT

The preferred file format for color ads is PDF. The preferred file type for black and white ads is TIFF. EPS and TIFF files are acceptable if they meet the following minimum resolution specifications:

- Line art (bitmap) images at 1200 dpi.
- Grayscale / Color images at 300 dpi.
- Combination grayscale and color images at 600 dpi.

If you are using Adobe Illustrator, please convert text to outlines before submission. AALAS does not support Illustrator PDFs due to their instability. The file, and all images included, must have a resolution of at least 300 dpi. Files must be grayscale or CMYK.

Ads submitted that do not meet the above listed specifications will either be returned to the advertisers to correct or will incur digital production charges at \$65/hour. Tech support will also be billed at \$65/hour.

AD INSERTS

Inserts should be boxed and clearly marked with the journal title and the volume/issue that the inserts are to be included with. If the insert is to be included in multiple issues, please list all issues that will use the insert on the box. Please arrange the shipping of your insert with the AALAS national office staff.

CANCELLATION POLICY

Advertising space may be cancelled 60 days prior to the closing date for ad materials. Advertisers who cancel after this date will be charged for the reserved ad space. Files that do not meet the specifications in the rate card will not be accepted. It is the responsibility of the advertiser to make corrections and resubmit. If an approved ad is not submitted by the materials deadline, additional charges may be applied. If an approved ad is not received, it will be considered a cancellation and charged as such.

AD LAYOUT

Regardless to the format supplied, all ads must conform to the following:

- Final full page ads must meet journal trim size and include 1/8" bleed image minimum on all four sides.
- No content is to be within 1/4" of trim size.
- All fonts and graphics must be embedded or included with the files and conform to the specs above.
- All color ads need to be supplied as composite files
- Embedded images should not be scaled, cropped, masked, or rotated within the page layout application, but instead should be manipulated in Photoshop and then imported into the page layout program at the proper size and position.
- Do not nest EPS files within EPS files.
- All lines and line art images should be a minimum of 1/2 pt. thickness at final size to reproduce effectively.

FILE SUBMISSION

Send files electronically or by mail. Matchprint™ at 100% scale, including marks and file information and indicating color where appropriate, can be submitted to ensure proper color match. A color laser proof is acceptable, but does not ensure accurate color. AALAS will not be held responsible for inaccurate color without a Matchprint™. E-mail files (up to 10 MB) to heather.lampi@aalias.org. For larger files contact advertising@aalias.org for instructions on how to upload files.



ISSUE
JAN/FEB
MARCH/APRIL
MAY/JUNE
JULY/AUGUST
SEPT/OCT
NOV/DEC

SPACE/MATERIALS
DEC 5/DEC 15
FEB 5/FEB 15
APRIL 5/APRIL 15
JUNE 5/JUNE 15
AUG 5/AUG 15
SEP 5/SEP 15



ISSUE
JANUARY
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JULY
SEPTEMBER
NOVEMBER

SPACE/MATERIALS
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JAN 1/JAN 15
MAR 1/MAR 15
MAY 1/MAY 15
JUL 1/JULY 15
SEPT 1/SEPT 15



ISSUE
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JUNE
AUGUST
OCTOBER
DECEMBER

SPACE/MATERIALS
DEC 1/DEC 15
FEB 1/FEB 15
APR 1/APR 15
JUN 1/JUN 15
AUG 1/AUG 15
OCT 1/OCT 15

National Meeting Prelim Program

ISSUE
JUNE

SPACE/MATERIALS
MAY 1 1/MAY 15

National Meeting Final Program/Notebook

ISSUE
OCT/NOV

SPACE/MATERIALS
SEPT 1/SEPT 15



Ad Rates and Sizes for *LAS Pro*

4-COLOR RATES:

****6x	1x	6x	12x	24x
PREFERRED RATE*				
\$3,245	Full Page	\$3,850	\$3,740	\$3,710
\$2,730	2/3 page	\$3,155	\$3,075	\$3,050
\$2,470	1/2 island	\$2,810	\$2,740	\$2,720
\$2,420	1/2 page v/h	\$2,740	\$2,670	\$2,655
\$2,500	High Impact	\$2,900	\$2,850	\$2,800
\$2,075	1/3 page	\$2,275	\$2,230	\$2,215
\$1,875	1/4 page	\$2,010	\$1,970	\$1,960
\$4,220	Cover 4	\$5,000	\$4,860	\$4,825
\$3,900	Cover 3	\$4,620	\$4,475	\$4,450
\$4,055	Cover 2	\$4,825	\$4,675	\$4,600
				\$4,550

B&W RATES:

****6x	1x	6x	12x	24x
PREFERRED RATE*				
\$2,175	Full Page	\$2,780	\$2,670	\$2,640
\$1,650	2/3 page	\$2,085	\$2,000	\$1,980
\$1,400	1/2 island	\$1,740	\$1,670	\$1,650
\$1,500	High Impact	\$1,800	\$1,725	\$1,700
\$1,350	1/2 page v/h	\$1,670	\$1,600	\$1,585
\$1,005	1/3 page	\$1,205	\$1,155	\$1,140
\$805	1/4 page	\$940	\$900	\$890
				\$860

PRINT ADVERTISING SPECS



Width x Height

Full Page w/ bleed 8.75 x 11.125"



Full Page no bleed 7 x 10"



2/3 page 4.75 x 9.5"



1/2 island 4.5 x 7"



1/2 page h 7 x 4.8125"



1/2 page v

Width x Height

3.75 x 9.625"



1/4 page

3.375 x 4.8125"

Ad inserts available in *LAS Pro* upon request. Email John.Farrar@aalias.org for pricing.

PREFERRED RATE* applies to all six issues of *LAS Pro* booked by December 15, 2022.

+20% for all other preferred (confirmed) placement ads. For example, an ad opposite the TOC or on page 1.



High Impact Ad Options for Laboratory Animal Science Professional

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4-COLOR RATES:

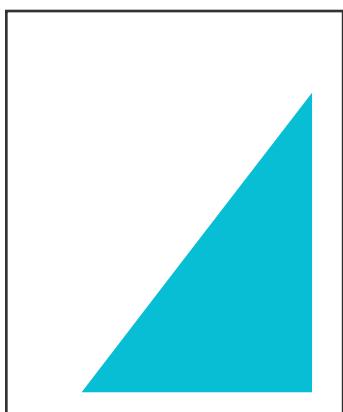
****6x PREFERRED RATE*	1x	6x	12x	24x
\$2,500	High Impact	\$2,900	\$2,850	\$2,800

B&W RATES:

****6x PREFERRED RATE*	1x	6x	12x	24x
\$1,500	High Impact	\$1,800	\$1,725	\$1,700

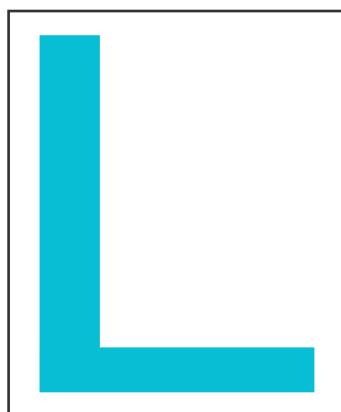
PRINT ADVERTISING SPECS - Width x Height

CORNER TRIANGLE



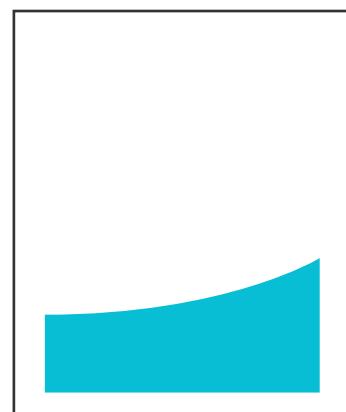
6.7125 x 6.25"

L - SHAPE



Tower: 1.75 x 9.5325"
Bottom Strip: 7.1617 x 1.6203"

WAVE



2.0725 x 3.5925 x 7.17

BOTTOM BELT



2.1575 x 15.5"

PREFERRED RATE* applies to all six issues of *LAS Pro* booked by December 15, 2021.
+20% for all other preferred (confirmed) placement ads. For example, an ad opposite the TOC or on page 1.



Ad Rates and Sizes for All Other Printed Publications

PRINT ADVERTISING SPECS



PREFERRED PLACEMENT AND DISCOUNTS (FULL-PAGE ADS ONLY)

+55% of base rate for inside front cover, inside back cover, and back cover.

+25% for all other preferred placement

Discounts are given based on the number of paid advertisements in the following AALAS publications within the calendar year: JAALAS, Comparative Medicine, National Meeting Preliminary & Final Programs, and LAS Pro.

Trim size of the publications is 8.5 x 10.875 inches.

*Spreads count as two ads for discount and color purposes.

Comparative Medicine accepts only spread and full page ads.

PMS color (each): \$405
Process color (each): \$275

4-COLOR AD	SIZE (INCHES)	1X	6X	12X	24X
	Spread 17.25 X 11.125 w/bleed (allow 1.5 for the gutter)	\$4210	\$3990	\$3880	\$3550
	Full page 7 x 10 image area; 8.75 x 11.125 w/bleed	\$2105	\$1995	\$1940	\$1775
	1/2 page horz 7 x 4.8125	\$1645	\$1575	\$1550	\$1445
	1/2 page vert 3.375 x 9.625	\$1645	\$1575	\$1550	\$1445
	1/3 page 2.1875 x 9.625	\$1475	\$1425	\$1405	\$1320
	1/4 page 3.375 x 4.8125	\$1405	\$1350	\$1330	\$1280

B&W AD	SIZE (INCHES)	1X	6X	12X	24X
	Spread 17.25 X 11.125 w/bleed (allow 1.5 for the gutter)	\$2260	\$2040	\$1930	\$1600
	Full page 7 x 10 image area; 8.75 x 11.125 w/bleed	\$1130	\$1020	\$965	\$800
	1/2 page horz 7 x 4.8125	\$670	\$600	\$575	\$470
	1/2 page vert 3.375 x 9.625	\$670	\$600	\$575	\$470
	1/3 page 2.1875 x 9.625	\$500	\$450	\$430	\$345
	1/4 page 3.375 x 4.8125	\$430	\$380	\$355	\$305

AD INSERTS

LAS Pro, JAALAS, and Comparative Medicine currently accept ad inserts. Inserts must be smaller than 8.75 x 11 in., printed on paper no heavier than 100#. Both coated and uncoated stock are acceptable. Submit a full-size sample of the insert, printed on the same stock weight and bulk as the final furnished inserts, to AALAS in advance of publication for approval; do not proceed with printing until mock-up is approved. Email advertising@aals.org to verify amounts.



AALAS
**Digital
Advertising**



Digital Products

ADVERTISE ON AALAS COMMUNITY EXCHANGE (ACE)

Consider placing a digital advertisement on ACE. Ads may be purchased for inclusion in the daily digest email portions of the online platform. The average open rate is 20% across the Open Forum, Meetings & Events, and CompMed.

AALAS launched AALAS Community Exchange (ACE) in April 2019. ACE is a member benefit giving AALAS members a powerful resource to network with 14,000 laboratory animal science colleagues, exchange knowledge, and share solutions.

ACE is an online platform consisting of various communities, each with their own discussion forum, online resource library, and member-search for networking.

AALAS members interact with each other to share information and solve practical problems. Members connect in self-selected open communities. AALAS members receive emails with subscription notifications. In addition to being able to network with colleagues, members will be able to participate in discussions; access a library of resources specific to communities; and post images, videos and documents to share with others.



Placement: Open Forum, Meetings & Events, and CompMed Daily Digests

Pricing: \$4,000 / per month; 1 per company depending on availability

Size: 728 x 120 pixels

Rotation/Date Selection: 12 available / By the 20th of the month prior to the ad placements

ACE'S IMPACT

AALAS members (15,000+ individuals) are automatically subscribed to the Open Forum and the Meetings & Events communities. CompMed hosts 1,000+ members. Members of these communities receive a daily digest containing the recent discussions and responses.



MAILING LIST RENTALS

Promoting your products and services to a targeted audience with an AALAS list rental is a cost-effective way to reach the leaders in the laboratory animal sciences market. Multiple demographic options, including geography, position and more, along with regular updates result in maximized response rates for your messages. Postal and email address rentals are available from our list management provider, INFOCUS Marketing.



Digital

AALAS HOMEPAGE AD

Advertise on the AALAS website homepage and benefit from 8,600 unique viewers and of 13,300 page visits on average each month. Your digital ad (350 x 279 pixels) can redirect to your website. This new marketing opportunity will provide advertisers access to engaged LAS decision-makers through high-traffic visibility.

Price: \$3,000 / month

AALAS WEBSITE INSIDE PAGES

Use the AALAS website to highlight your company's products and services. Ads must be GIF or JPG files no larger than 50 kb (no Flash files), with a run time of 10 seconds. Email banner ads to advertising@aalias.org. Include the URL/email link for the ad.

BANNER AD*	1X	6X	12X	24X
AALAS (190 x 216 px)	\$415	\$395	\$375	\$330
Non-peak	\$415	\$395	\$375	\$330

*Prices are per month. Discounts are based on the number of paid advertisements placed on www.aalias.org and www.aalias.org/nationalmeeting in one calendar year. If the frequency of advertisements placed is not fulfilled or changes during the calendar year, discounts will be adjusted accordingly and advertisers will be responsible for any additional cost.

NATIONAL MEETING SECTION BANNER AD

Have your banner ad on the National Meeting website. Limitless sponsors can purchase 190 x 107 pixel ads that can include a hyperlink to company's web sites.

BANNER AD*	1X	6X	12X	24X
NM (190 x 107 px) Peak (May-Nov)	\$465	\$445	\$420	\$380

LAS PRO NEWSLETTER

Advertise in the *LAS Pro* emailed newsletter. The newsletter is delivered to all AALAS members via email during the months that the magazine is not published (February, April, June, August, October, and December). Your banner ad will be featured below the email's masthead and can link to your website. Clicks on the ad will be provided to advertisers. AALAS email open rate of 28% consistently exceeds industry averages. A banner ad should be 608 x 124 pixels.

Price: \$1,000 / issue

CAREER CENTER RATES

Recruitment classifieds are accepted with the understanding that the advertiser does not discriminate among applicants on the basis of race, gender, age, religion, national origin, or physical limitation.

For packages and pricing, visit <https://www.aalias.org/career-center>

Payment by credit card is required at time of placement.

