

converse

Official Publication of the Academy of Clinical Science and Laboratory Medicine



Advertising Rate Card 2016

Converse is the official publication of the Academy of Clinical Science and Laboratory Medicine. Two thousand copies are printed and posted out to all members of the Academy. It provides one of the most effective methods for laboratory suppliers to reach the decision makers in laboratory science in Ireland and to be seen to support the Academy.

These include: **Senior Medical Scientists, Chief Medical Scientists, Medical Scientists, Laboratory Managers, Quality Managers, Clinical Scientists, Trainee Medical Scientists, Genetic Technologists**

It is published four times a year, **Spring (Biomedica issue), Summer, Autumn and Winter.**

Advertisements copy dates are as follows:

Spring (Biomedica)	4th March 2016
Summer	18th May 2016
Autumn	5th September 2016
Winter	15th November 2016

Publication Date

Wednesday 30th March 2016
Thursday 9th June 2016
Friday 23rd September 2016
Wednesday 7th December 2016

The Rates are as follows:

Outside Back Page colour	€1,920
Inside Cover page colour	€1,820
Page colour	€1,625
Double page spread colour	€3,250
Half page colour	€980
Quarter page colour	€570
Mono less 10%	

Technical Data

Page Bleed:	220mm x 306mm
Double Page Bleed:	430mm x 306mm
Page Trim:	210mm x 297mm
Double Page Trim:	420mm x 297mm
Page type:	180mm x 270mm
Half page horizontal:	185mm x 135mm
Half page vertical:	90mm x 270mm
Quarter page:	90mm x 135mm

The Editor welcomes news of new products and services which will be summarised in a section "Industry News". Contact the Editor Helen Barry at: helenbarry@acslm.ie

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Silchester Marketing, an advertising sales agency and Artworks Graphic Design, a design and print management company, together, specialise in providing turnkey publishing solutions