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 9-13, 2024

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

2026: Houston, TX
October 25-29, 2026

Attendee Snapshot

30% of attendees are facility managers, supervisors, trainers, or directors
27% of attendees are veterinarians, researchers, or scientists
21% of attendees are technicians
60% are both AALAS National and branch members
92% of attendees are based in the United States
87% of attendees have a bachelor’s degree or higher
79% of attendees have attended 2 or more National Meetings

PREVIOUS EXHIBITORS

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.

<table>
<thead>
<tr>
<th>BOOTH TYPE</th>
<th>BOOTH RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Booth or Multiple Linear Booth:</td>
<td>$2200 x number of booths</td>
</tr>
<tr>
<td>Premium Island Booth (minimum 4):</td>
<td>$6,800 + island booth price</td>
</tr>
</tbody>
</table>

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.

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

*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**: $2,500

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.

### Onsite Branding

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Investment</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch and Learn</td>
<td>$5,000</td>
<td>2</td>
</tr>
<tr>
<td>Fun Fair*</td>
<td>Varies</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

### Attendee Essentials

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Investment</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badge Holder/Lanyard</td>
<td>$10,000</td>
<td>1</td>
</tr>
<tr>
<td>Wifi</td>
<td>$10,000</td>
<td>1</td>
</tr>
<tr>
<td>Tote Bag</td>
<td>$5,000</td>
<td>4</td>
</tr>
<tr>
<td>Pens</td>
<td>$2,500 minimum</td>
<td>2</td>
</tr>
<tr>
<td>Notebook</td>
<td>$2,000-2,500</td>
<td>6+</td>
</tr>
<tr>
<td>Refreshment Breaks</td>
<td>$5,000 minimum</td>
<td>5</td>
</tr>
</tbody>
</table>

### Offsite Branding

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Investment</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Aisle Signs</td>
<td>$5,000</td>
<td>2</td>
</tr>
<tr>
<td>Sanitizer Stations</td>
<td>Contact us for details</td>
<td>Contact us for details</td>
</tr>
<tr>
<td>Convention Center/Hotel Branding</td>
<td>Contact us for details</td>
<td>Contact us for details</td>
</tr>
<tr>
<td>Escalator Wrap, Floor Decals, etc.</td>
<td>$10,000+</td>
<td>Contact us for details</td>
</tr>
</tbody>
</table>

### Digital

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Investment</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App Splash Screen</td>
<td>$5,000</td>
<td>1</td>
</tr>
<tr>
<td>Video Ads</td>
<td>$10,000</td>
<td>TBN</td>
</tr>
<tr>
<td>AI Chatbot</td>
<td>$7500</td>
<td>1</td>
</tr>
</tbody>
</table>

### Advertising Opportunities

<table>
<thead>
<tr>
<th>Advertising Opportunity</th>
<th>Investment</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Banner Ads*</td>
<td>$380-465</td>
<td>Contact us for details</td>
</tr>
<tr>
<td>Attendee Mailing List*</td>
<td>Varies</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Preliminary Program*</td>
<td>$ varies</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Final Program*</td>
<td>$ varies</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Pre-meeting Emails*</td>
<td>$1,000</td>
<td>Contact us for details</td>
</tr>
</tbody>
</table>

* 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@aals.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

---

**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
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 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.
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

LABORATORY ANIMAL SCIENCE PROFESSIONAL
The September issue of the flagship AALAS publication, Laboratory Animal Science Professional (LAS Pro) features exclusive National Meeting content as well as regular columns including Tech Tips, Career & Training, and AALAS Serves. This issue receives extra distribution onsite at the National Meeting and is mailed to all AALAS members. This issue also includes advertorials that are aimed at exhibiting companies to promote their products/services ahead of the meeting.

$ varies / unlimited

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.

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.
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://aalas.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 takes 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
Meet New AALAS Trustees and VP-elect

COVID-19 Impacts on Staffing and Animal Models

Tech Tips feature rabbits, mosquitoes, and identification systems

AALAS Members Embrace Virtual Meeting

First-time attendees boost record attendance at the 2020 AALAS National Meeting.
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 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.

BILLING INFORMATION AND DISCOUNTS
Payment must be received within 30 days after invoice date. If your company works with an advertising agency for creative and/or placement coordination, remember that we strive to maintain reasonable rates and, therefore, AALAS advertising is not commissionable. We are happy to work with a professional agency regarding your ad; however, we prefer to keep any creative and/or other agency fees related to your ad an independent business matter between your company and your agency. We will bill the agency; however, if the agency fails to pay in a timely manner, your company will be billed directly. Discounts are based on the number of ads placed 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.

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.

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@aalas.org. For larger files contact advertising@aalas.org for instructions on how to upload files.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE/MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY NOV</td>
<td>DEC 1/DEC 15</td>
</tr>
<tr>
<td>MARCH JAN</td>
<td>FEB 1/FEB 15</td>
</tr>
<tr>
<td>MAY JUNE</td>
<td>APR 1/APR 15</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>JUN 1/JUN 15</td>
</tr>
<tr>
<td>SEPT/OCT</td>
<td>AUG 1/AUG 15</td>
</tr>
<tr>
<td>NOV/DEC</td>
<td>OCT 1/OCT 15</td>
</tr>
</tbody>
</table>

National Meeting Prelim Program

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE/MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUNE</td>
<td>MAY 1/MAY 15</td>
</tr>
</tbody>
</table>

National Meeting Final Program/Notebook

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE/MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCT/NOV</td>
<td>SEPT 1/SEP 15</td>
</tr>
</tbody>
</table>
**Ad Rates and Sizes for LAS Pro**

### 4-COLOR RATES:

<table>
<thead>
<tr>
<th><strong>PREFERRED RATE</strong></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,245</td>
<td>$3,850</td>
<td>$3,740</td>
<td>$3,710</td>
<td>$3,630</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,730</td>
<td>$3,075</td>
<td>$3,050</td>
<td>$2,990</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,470</td>
<td>$2,740</td>
<td>$2,720</td>
<td>$2,670</td>
</tr>
<tr>
<td>1/2 island</td>
<td>$2,420</td>
<td>$2,670</td>
<td>$2,655</td>
<td>$2,600</td>
</tr>
<tr>
<td>1/2 page v/h</td>
<td>$2,500</td>
<td>$2,850</td>
<td>$2,800</td>
<td>$2,675</td>
</tr>
<tr>
<td>High Impact</td>
<td>$2,075</td>
<td>$2,330</td>
<td>$2,215</td>
<td>$2,175</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,875</td>
<td>$1,970</td>
<td>$1,960</td>
<td>$1,930</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$4,220</td>
<td>$4,860</td>
<td>$4,825</td>
<td>$4,715</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$3,900</td>
<td>$4,450</td>
<td>$4,430</td>
<td>$4,350</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$4,055</td>
<td>$4,675</td>
<td>$4,600</td>
<td>$4,550</td>
</tr>
</tbody>
</table>

### B&W RATES:

<table>
<thead>
<tr>
<th><strong>PREFERRED RATE</strong></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,175</td>
<td>$2,780</td>
<td>$2,670</td>
<td>$2,640</td>
<td>$2,555</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,650</td>
<td>$2,085</td>
<td>$2,000</td>
<td>$1,980</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,400</td>
<td>$1,740</td>
<td>$1,670</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/2 island</td>
<td>$1,500</td>
<td>$1,800</td>
<td>$1,725</td>
<td>$1,700</td>
</tr>
<tr>
<td>High Impact</td>
<td>$1,350</td>
<td>$1,670</td>
<td>$1,600</td>
<td>$1,585</td>
</tr>
<tr>
<td>1/2 page v/h</td>
<td>$1,005</td>
<td>$1,205</td>
<td>$1,155</td>
<td>$1,140</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$805</td>
<td>$940</td>
<td>$900</td>
<td>$890</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$940</td>
<td>$900</td>
<td>$890</td>
<td>$860</td>
</tr>
</tbody>
</table>

### PRINT ADVERTISING SPECS

<table>
<thead>
<tr>
<th>Width x Height</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page w/ bleed</td>
<td>8.75 x 11.125&quot;</td>
</tr>
<tr>
<td>Full Page no bleed</td>
<td>7 x 10&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.75 x 9.5&quot;</td>
</tr>
<tr>
<td>½ island</td>
<td>4.5 x 7&quot;</td>
</tr>
<tr>
<td>½ page h</td>
<td>7 x 4.8125&quot;</td>
</tr>
</tbody>
</table>

Ad inserts available in LAS Pro upon request. Email John.Farrar@aals.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

4-COLOR RATES:

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W RATES:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PREFERRED RATE*</td>
<td>$2,500</td>
<td>$2,900</td>
<td>$2,850</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

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

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"
# Ad Rates and Sizes for All Other Printed Publications

## PRINT ADVERTISING SPECS

<table>
<thead>
<tr>
<th>Spread</th>
<th>Full page</th>
<th>1/2 page horz</th>
<th>1/2 page vert</th>
<th>1/3 page</th>
<th>1/4 page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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

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

## B&W AD

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

## 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@aalas.org to verify amounts.
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@aalas.org. Include the URL/email link for the ad.

*Prices are per month. Discounts are based on the number of paid advertisements placed on www.aalas.org and www.aalas.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.

### BANNER AD*

<table>
<thead>
<tr>
<th>Type</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>AALAS (190 x 216 px)</td>
<td>$415</td>
<td>$395</td>
<td>$375</td>
<td>$330</td>
</tr>
<tr>
<td>Non-peak</td>
<td>$415</td>
<td>$395</td>
<td>$375</td>
<td>$330</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Type</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>NM (190 x 107 px)</td>
<td>$465</td>
<td>$445</td>
<td>$420</td>
<td>$380</td>
</tr>
<tr>
<td>Peak (May-Nov)</td>
<td>$465</td>
<td>$445</td>
<td>$420</td>
<td>$380</td>
</tr>
</tbody>
</table>

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.aalas.org/career-center

Payment by credit card is required at time of placement.