



# 2009 RATES AND DATA

American Biotechnology Laboratory®

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# American Biotechnology Laboratory®

## Editorial Calendar

### Editorial Feature

### Product Application and News

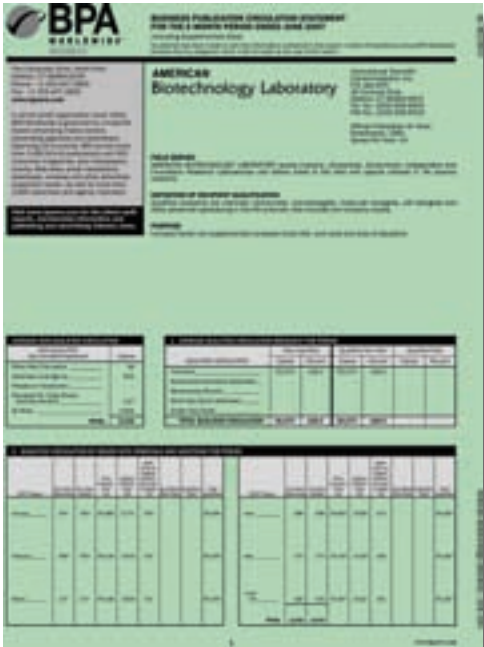
<b>Jan</b>	Biomarkers, Microplate Equipment <b>Coverage at LabAutomation*</b>	High-Throughput Screening, Automated Liquid Handling Applications
<b>Feb</b>	<b>2009 American Biotechnology Laboratory Buyers' Guide</b> , Separation Science: Chromatography and Electrophoresis <b>Coverage at Pittcon® 2009*</b>	Baths, Circulators, Incubators, Freezers/Refrigerators
<b>Mar</b>	DNA Amplification, Informatics/Data Management <b>Coverage at ACS, Experimental Biology, AACR*</b>	Microscopy, Gel Documentation
<b>Apr</b>	Molecular Biology, Pharmaceutical Analysis <b>Coverage at HPLC '09*</b>	Shakers, Mixers, Homogenizers, Blenders
<b>May</b>	DNA Sequencing, Mass Spectrometry <b>Coverage at ASM, ASMS*</b>	Centrifuges, Rotors, Fumehoods, Cabinets, Anaerobic Chambers
<b>Jun/ July</b>	Biofuel Technology, Fluorescence Technology <b>Coverage at DDT, BIO 2009*</b>	Assay Instrumentation, OEM Focus
<b>Aug</b>	Protein Chemistry, Antibodies <b>Coverage at ACS*</b>	Reagents, Biologicals
<b>Sep</b>	Liquid Handling, Molecular Diagnostics <b>Coverage at National Society for Histotechnology*</b>	Electrophoresis, Blotting Applications, Microplate Readers and Washers
<b>Oct</b>	Microscopy, Molecular Imaging <b>Coverage at Society for Neuroscience*</b>	Physiology Products, Image Analysis Products
<b>Nov/ Dec</b>	Cell and Tissue Culture, Cell Signaling <b>Coverage at ASCB, WCBP*</b>	Bioreactors, Fermenters, Filters

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## Work Area

Bioprocessing.....	4735
Chemicals .....	5614
Clinical Trials.....	2492
Diagnostics .....	7287
Drug Discovery .....	3873
Food .....	1713
Forensics .....	1129
Genomics.....	2824
H-T Screening.....	4646
Medicinal Chemistry .....	1814
Neuroscience .....	2853
Pharmaceuticals .....	3629
Proteomics .....	2386
QA/QC.....	2650
Other.....	7597

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## Discipline

Biochemistry.....	8245
Bioinformatics .....	2496
Biotechnology .....	4705
Biology .....	4322
Biophysics .....	10,229
Cell Biology.....	3652
Chemistry, Bioanalytical .....	6348
Chemistry, Organic.....	8042
Clinical Diagnostics .....	1968
Genetics.....	2237
Immunology.....	2575
Microbiology .....	4112
Molecular Biology.....	6941
Pharmacology .....	2175
Toxicology.....	1434
Virology .....	1408
Other.....	4215

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*American Biotechnology Laboratory*

January.....	Insertion orders due by December 8th Materials due by December 11th
February.....	Insertion orders due by January 9th Materials due by January 14th
March .....	Insertion orders due by February 6th Materials due by February 11th
April.....	Insertion orders due by March 6th Materials due by March 11th
May .....	Insertion orders due by April 10th Materials due by April 15th
June/July .....	Insertion orders due by May 29th Materials due by June 3rd
August .....	Insertion orders due by July 10th Materials due by July 13th
September .....	Insertion orders due by August 7th Materials due by August 12th
October .....	Insertion orders due by September 8th Materials due by September 11th
November/December.....	Insertion orders due by November 2nd Materials due by November 5th

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9 <sup>1</sup> / <sub>4</sub> × 11 <sup>1</sup> / <sub>8</sub>	Bleed (in.)	18 <sup>1</sup> / <sub>4</sub> × 11 <sup>1</sup> / <sub>8</sub>	Bleed (in.)	13 × 25.4 (cm)	9.5 × 25.4 (cm)	19.7 × 12.4 (cm)
9 × 10 <sup>7</sup> / <sub>8</sub>	Trim (in.)	18 × 10 <sup>7</sup> / <sub>8</sub>	Trim (in.)			
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1/2 Page Island	1/3 Page Vertical	1/3 Page Square	1/4 Page	Mini Ad
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