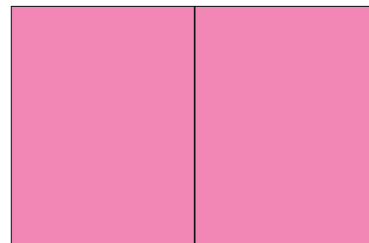




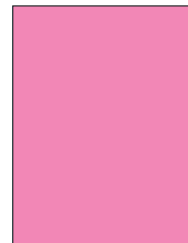
## WITH AN AD IN LABORATORIET YOU WILL REACH SWEDEN'S BIOMEDICAL LABORATORY SCIENTISTS

**CIRCULATION** 4 000 copies  
**ISSUES:** 5/year  
**NUMBER OF PAGES:** 36

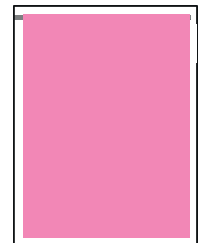
**DISCOUNT:** 10% when reserving 3-4 ads, 20% when reserving 5 ads or more.



Spread (bleed)  
404 x 267 mm (+5 mm)



Full page (utfallande)  
202 x 267 mm (+5 mm)



Full page  
167 x 232 mm

### PRICE LIST (no VAT will be added)

Spread (404x267 mm + 5 mm)	23 000 SEK
Centerfold (404x267 mm + 5 mm)	26 000 SEK
Full page (202 x 267 mm + 5 mm)	16 000 SEK
Full page 2 /page 35 (202 x 267 mm + 5 mm)	18 000 SEK
Back page (202 x 237 mm + 5 mm)	20 000 SEK
Half page (167 x 113 mm)	12 000 SEK
Tower (53 x 232 mm)	10 000 SEK
One column 1/2 (53 x 113 mm)	7 000 SEK
One column 1/4 (53 x 56 mm)	5 000 SEK
Two columns 1/4 (110 x 56 mm)	7 000 SEK
Two columns 1/2 (110 x 113 mm)	10 000 SEK
Three columns 1/4 (167 x 56 mm)	9 000 SEK

### Discount

When reserving 3-4 ads (10%), 5 ads or more (20%).

**Job postings** 50% discount on all job posting ads. Advertising on the web is included in the price.

### TECHNICAL SPECIFICATION

**Text & fonts** Please ensure all fonts are created to outline. Fonts that are not converted may result in a flight fuzziness when printed.

**Resolution & ICC-profile** The ad and all included images should be at least 300dpi. The magazine is printed in CMYK

**Dimensions & bleed** Full page ads and spreads should be delivered with a 5mm bleedsetting but without cropmarks. All other ads can be without both cropmarks and bleed.

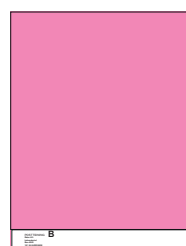
**Delivery** Please deliver the ad as a PDF by e-mail, no later than the set delivery date for the issue.  
To: laboratoriet@ibl-inst.se

**Placements** If you have any special requests for placement of your ad in the magazine please let us know (laboratoriet@ibl-inst.se). An extra 10% will be charged on top of the ad prices. If you have any special format requests please ask us for estimates.

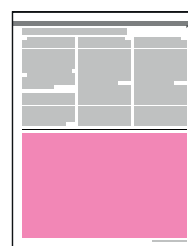
**Help with your ad?** Please contact us at laboratoriet@ibl-inst.se for recommendations.

### CONTACT

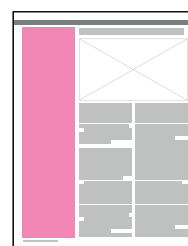
Email: laboratoriet@ibl-inst.se  
Phone: +46 73 057 22 11



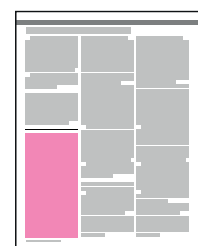
Back page  
202 x 237 mm (+5 mm)



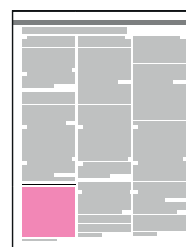
Half page  
167 x 113 mm



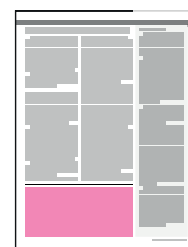
Tower  
53 x 232 mm



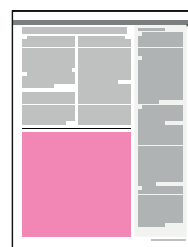
One column 1/2  
53 x 113 mm



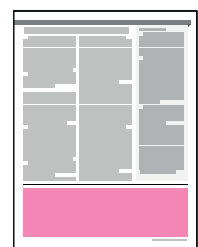
One column 1/4  
53 x 56 mm



Two columns 1/4  
110 x 56 mm



Two columns 1/2  
110 x 113 mm



Three columns 1/4  
167 x 56 mm

### Reservation, delivery and publishing dates Laboratoriet 2021

Issue	Reservation	Delivery	Publishing dates
# 1	15 january	27 january	8 february
# 2	12 march	24 march	6 april
# 3	14 may	26 may	7 june
# 4	3 september	15 september	27 september
# 5	12 november	24 november	6 december

### JOB POSTINGS IN LABORATORIET AND ON IBL WEBSITE

Job postings get a 50% discount on regular advertising prices in Laboratoriet

Job postings on the IBL websites costs **2 500 SEK**, including advertising in our member newsletter and posting on our Facebook page. Job posting on the website is included in job postings in Laboratoriet.

### BUSINESS ADS IN NEWSLETTER AND ON IBL WEBSITE

Ad package including business ads (not job postings) in one (1) IBL member newsletter and 14 days of advertising on the IBL's website.

**PRICE:** 4 500 SEK

