



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

CIRCULATION: 4 000 Copies
ISSUES: 4 /year
NUMBER OF PAGES: 36

DISCOUNT: 10% when reserving 2-3 ads, 20% when reserving 4 ads or more. 50% on all job postings.

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

Placement 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.

PRICE LIST (no VAT added)

Spread (404 x 267 mm + 5 mm)	23 000 SEK
Centerfold (404 x 267 mm + 5 mm)	26 000 SEK
Full page (202 x 267 mm + 5 mm)	16 000 SEK
Full page 2/page (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 112 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

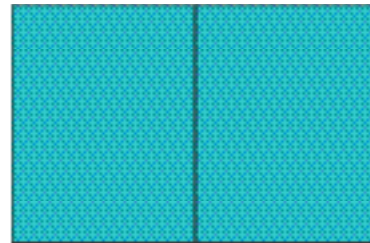
Discount

When reserving 2-3 ads (10 %), 4 ads or more (20 %).

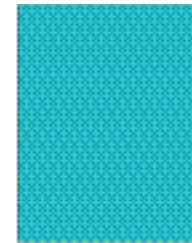
Job postings 50% discount on all job posting ads. Advertising on the web is included in the price.

CONTACT

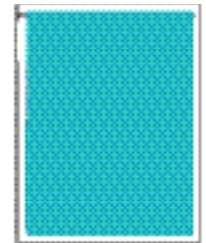
E-mail: laboratoriet@ibl-inst.se



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



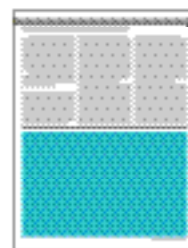
Full page (bleed)
202 x 267 mm (+5 mm)



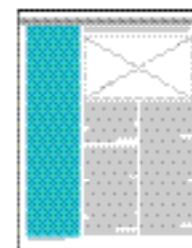
Full page
167 x 232 mm



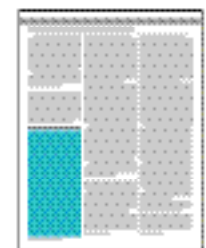
Back page
202 x 237 mm (+5 mm)



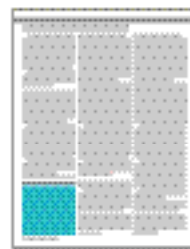
Half page
167 x 113 mm



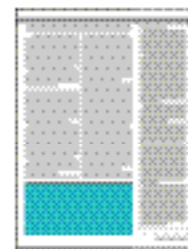
Tower
53 x 232 mm



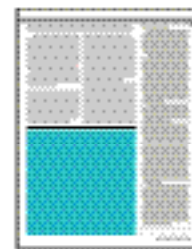
One column (half)
53 x 113 mm



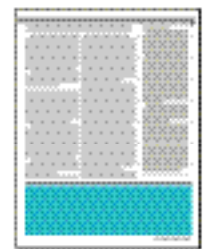
One column 1/4
53 x 56 mm



Two columns 1/4
110 x 56 mm



two columns 1/2
110 x 113 mm



Three columns 1/4
167 x 56 mm



Issue	Reservation	Delivery	Publishing date
#1	13 February	20 February	15 March
#2	13 May	20 May	13 June
#3	23 August	3 September	25 September
#4	8 November	18 November	12 December

