

2016 MEDIA KIT

Frequency

Quarterly

Readership

Distributed to national laboratories, manufacturing facilities, and calibration service facilities in 20 different countries.

Circulation

2,800 in print and 600 readers online.

Respected Source

CAL LAB Magazine is a respected and well utilized source of information on calibration equipment, news, and application techniques.

Articles are written by practitioners in the field from national laboratories, research facilities, and leading companies.

Online Presence

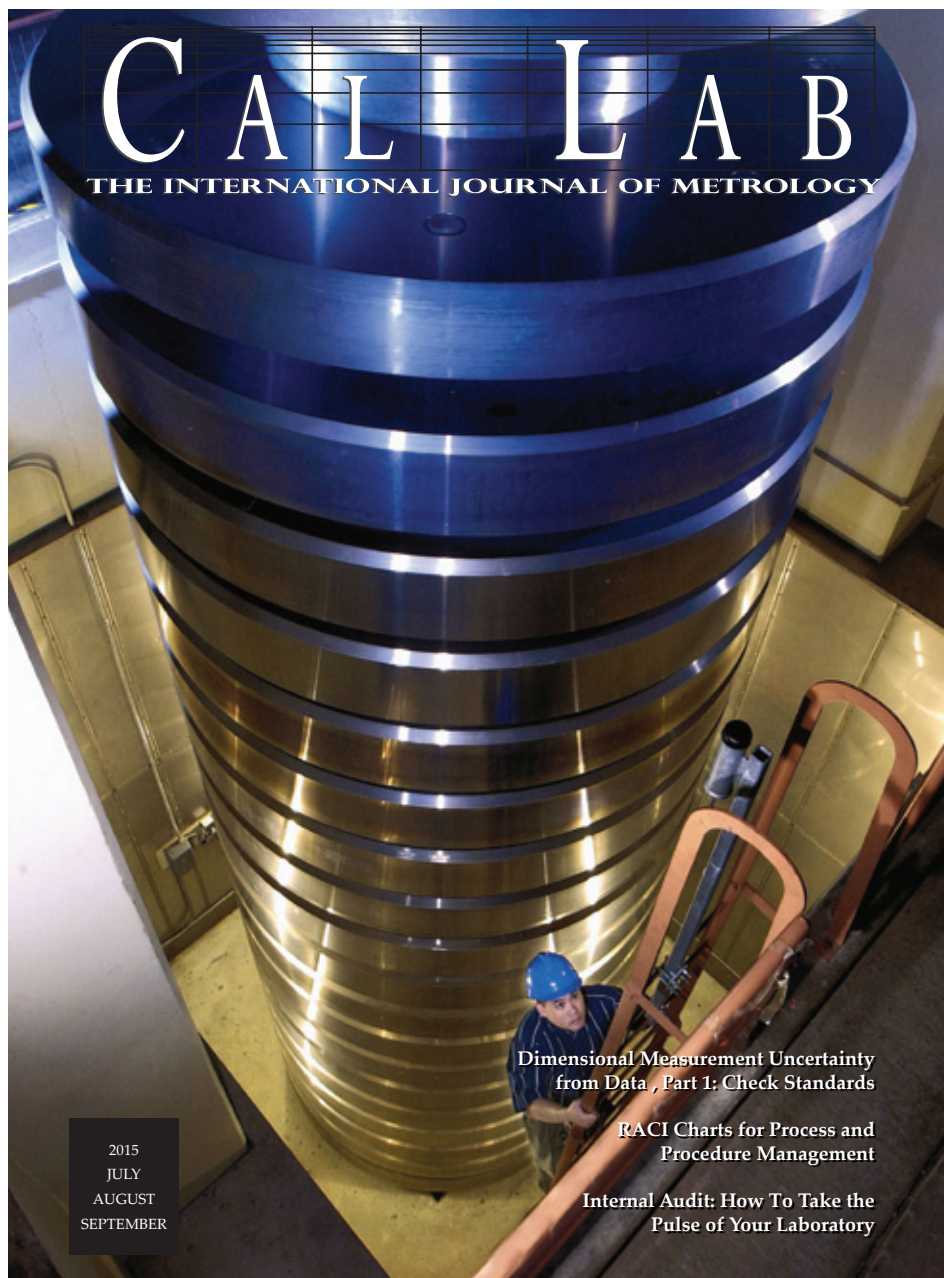
- Conference & Seminar Listings
- Job Postings
- Metrology News and Links
- Educational Links
- PDF Version of Current & Back Issues

Regular Features

- CAL-TOONS
- METROLOGY 101
- CALENDAR
- INDUSTRY & RESEARCH NEWS
- NEW PRODUCTS & SERVICES
- AUTOMATION CORNER

Demographics

- Technicians & Engineers - 45%
- Management - 25%
- Quality - 9%
- Other - 18%



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The Best Choice For Getting
Your Advertising Message to
Readers in Metrology and Calibration

Editorial Focus

CAL LAB covers news of the calibration community, emerging standards, and events of interest to metrologists and technicians. Feature articles cover all aspects of calibration theory and practice, traceability, maintenance of standards, automation, measurement methods, error quantification, metrology education, interlaboratory cooperation, regulatory, and business aspects of metrology.

Cover Positions

All cover positions add \$200.

Preferred Position

Every effort is made to accommodate requests for preferred position, however, position cannot be guaranteed.

Mechanical Requirements

Electronic files only, PDF and AI format preferable (TIF or JPEG also acceptable).

Resolution should be at least 300 ppi for best reproduction.

Contact Information

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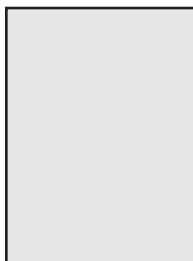
2016 ADVERTISING RATES

Frequency	Full Page	2/3 Page Vertical	1/2 Page Island	1/2 Page V/H	1/3 Page V/S	1/4 Page	1/6 Page
1x	\$1815	\$1515	\$1115	\$915	\$795	\$595	\$465
2x	\$1795	\$1495	\$1095	\$895	\$775	\$575	\$445
4x	\$1775	\$1475	\$1075	\$875	\$745	\$555	\$425

ISSUES

	Insertion Order Date	Materials Due	Mailing Drop Date
Jan-Mar	Dec 1	Dec 15	Feb 1
Apr-Jun	Mar 1	Mar 15	May 1
Jul-Sep	Jun 1	Jun 15	Aug 1
Oct-Dec	Sep 1	Sep 15	Nov 1

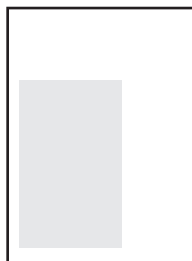
FORMATS



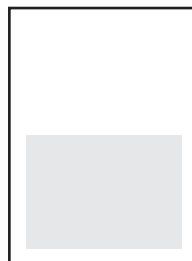
Full Page Bleed



2/3 Page Vertical



1/2 Page Island



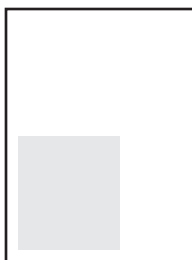
1/2 Page Horizontal



1/2 Page Vertical



1/3 Page Vertical



1/3 Page Square



1/4 Page



1/6 Page

SPECIFICATIONS

	Width x Height
Full Page Bleed	8.5" x 11.25"
2/3 Page Vertical	4.25" x 10"
1/2 Page Island	4.25" x 7"
1/2 Page Horizontal	6.5" x 4.75"
1/2 Page Vertical	3.25" x 10"
1/3 Page Vertical	2.0" x 10"
1/3 Page Square	4.25" x 4.75"
1/4 Page	3.25" x 4.75"
1/6 Page	2.0" x 4.75"
Trim size: 8" x 10.75" Binding: Saddle-stitch stapled. Keep advertising material 1/2" from trim edge on bleed ads.	

ONLINE ADVERTISING

www.callabmag.com

200 x 300 Vertical	
3 Months	\$200
12 Months	\$800

In order to promote industry events, non-profit organizations' conference banners* are posted free of cost.

Banners rotate upon refresh of the browser window.

* Free banners are limited to 200 x 200 pixels in size.