

# ISC's 2006 Product Directories

## Rates and Services

ISC's 2006 Product Directory services are based on the following products:

- ISC Electronic Directory (ISC Web site: [www.iscpubs.com](http://www.iscpubs.com))
- American Laboratory (AL) Directory* (print)
- American Biotechnology Laboratory (ABL) Directory* (print)

## Electronic Directory

The ISC Web site includes a comprehensive electronic database of laboratory products and their manufacturers. The information in the database is used to compile the print version. This form of the directory is offered for scientists who prefer to access information through the Internet. The ISC Web site ([www.iscpubs.com](http://www.iscpubs.com)) has more than 1,000,000 visitors per year, and over 130,000 visitors logged on to the Electronic Product Directory. Advertisers in the 2004 Directory enjoyed approximately 40,000 links from the ISC Web site, providing one of the best returns on their investments in the industry. We expect the number of links in 2005 to exceed those of the previous year.



## Print circulation

The 2006 ISC Print Directories will provide the most authoritative listing of laboratory products offered to the scientific community. These Directories are a year-long resource for laboratorians who wish to locate the manufacturers when planning to purchase laboratory products. Issues will be available to every analytical chemist and life scientist working in North America. All the most frequently used laboratory products will be listed, together with the names of their manufacturers. Over 120,000 print issues will be mailed out to AL, ALN, and ABL subscribers, with an additional 10,000 copies printed for distribution at the major conferences and exhibitions in 2006. Recent market research estimates 52,000 pass-along readers for the print directories.



## Discount for orders in early fall

We are offering a 10% early-bird discount for orders placed before November 4, 2005.

## Five attractive programs for advertisers: Rates to fit all budgets

*Check the features of each of the following packages: Bronze, Silver, Gold, Platinum, and Diamond. To accommodate the communications preferences of all scientists, each program contains an electronic and a print component. We believe you will see significant value in each of these programs.*

A word of explanation regarding our E-mmediate Response Program: This service connects scientists from ISC's opt-in e-mail subscriber list who are planning to purchase specific products directly with manufacturers. We e-mail our subscribers a list of products and their vendors. When our subscribers click on products of interest, they are linked directly to the manufacturer's Web site. This is an ideal service for advertisers who want a fast response and are tracking their ROI on advertising.

## Bronze Package: \$2600

### **Electronic**

- Unlimited listings
- All listings are boldfaced, in alphabetical order, and in a second color
- All listings include phone, fax, e-mail, and web address
- 50-word description positioned under each of your listings
- Free posting of literature piece on-line for one year with hyperlinking
- One free E-Blast in the new E-mmediate Response reader service program.

### **Print**

- One 1/4-page four-color advertisement
- Unlimited listings in the print version, boldfaced, and in a second color, with contact information
- Bonus Distribution from ISC's booth at all major trade shows in 2006

## Silver Package: \$3600

### **Electronic**

- All benefits of the Bronze Package

### **Print**

- One 1/3-page four-color advertisement
- Unlimited listings in the print version, boldfaced, and in a second color, with contact information
- Bonus Distribution from ISC's booth at all major trade shows in 2006

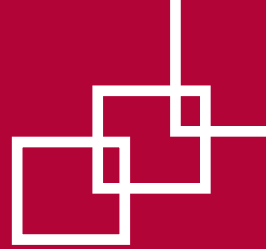
## Gold Package: \$5000

### **Electronic**

- All benefits of the Bronze Package
- Two E-Blasts in the new E-mmediate Response reader service program
- One free product release in the On-View section, with hyperlinking

### **Print**

- One 1/2-page four-color advertisement
- Unlimited listings in the print version, boldfaced, and in a second color, with contact information
- Bonus Distribution from ISC's booth at all major trade shows in 2006





## Platinum Package: \$7000

### **Electronic**

- All benefits of the Gold Package
- Three E-Blasts in the new E-mmediate Response reader service program

### **Print:**

- Either a  $\frac{2}{3}$ -page four-color advertisement or  $\frac{1}{2}$ -page island four-color advertisement
- Unlimited listings in the print version, boldfaced, and in a second color, with contact information
- Bonus Distribution from ISC's booth at all major trade shows in 2006

## Diamond Package: \$9900

### **Electronic**

- Unlimited listings
- All listings are boldfaced, in alphabetical order, and in a second color
- All listings include phone, fax, e-mail, and web address free of charge
- 50-word description positioned under each of your listings
- Free corporate sponsorship of the ISC home page for one week linking all PR, articles, and literature
- Ten free banners positioned under product categories of your choice
- Free posting of literature on Web site for one full year, with hyperlinking
- Quarterly participation in new E-mmediate Response reader service program

### **Print**

- One journal page four-color advertisement
- Unlimited listings in the print version, boldfaced, and in a second color, with contact information
- Bonus Distribution from ISC's booth at all major trade shows in 2006

### **More Information**

To learn more about these outstanding 2006 ISC Product Directory offers, please contact your local Account Manager:

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