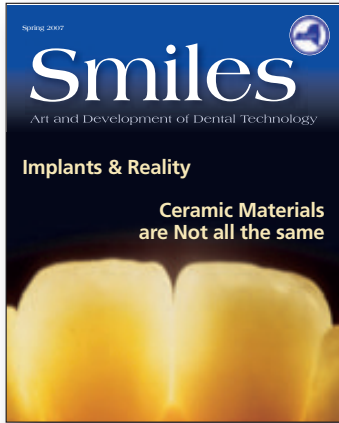


DLANY- Smiles



Ad Size	Single Issue Rate	Four Issue Rate
Back Cover	\$1650	\$1450
Inside Front Cover	\$1340	\$1240
Inside Back Cover	\$1340	\$1240
Full Page	\$1130	\$1020
1/2 Page	\$830	\$670
1/3 Page	\$540	\$410
1/4 Page	\$380	\$290
Business Card	\$260	\$155

Distribution 2,800 labs in New York State — 4 Issues per year

• February • May • August/September • November

Publication date first week of the stated month — material close 15 days prior to publication month.

Ad Artwork Specifications



Full Page*	8.5" w x 11" h
Full Page Insert	7.5" w x 10" h
1/2 Page Horizontal	7.5" w x 4.875" h
1/2 Page Vertical	3.625" w x 10" h
1/3 Page Horizontal	7.5" w x 3.25" h
1/3 Page Vertical	2.333" w x 10" h
1/4 Page Horizontal	7.5" w x 2.375" h
1/4 Page Vertical	3.625" w x 4.875" h
Business Card	3.5" w x 2" h

*Add .125" on all sides if artwork bleeds off edge of page

- All advertising must be submitted as electronic art in **PDF-X1A** 300-400dpi CMYK format.
- Files can also be provided in **Quark Xpress 7.0** (include all linked files, fonts and printed proof).