



## Be seen by laboratory decision makers, **everyday.**

Now you can reach lab directors and other key lab personnel with purchasing power by buying online ad space on the **COLA Ad Network**. When you showcase your message on the **COLA Ad Network** you'll be reaching a valuable audience across seven popular COLA web portals.

**The COLA Ad Network delivers over 75,000 impressions each month across five COLA websites.**

Your ad message will be seen on highly visible 728 x 90 leaderboards and 180 x 150 banner ads and you will have access to full activity reports.

Contact COLA and we will work with you to customize one month, six month and yearly contracts with larger discounted rates.

Call our Marketing Department at 1.800.981.9883 ext. 3735 or email us at [advertising@cola.org](mailto:advertising@cola.org) to create your COLA Ad Network plan today. There's no better or more cost effective way to connect with laboratory decision makers.

### The COLA Ad Network is comprised of:



COLA's go-to site for over 8,000 laboratories and their staff, packed with insights and educational offerings and links to COLA's other sites.



The only site of its kind in the industry, this indispensable resource enables COLA labs to view their current accreditation status and survey results, prepare for upcoming surveys and store and retrieve key documents.



COLA's popular e-learning portal with a broad range of courses, webinars and other distance learning programs that provide CEU's while dramatically improving lab quality and survey performance.



A dynamic resource for clinical labs, medical professionals, patients, legislators, media, and other interested parties. COLAinsider focuses on the latest news and trends throughout the industry, It's timely and gaining an audience of influential decision makers.



A rapidly growing online resource for connecting laboratory consultants with labs that are specifically looking for technical consultants. Both technical consultants and laboratory vendors will increase their visibility to thousands of COLA members by being featured on Myconsultantcentral.com.

# COLA ADVERTISING RATES & SIZES 2016

Reach laboratory professionals with these exciting opportunities from COLA. Below are the rates for the online advertising options that are currently available.

The COLA AdNetwork consists of the COLA, COLACentral, LabUniversity, COLAinsider and Myconsultantcentral websites used by leaders in the lab.

<b>AdNetwork</b> <i>The best way to connect with laboratory decision makers</i> <b>Your ad will run on all of the sites in the COLA ad network.</b> <b>Digital ad materials should be provided as jpeg files.</b>		<b>E-blasts</b>	
<b>ONLINE ADVERTISING FOR 3 MONTHS</b>		COLA will disseminate approved communications via e-mail blasts to its membership database for a fee of <b>.75 per email contact</b> with a maximum of <b>5,000 email addresses</b> per blast.	\$3,750
Leaderboard / 728x90	\$3,000		
Rectangle / 180x150	\$1,650	COLA will provide advertisers with the specifications for materials prior to the scheduled blast date. Advertisers will receive confirmation of email distribution along with finalized analytics no later than 30 days from final creative submission.	
<b>ONLINE ADVERTISING FOR 6 MONTHS (FIRST MONTH FREE)</b>			
Leaderboard / 728x90	\$4,500		
Rectangle / 180x150	\$2,500		
<b>ONLINE ADVERTISING FOR 12 MONTHS (FIRST MONTH FREE)</b>			
Leaderboard / 728x90	\$7,500		
Rectangle / 180x150	\$5,000		

COLA can arrange to develop banner ads for advertisers that do not have the capacity to create their own ads. \*Contact the marketing department for pricing details.

COLA's online publication *Insights* has dynamic content and an annual readership of 30,000. Ad materials should be provided as high resolution PDF files.

<b>Insights</b>			
Full page Per Issue	\$1,800	Full Year Advertising	\$950 / per issue (reserve by June 15th)
1/2 page Per Issue	\$1,500	Full Year Advertising	\$850 / per issue (reserve by June 15th)
1/3 page Per Issue	\$1,300	Full Year Advertising	\$750 / per issue (reserve by June 15th)
1/4 page Per Issue	\$900	Full Year Advertising	\$550 / per issue (reserve by June 15th)
1/8 page Per Issue	\$500	Full Year Advertising	\$450 / per issue (reserve by June 15th)

Please call Philomina Osagie 1-800-981-9883 ext 3735 or email us at [posagie@cola.org](mailto:posagie@cola.org) to discuss rates/reserve your contract.

