COLA | AdNetwork

Be Seen by Laboratory Decision Makers Everyday

COLA Websites

Take advantage of COLA's online ad space by advertising your products and services to lab directors and other key lab personnel with purchasing power. When you showcase your products and services on our websites, you will be reaching a valuable audience across four popular COLA websites. The four websites are comprised of:

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

COLAcentral.com
Client Management Portal, an indispensable resource that enables COLA labs to view their current accreditation status and survey results, prepare for upcoming surveys, store, retrieve key documents and access educational resources

MyConsultantcentral.com
A rapidly growing online resource for connecting laboratory consultants with labs that are specifically looking for Technical Consultants.

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

COLA Publications and E-Blast

Taking advantage of the digital channels of COLA's AdNetwork will give you high visibility and impact around reader engagement. It is another way to have your message seen by thousands of purchasing decision makers.

COLA inSights
Position your products and services in COLA's digital inSights publication which is sent out every quarter to over 30,000 email addresses as an e-blast and hosted on COLA.org.

E-blast
Leverage an email list to target clinical lab professionals who are interested in products and services that will help improve their labs.

E-newsletter
Clinical Lab Professionals are always eager for timely top industry trends; our monthly e-newsletter is one of the best ways COLA communicates top industry information and laboratory stories.

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

COLA®
Accreditation.
Education.
Innovation.

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www.cola.org | www.colacentral.com

COLA AdNetwork Pricing

inSights Digital Publication

Ad	Price Per Issue	Price for Full Year Ad
Spread	$5,000	$4,700
Full Page	$3,500	$3,200
1/2 Page	$2,800	$2,500
1/3 Page	$2,000	$1,800
1/4 Page	$1,500	$1,200

Spread | Full Page | 1/2 Page | 1/3 Page | 1/4 Page
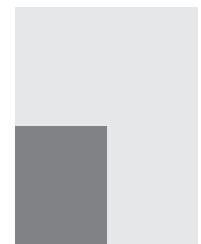
COLA E-NEWSLETTER

Banner Type/Specs	Price Per Issue	Price for Full Year Ad
Leaderboard / 600 × 125	$3,000	$2,700
Rectangle / 290×242	$2,500	$2,200

600x125
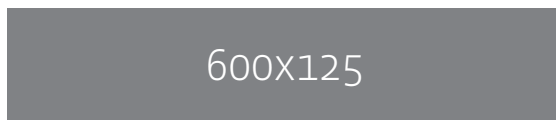
5-8 words headlines, Max 30 words at 14px, jpg file under 40kb image and URL

290×242

8-10 words headlines, Max 30 words at 12px, jpg file under 40kb image and URL

COLA Websites

Banner Type/Specs	Price
Leaderboard / 728×90 - Monthly	$3,000
3 months	$5,000
6 months	$7,000
12 months	$10,000
Rectangle / 180×150 - Monthly	$2,000
3 months	$4,500
6 months	$8,000
12 months	$14,000

E-blast

Program Features
Pricing
$0.75 per email address
Total email addresses - 25,000 email addresses - $3,750
Additional Materials
Client-provided materials (fully coded HTML or static image)
Client logo and URL link
Client-provided materials
300-500 words
E-mail address append list for test and final distribution
Subject line