



CUSTOMIZE YOUR APPROACH

ADLM is your partner for the right mix of tactics that suit your audience and maximize your ROI. Choose from all the channels – print, digital, web, email, podcast, events, and more – and let us help you shape the perfect combination for reach and impact.

500+

AVERAGE ATTENDEES
PER WEBINAR

35%

OPT-IN
CONTACT RATE

Webinar

Customized webinars or webinar series are live or prerecorded, open access, one-hour accredited education activities that are available on ADLM's website for a full year. Opt-in sales leads and responses to customized registration questions are provided to the sponsor.

Cost: \$12,500

ADD-ON (\$8,500): Provide open access to Clinical Chemistry or The Journal of Applied Laboratory Medicine (JALM) articles for webinar registrants.

Webinar Extension

Extend your webinar reach with on-demand access for up to one year, which includes hosting, accreditation, and quarterly reporting by ADLM.

Cost: \$1,000

Virtual Product Launch

Ready to launch your product to ADLM's robust customer database? Work with ADLM to host a virtual product launch hosted by CLN. ADLM members will join a prerecorded presentation, highlighting a new product or service. The product launch video will be made available as an on-demand activity for one year following the launch. Opt-in sales leads and responses to customized registration questions are provided to the sponsor.

Cost: \$10,000

Laborastories Podcast

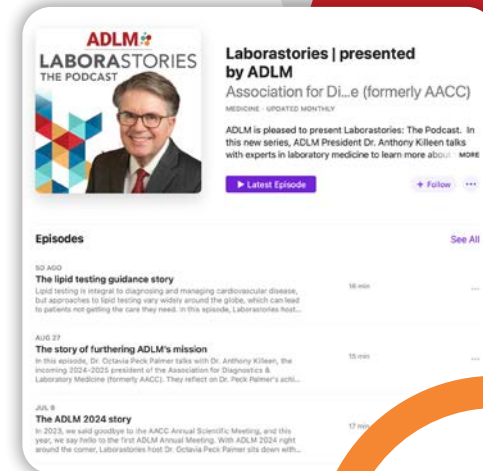
Sponsor Laborastories, ADLM's monthly podcast series centered around the impact of lab medicine on patient health. Each podcast features a sponsor-featured intro segment and an optional commercial message at the end of the episode. As a sponsor, you provide the host, faculty, and content.

Cost: \$10,000

ADLM Customer Survey

Access 60,000+ ADLM customers. As a sponsor, you will develop/host the survey with ADLM's final review and approval. Each survey will be emailed by ADLM twice and surveys are scheduled monthly on a first-come, first-served basis.

Cost: \$10,000



**MARKET TO
60K+
AUDIENCE
MEMBERS**

“ADLM has been a game changer for us. The connections and relationships made are unmatched.”

DANIEL SUMMERS,
CEO/FOUNDING PARTNER
ELECTRONIC LAB LOGS