

ADVERTISING...PG 1

PAGE	SIZE/COLOR	ADVERTISER/PRODUCT	AD IS* HELPFUL-%	AD MAY BE HELPFUL-%
		■ISSUE MEDIAN – 93 ADS	36	26
		■TAB UNITS, 2 PAGES OR MORE <MEDIAN – 5 ADS>	46	33
2	2T4C	BIO-RAD LABORATORIES CORPORATE	50	33
110	2T4C	LEICA MICROSYSTEMS CORPORATE (HISTOLOGY)/LAB INSTR – VARIOUS	46	23
78	2T4C, T	GENENTECH <i>AVASTIN</i>	46	18
6	2T4C	DAKO <i>pharmDx</i> ONCOLOGY TEST KITS	44	33
14	2T4C	BD DIAGNOSTICS CORPORATE (HAI MANAGEMENT)	27	42
		■TAB UNITS, 1-2 PAGES <MEDIAN – 40 ADS>	40	28
23	T4C	BD DIAGNOSTICS <i>VACUTAINER CPT</i> CELL PREP TUBES	53	23
103	T4C	ROCHE DIAGNOSTICS <i>COAGU CHEK XS</i> COAGULATION MONITOR	53	21
69	T4C	BIOSITE <i>TRIAGE METER PRO</i> TEST SYSTEM	52	25
89	T4C	GENZYME GENETICS KRAS MUTATION TEST	50	20
13	T4C	MERIDIAN BIOSCIENCE <i>ImmunoCard STAT E.</i> coli TEST	49	25
41	T4C	BD DIAGNOSTICS <i>GeneOhm</i> MRSA TEST	49	23
67	T4C	SYSMEX AMERICA <i>X-SERIES</i> HEMATOLOGY ANALYZERS	48	31

*AD IS HELPFUL is the sum of YES and MOST LIKELY responses.

ADVERTISING...PG 2

PAGE	SIZE/COLOR	ADVERTISER/PRODUCT	AD IS* HELPFUL-%	AD MAY BE HELPFUL-%
71	T4C	BIOSITE <i>TRIAGE</i> D-DIMER TEST	47	25
83	T4C	VERIDEX <i>GeneSearch</i> BREAST LYMPH NODE ASSAY	47	25
105	T4C	HELMER CENTRIFUGES/REFRIGERATION/STORAGE EQUIP	47	23
25	T4C	BD DIAGNOSTICS CORPORATE (AmeriCares)	46	29
85	T4C	VERIDEX <i>GeneSearch</i> BREAST LYMPH NODE ASSAY: CLINICAL STUDY	46	21
45	T4C	EPPENDORF NORTH AMERICA LAB SUPPLIES/CONSUMABLES	45	27
43	T4C	ROCHE DIAGNOSTICS <i>cobas 6000</i> ANALYZER SERIES	42	28
57	T4C	HOLOGIC/CYTYC <i>CELLIENT</i> CELL BLOCK SYSTEM	42	23
10	T4C	AUDIT MICRO CONTROLS <i>AUDIT</i> QUALITY CONTROL PRODUCTS	41	33
49	T4C	MONOGEN <i>MONOprep</i> SLIDE PREP SYSTEM	41	32
37	T4C	INVERNESS MEDICAL CORPORATE	41	30
21	T4C	BD DIAGNOSTICS <i>GeneOhm</i> MRSA ASSAY/ <i>CHROMagar</i> MRSA MEDIUM	41	26
17	T4C	BD DIAGNOSTICS <i>BACTEC</i> BLOOD CULTURE SYSTEM	40	31
19	T4C	BD DIAGNOSTICS <i>PHOENIX</i> MICROBIOLOGY SYSTEM	40	31
27	T4C	SIEMENS HEALTHCARE DIAGNOSTICS CORPORATE	39	33
63	T4C	PSYCHE SYSTEMS <i>WindoPath</i> ANATOMIC PATHOLOGY SYSTEM	39	28

*AD IS HELPFUL is the sum of YES and MOST LIKELY responses.

ADVERTISING...PG 3

PAGE	SIZE/COLOR	ADVERTISER/PRODUCT	AD IS* HELPFUL-%	AD MAY BE HELPFUL-%
53	T4C	BD DIAGNOSTICS <i>FocalPoint</i> SLIDE PROFILER	38	31
59	T4C	HOLOGIC/CYTYC <i>ThinPrep</i> PAP TEST/IMAGING SYSTEM	37	23
127	T4C	THERMO SCIENTIFIC/ANATOMIC PATHOLOGY <i>Shandon ClearVue</i> COVERSLIPPER	37	23
87	T4C	CSI LABS ONCOLOGY TEST SERVICES	36	28
113	T4C	BIO-RAD LABORATORIES A1C ANALYZERS	34	36
91	T4C	PROMEGA <i>MAXWELL</i> 16 AUTOMATED ANALYZER	34	28
39	T4C	INVERNESS MEDICAL <i>AtheNA Multi-Lyte</i> TEST SYSTEM	33	37
72	T4C	GEN-PROBE CORPORATE	33	32
4	T4C	CLARIANT CORPORATE	32	32
128	T4C	BECKMAN COULTER <i>SPRI-TE</i> MOLECULAR DIAGNOSTIC SYSTEM	31	26
29	T4C	PATHOLOGY SERVICE ASSOCIATES CONFERENCES	30	29
35	T4C	REMEL/THERMO SCIENTIFIC CORPORATE (ASK ME A QUESTION)	28	37
97	T4C	AP III APIII 2008	28	13
9	T4C	BD BIOSCIENCES CORPORATE (BD CUSTOMER "JOHN DALEY")	27	38
55	T4C	ILLUMINA <i>VeraCode</i> BIOASSAY TECHNOLOGY	27	34
31	T4C	REMEL/THERMO FISHER CORPORATE (RELY ON ME FOR QUALITY)	25	37

ADVERTISING...PG 4

PAGE	SIZE/COLOR	ADVERTISER/PRODUCT	AD IS* HELPFUL-%	AD MAY BE HELPFUL-%
33	T4C	REMEL/THERMO FISHER CORPORATE (FROM ME TO YOU ON TIME)	23	38
■ 2 PAGES OR MORE, USE OF 4-COLOR			---	---
60	(2) 0.50 T4C	OLYMPUS <i>NetCam</i> TELEPATHOLOGY SYSTEM	36	22
46	(2) 0.50 T4C	OLYMPUS <i>AU680</i> CHEMISTRY-IMMUNO ANALYZER	33	27
■ 1-2 PAGES, 4-COLOR <MEDIAN – 17 ADS>			37	24
42	P4C	CEPHEID <i>Xpert</i> MRSA SURVEILLANCE TESTING	50	20
88	P4C	POLYMEDCO <i>FOBT-CHEK</i> FECAL OCCULT BLOOD TEST	48	25
68	P4C	STRECK LABORATORIES <i>A1c-Cellular</i> CONTROLS	47	25
51	P4C	QIAGEN/DIGENE <i>Digene</i> HPV TEST	46	26
76	P4C	APERIO TECHNOLOGIES <i>ScanScope</i> IMAGE ANALYSIS SYSTEM	46	23
115	P4C	SKC/FISHER HEALTHCARE <i>InCyto</i> C-CHIP HEMACYTOMETER	41	21
8	P4C	ADVAN Dx <i>PHA FISH</i> BLOOD TEST	40	21
18	0.50 T4C	QUEST DIAGNOSTICS LAB TEST SERVICE	39	21
90	P4C	NANOGEN <i>MGB Alert</i> PCR TEST TECHNOLOGY	37	24
109	P4C	LEICA MICROSYSTEMS <i>BOND</i> SLIDE STAINING SYSTEM	36	29

*AD IS HELPFUL is the sum of YES and MOST LIKELY responses.

ADVERTISING...PG 5

PAGE	SIZE/COLOR	ADVERTISER/PRODUCT	AD IS* HELPFUL-%	AD MAY BE HELPFUL-%
94	P4C	QUANTIMETRIX <i>Synovialscopics</i> SYNOVIAL FLUID CONTROL	35	29
93	P4C	CORBETT LIFE SCIENCES <i>CAS-1200</i> PCR SYSTEM	32	33
54	P4C	THERMO SCIENTIFIC/LAB VISION RABBIT MONOCLONAL ANTIBODIES	31	32
36	P4C	REMEL/THERMO SCIENTIFIC <i>Spectra</i> MRSA TEST	29	15
92	P4C	QUEST DIAGNOSTICS SYMPOSIUM (BLEEDING AND THROMBOSIS)	28	21
82	P4C	ACCESS GENETICS LAB TEST SERVICES	26	30
77	P4C	APERIO TECHNOLOGIES PATHOLOGY VISIONS CONFERENCE	26	18
		■1-2 PAGES, B&W or 2-COLOR	---	---
95	P2C	NOVA BIOMEDICAL <i>StatStrip</i> GLUCOSE P-O-C TEST	36	30
		■UNDER 1 PAGE <MEDIAN – 28 ADS>	26	25
44	0.67 P4C	BIO-RAD LABORATORIES <i>Select</i> MRSA TEST	45	25
73	0.50 P4C	DEARDORFF FITZSIMMONS <i>Activate</i> BLEACH DILUTION DISPENSER	43	21
86	0.50 P4C	EPICENTRE BIOTECHNOLOGIES <i>BuccalAmp</i> DNA EXTRACTION KITS	41	21
104	0.50 P2C	WAKO DIAGNOSTICS CLINICAL DIAGNOSTIC REAGENTS	38	21
58	0.50 P4C	VECTOR LABORATORIES <i>ImmPRESS/ImmPACT</i> STAINING KITS	35	22

*AD IS HELPFUL is the sum of YES and MOST LIKELY responses.

ADVERTISING...PG 6

PAGE	SIZE/COLOR	ADVERTISER/PRODUCT	AD IS* HELPFUL-%	AD MAY BE HELPFUL-%
96	0.33 P4C	DIESSE <i>VES-MATIC</i> ESR SYSTEMS	34	26
40	0.50 P4C	DIAGNOSTIC HYBRIDS ENTEROVIRUS CULTURE SYSTEM	34	18
70	0.33 P4C	VISTA TECHNOLOGY <i>ISOPLATER</i> PETRI PLATE STREAKING UNIT	34	15
112	0.33 P	FERTILITY SOLUTIONS SEMEN ANALYSIS PRODUCTS	30	21
38	0.67 P4C	CELLESTIS <i>QFT</i> TB BLOOD TEST	28	24
107	0.50 P4C	APOLLO PACS <i>APOLLO PathPACS</i>	27	27
81	0.33 P2C	BLOOD CENTER OF WISCONSIN BLOOD TEST SERVICES	27	26
112	0.50 P4C	SPIRAL BIOTECH <i>Anoxomat</i> BACTERIA ISOLATION SYSTEM	27	25
74	0.50 P4C	ARUP LABORATORIES LAB TEST SERVICES	26	31
16	0.67 P4C	SUNQUEST INFORMATION SYSTEMS LAB INFORMATION SYSTEM	26	31
108	0.67 P4C	MARKET LAB GLOVE DISPENSERS	26	30
117	0.67 P4C	ORCHARD SOFTWARE PATHOLOGY/LAB INFORMATION SYSTEMS	26	26
118	0.50 P2C	KAMIYA BIOMEDICAL IMMUNOASSAY REAGENTS FOR CHEMISTRY ANALYZERS	25	25
16	0.50 P4C	CORTEX MEDICAL MANAGEMENT SERVICES ANATOMIC PATHOLOGY SYSTEMS	24	25
75	0.50 P2C	IMMUNODIAGNOSTIC SYSTEMS VITAMIN D TESTS	23	29

*AD IS HELPFUL is the sum of YES and MOST LIKELY responses.

ADVERTISING...PG 7

PAGE	SIZE/COLOR	ADVERTISER/PRODUCT	AD IS* HELPFUL-%	AD MAY BE HELPFUL-%
12	0.50 P4C	HEX LABORATORY SYSTEMS LAB INFORMATION SYSTEM	22	31
106	0.50 P4C	SCANTIBODIES LABORATORY HBR TEST TECHNOLOGY	20	32
56	0.50 P4C	HORIBA ABX DIAGNOSTICS <i>Micros im</i> HEMATOLOGY ANALYZER	17	36
12	0.25 P4C	APS MEDICAL BILLING PROFESSIONAL BILLING SERVICES	16	17
66	0.33 P2C	BLOOD CENTER OF WISCONSIN BLOOD TEST SERVICES	15	25
12	0.25 P	COVE LABORATORY SOFTWARE INVENTORY MGMT SYSTEM	14	21
84	0.67 P4C	MOPEC CORPORATE (UTILITY CART)	13	38
18	0.33 P4C	BIL AMERICA PROFESSIONAL BILLING SERVICES	11	27
.....				

*AD IS HELPFUL is the sum of YES and MOST LIKELY responses.