

American Laboratory[®]

labcompare

Media Kit



Integrated Marketing Solution

American Laboratory | Labcompare provides a unique platform that integrates both online and offline channels, allowing advertisers to reach and engage laboratory professionals worldwide.

Integrated Platform

The world-class content of *American Laboratory*, coupled with Labcompare's state-of-the-art online marketplace and interactive services makes American Laboratory | Labcompare the ultimate technology and product information resource for scientists and researchers, and a fully integrated platform for marketers to connect with laboratory professionals.

Reach the Largest Audience of Laboratory Professionals

With American Laboratory | Labcompare, more than 95,000* subscribers and nearly 500,000** yearly unique visitors across all disciplines can stay up-to-date with the latest technology advances, discover the products and services that best meet their needs, and make more informed purchasing decisions.

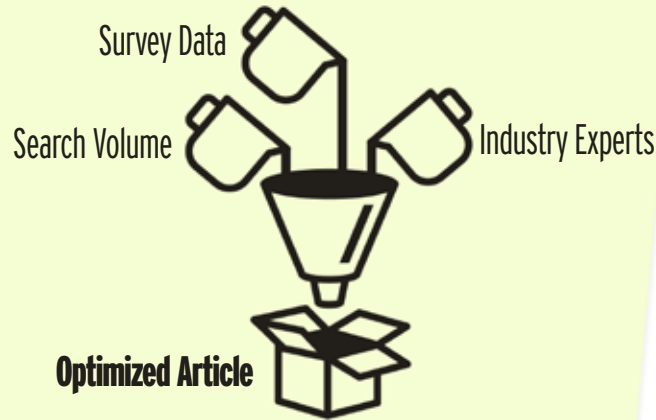
* 34,000 print subscribers; 16,000 digital subscribers; more than 95,000 email subscribers (including the print and digital subscribers) as of August 2011

** Extrapolated for a full year of data as of August 2011

Utilize a Comprehensive Suite of Marketing Channels

Suppliers now have access to a comprehensive suite of ROI-based marketing channels to connect with laboratory professionals. American Laboratory | Labcompare provides:

- Online advertising
- Mobile advertising
- Email marketing
- Lead generation
- Web seminars
- Video
- Print advertising
- Direct mail



Editorial Mission

Our editorial mission at American Laboratory | Labcompare is to provide scientists and researchers with the ultimate technology and product information guide.

A New Editorial Process

In 2012, we are changing the way that we create editorial, in order to provide a more optimal user experience to laboratory professionals.

Our editorial is:

- **Focused on Scientists and Researchers**
We conducted a major readership survey online and at Pittcon® 2011 generating over 1,000 responses. We learned about what topics and trends our readers consider most timely and useful, and what types of articles and features they like to read. We use this information to develop our editorial calendar.
- **Fueled by Current Market Needs**
We use online data from our websites and Google search volumes to pinpoint specific topics and interests that are most relevant to our audience and have the greatest utility. We use this information to deliver content that scientists want and need the most.
- **Written by Scientists and Industry Experts**
Going forward, our editorial will be assigned and then independently written by scientists and industry experts. We will still accept a limited number of submissions—but only those that meet our updated editorial guidelines and standards for topics, quality, and value to our readers.
- **Matched to Related Products**
All editorial will be matched with related products online, allowing our readers to better connect with you when they are already learning about your type of product.

Distribution Channels

American Laboratory is available in multiple formats and distributed in several ways. The printed magazine is mailed to our BPA-audited subscribers, and is distributed at major industry meetings. The digital version is emailed to the entire American Laboratory | Labcompare email subscriber database, and available for download via our iPad app. All articles are also posted online, where links are embedded for related products to promote engagement and lead generation.



Print



Print Display Advertising

For over 40 years, *American Laboratory* has been providing analytical chemists and life scientists with up-to-date information about equipment, instrumentation, and applications that they use in their labs every day. Addressing basic research, clinical diagnostics, pharmaceutical, environmental, food and beverage, forensics, life science, chemistry, materials science,

spectroscopy, and other markets, *American Laboratory* combines in-depth articles and news to deliver the latest advances in their fields to over 50,000 print and digital BPA-audited subscribers. With an

extensive archive of application-based articles, *American Laboratory* is a valuable resource for lab professionals to ensure that their work is always on the cutting edge.



Digital & iPad App Formats

New!

American Laboratory is available in digital format and as an iPad app. Aside from display advertising already in the printed magazine, you can inquire about additional ad formats for the digital and iPad app versions. Check out the iPad app today; just download *American Laboratory Reader* in the iTunes Store.



Reprints

Article reprints are ideal for distribution at seminars, tradeshows, via direct mail, or through area representatives. Reprints can be purchased in black and white or four color, and in single or multiple quantities. Licensed PDF files are also available.



Direct Mail Marketing

The American Laboratory | Labcompare Direct Mail Program allows you to contact potential customers with information about your latest offerings. Lists may be targeted to job title, work area, discipline, degree, specific products used in the market, and by geographic location.

Inserts

American Laboratory | Labcompare can provide a variety of options for specialty print inserts, produced by our printer, or supplied from your own inventory. Catalogs and advertising inserts of other types can be included within an issue, or mailed with an issue in a poly bag. Inserts may be stitched (bound) into the center of the book or glued (tipped) with easy-release glue.



Online

Product Listings & Lead Generation

The Labcompare Product Directory features products and services organized into easy-to-locate product categories. Users are able to quickly find and compare products side-by-side with a view of all specifications and product information. Qualified leads are generated when users click on the Request Quote button and fill in their information.

Exhibit Hall Preview

The American Laboratory | Labcompare Exhibit Hall Preview helps drive traffic to your booth and promote new products, events, and giveaways. Published for most major meetings, American Laboratory | Labcompare promotes the Exhibit Hall Preview through targeted group email blasts and newsletters.



Featured Products

Increase product awareness by showcasing your product through an American Laboratory | Labcompare Featured Product listing. Featured Products are prominently displayed on the American Laboratory and Labcompare homepages and through the Featured Products tab. Purchase one to announce a new product, or to generate more leads for any of your products.

Electronic Display Advertising

Notice higher clickthroughs, better branding, and more interaction with successful rich-media advertising. Ads appear throughout the American Laboratory and Labcompare websites and are available in three IAB standard sizes:

- Medium Rectangle: 300 × 250 pixels
- Leaderboard: 728 × 90 pixels
- Wide Skyscraper: 160 × 600 pixels



eNewsletter Sponsorship

Showcase your products in our HTML newsletters. American Laboratory | Labcompare eNewsletters are distributed to thousands of laboratory professionals weekly.

- **Laboratory Instrumentation News**
Sent twice a month with multiple sponsorships.
- **Targeted Newsletters**
Sent monthly with a single sponsorship. Topics include: Clinical Diagnostics, Environmental, Food & Beverage Science, Forensics, Informatics & LIMS, Materials Testing & Research, Optics & Image Analysis, Petrochemicals, Pharmaceuticals, Separation Science, Life Science, and Spectroscopy.
- **Digital Edition Alert**
Monthly newsletter announcing digital version of the print magazine. Sent to the entire American Laboratory | Labcompare email subscriber list. Two sponsorship placements are available.

Email Blasts

Take advantage of permission-based marketing. Through American Laboratory | Labcompare, scientists can request product information, event and e-seminar announcements, and promotions via email from third parties. You can promote your products in an exclusive email message to this extremely targeted list as a low-cost and effective way to reach your intended audience. Email blasts may be targeted to geographic location, job type, job title, product interest, discipline, and work area.



Video

Full-Service Solution

Our award-winning video production team provides a full-service multimedia solution including scripting, storyboarding, shooting, editing, encoding, streaming, tracking, and reporting. We work with you to determine what type of multimedia best fits your needs and budget.

All videos include:

- Editing and motion graphics
- Encoding for the Web
- Hosting for 12 months on a global server network with tracking and reporting of all views, clicks and leads
- Inclusion in American Laboratory and Labcompare video pages
- Embed code for easy placement on your website

Tradeshaw Videos

Educate researchers and scientists long after a tradeshow has ended with an American Laboratory | Labcompare tradeshow video. It's quick and easy—we can film your product demonstration or in-booth presentation, or conduct an interview.



Product Brochure Video

Product Brochure videos are mini-commercials on your offerings that can be leveraged and multipurposed towards any marketing/sales needs. The video features a combination of compelling graphics, music, and audio narration.



Product Training

Product Training videos provide an interactive format that show viewers how to use your products. We work with you before the shoot to plan exactly what points to cover. Your video may be divided into indexed chapters so that you can cover multiple steps and applications.

Product Demo

American Laboratory | Labcompare's Product Demo videos allow you to give an overview of your product's key features and benefits. We combine video with motion graphics to point out important aspects, show how a product functions, and demonstrate its ease of use.

Audio/Video Web Seminars

Online audio/video web seminars are "on-demand," allowing laboratory professionals to view seminars and presentations in their own time, making them cost-effective and convenient. By syncing video to PowerPoint through Flash, web seminars become interactive. Scientists and researchers can skip between slides, request a quote, ask a question, or click through to your product page.

Live Web Seminars

American Laboratory | Labcompare Live Web Seminars put you in front of a large audience without the travel costs. Fully customizable, live web seminars may be used for customer training, educating potential buyers on your new products, hosting online classrooms, or continuing education events.



BIO-RAD *Scientists for Better PCR*



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Custom Video Solutions

3D Animation

3D animation is the ideal format for delivering a visually rich, informative overview of your latest product. Take the viewer on a tour inside your product, spin your product 360°, or zoom down to the molecular level. By combining 3D animation with voiceovers and commentary from the scientists, engineers, and product managers behind your product, customers can learn about the features and benefits of your technology like never before.

Viral Video Commercials

It's a video that spreads like a virus, as the link is emailed from scientist to scientist. By creating highly entertaining videos aimed at your target audience, our viral videos help your products literally market themselves as viewers forward them to their colleagues and friends. By embedding the video on a page alongside more technical information about your product and a link to request a quote, viral campaigns deliver your product message and generate sales leads.

Additional Video Services

We offer several additional video services to help meet your marketing needs.

- Editing
- Encoding
- Non-standard encoding
- Extended hosting
- Hosting of pre-existing video
- CD/DVD creation and duplication
- CD menu design
- Offline copies in any format



Testimonials

Working with American Laboratory and Labcompare has been a really big boost to our sales. The advice and flexibility, combined with the wide range of new products, have really been outstanding.

*Bill Ciccone, President
MicroSolv Technology Corporation*

Labcompare has provided Jeio Tech exposure to the laboratory marketplace that has gone far beyond our expectations. Quality leads from potential buyers are the key metric allowing us to highly recommend Labcompare as a cost effective investment for one's precious marketing dollars.

*Frank Brombley, General Manager,
Jeio Tech, Inc.*

Labcompare has been a wonderful site for us. After having our products listed on the site for less than a year, we've had numerous quote requests and have been pleased with the strong, qualified sales leads Labcompare has provided.

*Tara J. Vanderploeg, Marketing Specialist,
BioTek Instruments, Inc.*

Working with Labcompare.com and the professional staff there has been an excellent experience. The customer service/support is superb, and we consistently receive high-quality leads to easily realize a maximum ROI.

*Kevin McLaughlin, Sr. MarComm Coordinator,
Shimadzu Scientific Instruments*

In the first year working with Labcompare.com, I have been very impressed with the results. The quality of leads for both domestic and international prospects is first-rate. With Labcompare, we have found new opportunities especially in the materials sciences market.

*John Enterline, Sales Manager,
HORIBA Jobin Yvon, Inc.*

Unlike print advertising, the ability to compare products at your fingertips, Labcompare provides quality driven leads direct to your email. Definitely a great return on your investment.

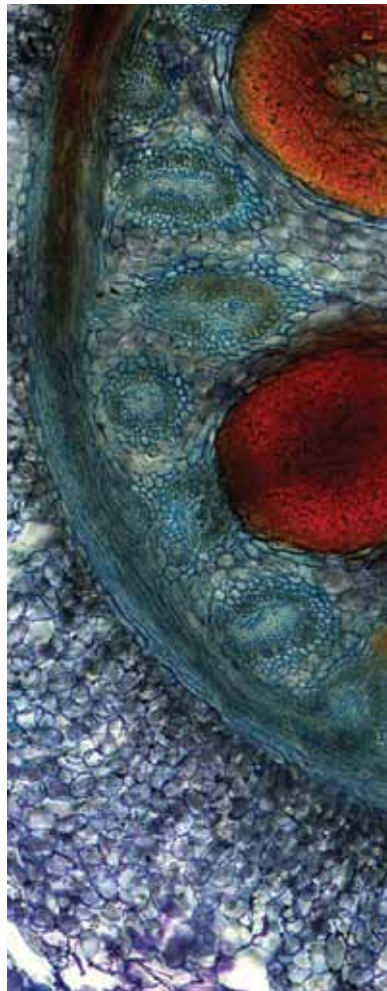
*John D. Peters, Assistant Marketing Director,
NuAire, Inc.*

Esco has consistently received excellent traffic and leads from Labcompare and would recommend this marketing platform to any other laboratory products supplier.

*XQ Lin, VP-NPD/Engineering/Quality/EOS,
Product Management, Business Development,
Marketing Communications,
Esco Global*

We've been privileged to have a number of articles published in *American Laboratory*. The editorial team puts together a top-notch product that informs and engages scientists in some of our most important customer segments.

*Greg Hoff, Media Relations Manager,
EMD Millipore*



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395 Oyster Point Boulevard, Suite 321
South San Francisco, CA 94080
(650) 243-5600
sales@americanlaboratory.com
sales@labcompare.com

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facebook.com/AmericanLaboratory
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