

American Laboratory®

labcompare

Media Kit 2014

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, nearly 95,000* subscribers and over 500,000 annual 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.

* 28,000 print subscribers; 18,000 digital subscribers; nearly 95,000 email subscribers (including the print and digital subscribers) as of June 2012

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

A Robust Solution for the VOC Analysis of Air Toxics

By: Nicola Watson

THURSDAY, DECEMBER 01, 2011

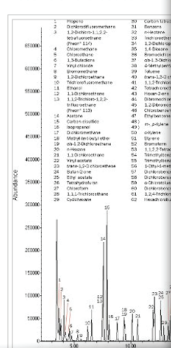
As evidence grows indicating the harmful pollutants such as air toxics, there is an increasing need to detect ever-lower levels of analytes. The CIA Advantage™ from Markes International provides a robust solution for the analysis of air toxics. Excellent results were obtained together with cryogen-free automated operation using canisters.

The CIA Advantage is designed to allow for dilution. Using a combination of loop component concentrations ranging from 100 to 10,000 ppm, the CIA Advantage systems comply with U.S. EPA requirements, allowing round-the-clock operation.

Experimental: TD-GC/MS

The experimental setup employed a CIA Advantage™ TD/MS 99 (available at <http://www.markesinternational.com>).

Results and discussion: S



The Benchtop Centrifuge: A Basic Tool for the Small Clinical Lab

Friday, October 05, 2012

Featured Article
Technology Spotlight

Please check out our [Tabletop Centrifuge](#) section for more information or to find manufacturers that sell these products



No matter how elementary or advanced a laboratory has one essential device—a centrifuge. A benchtop or floor and is refrigerated for fractionating liquid specimens by centrifugation, and has long been a standard research application. With broad use in true workhorses, usually providing a steady use.

Benchtop, also known as tabletop, centrifuges are used in a variety of applications. They include low-speed clinical centrifuges for harvesting and some nucleic acid extraction. They also include high-speed centrifuges for swinging bucket rotors; and cell washing and those considering a replacement of popular benchtop models used in the companies with long-standing reputations.

Low-Speed, Fixed-Angle

At the entry point of its centrifuge line, the 614B is its most affordable basic centrifuge and is a single-speed centrifuge (just test tubes of up to 15 mL (17 mm x 100 mm) and includes a 30-minute timer, a double motor housing and rotation chamber include three sets of tube holders to

Thermo Fisher Scientific, Inc. (Waltham, MA) low-speed centrifugation of blood at 45° rotor and standard shields for a 45° rotor and standard shields for a 45° rotor. The centrifuge also features a maintenance-free motor, and provides fixed speeds of

Viscosity Measurements as a Sensitive Method for Product Shelf-Life Testing

By: David J. Mooney

MONDAY, AUGUST 27, 2012

Companies that create personal care products such as cosmetics often perform shelf-life testing to determine stability. Viscosity measurements are an important tool for materials characterization and a sensitive measure of material changes. Many of the formulations are complex emulsions with structures that vary over time. The structural changes may be reflected in the viscosity changes. The viscosity often increases as emulsified structures further develop and equilibrate. In other cases, over long storage times, the viscosity may significantly decrease as product degradation occurs. This article focuses on a *rotational viscometer* (or *rheometer*) as the measuring instrument. A spindle is immersed in the sample. As the liquid resists the rotation, the torque is measured by a spring that winds up while rotating inside the instrument. A *digital viscometer* has an electronic sensing system that reads the spring deflection. The on-board firmware then converts the torque reading into viscosity, accounting for the instrument's spring torque range, spindle, and speed (in rpm). Data are considered to be on-scale for torques 10–100% of full-scale range (FSR). FSR corresponds to 100%. Figure 1 shows a typical, programmable, digital viscometer.

There is concern that a useful QA/QC test, performed at one point in shelf-life, with a given torque range, spindle, and speed, may no longer provide on-scale data at a significantly different time, months later. One way to handle this is to use test conditions such that the measurement is at 50% of full-scale range, at given conditions of range, spindle, and speed. For the purposes of this discussion, the same container was used for testing throughout the shelf-life of the product. Setting the initial test conditions to achieve approximately 50% of full scale may allow enough leeway to provide subsequent on-scale measurements, whether the

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

Focused on Scientists and Researchers

We conduct readership surveys to learn 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

All our editorial is assigned and independently written by scientists and industry experts.

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 Advertising



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 46,000 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

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 search for *American Laboratory* in the iTunes Store.



Print Advertising



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.

Product Listings


[Request Quote](#)

6200 Series Accurate-Mass Time-of-Flight (TOF) LC/MS from Agilent Technologies

General Product Information

Item	6200 Series Accurate-Mass Time-of-Flight (TOF) LC/MS
Company	Agilent Technologies
Catalog Number	Inquire
Price	Request Quote
quantity	EA
Resolution	> 20,000 Resolving Power
Ionization Method(s)	Electrospray (ESI)
Mass Analyzer	Time of Flight
Scanning Speed	up to 40 spectra per sec.
Mass Range	20 to 20,000 m/z
Dynamic Range	10 ⁵


Description

The Agilent 6200 Accurate-Mass TOF LC/MS systems provide accurate-mass analyses for profiling, identifying, characterizing, and quantifying low molecular-weight compounds and biomolecules. These TOF systems deliver exceptional MS analyses that support demanding applications such as proteomics, metabolomics, impurity testing, product degradation studies, forensics, food safety, and environmental analyses. Agilent True Hi-Def TOF technology, a key feature of the 6200 Series TOF LC/MS instruments, delivers outstanding TOF performance characteristics without any performance compromises.

Features

- **Typical mass accuracy** – sub-1-ppm MS improves confidence and reduces false positives
- **Enhanced mass resolution** – greater than 20,000 resolving power distinguishes target compounds from interferences and contributes to outstanding mass accuracy
- **Agilent Jet Stream technology** in the new 6230 provides low-picoogram on-column sensitivity for finding impurities or biomarkers at extremely low concentrations
- **Data acquisition rates** – up to 40 spectra per second assures maximum data quality and compatibility with fast chromatography and high-throughput workflows
- **In-spectrum dynamic range** – up to 5 orders reveal trace-level targets even in the presence of vastly more abundant compounds
- **Time-of-flight mass range** – m/z 20 – 20,000 enables analysis of anything from pesticides to intact proteins
- **Automated tuning** that is unavailable from or unreliable on competitive instruments
- **MassHunter Workstation software** facilitates profiling, characterization, identification and quantification of compounds in complex mixtures

[Request Quote](#)



Simplicity Filtration System from EMD Millipore

[View other HPLC Sample Preparation](#)

Description

The Simplicity™ Filtration System is an innovative new technology that provides a convenient, high throughput alternative to syringe-tip filters when preparing samples for chromatography. The easy to use Simplicity system is the first vacuum-driven system with the designed in flexibility to filter 1 to 8 samples directly into standard HPLC vials. Just attach a vacuum pump, load samples with a standard pipettor, and flip the lever to recover particulate-free samples—even those with high viscosity or particulates—in seconds. In addition, the system has a low hold-up volume, which allows processing of samples as small as 200 µL.


Features

- Higher throughput with simultaneous vacuum filtration of up to eight samples
- Ergonomic alternative to syringe filters
- Easy sample preparation of even highly viscous or particulate-laden mixtures
- Millex Simplicity membrane filters provide long-trusted quality with low extractables and low analyte binding
- Choose the unit color to fit your lab—bold blue or glossy green

Detailed Specifications

Item	Simplicity Filtration System
Company	EMD Millipore
Price	Get Quote
Catalog Number	Inquire
Quantity	EA
Type	Vacuum Filtration
Sample Volume	200 µL
Capacity	up to 8 samples
Dimensions	Inquire
Speed	depends on sample

[Get Quote](#)



Product Listings & Lead Generation

The Labcompare Product Directory features laboratory instrumentation and products organized into easy-to-locate product categories. Users are able to quickly find and compare product specifications and information side-by-side across manufacturers. Qualified leads are generated when users click on the Request Quote button and fill in their information. These leads are distributed to Labcompare advertisers throughout the week.

Featured Products

Increase product awareness by showcasing your product through a Featured Product listing. Featured Products are prominently displayed on the American Laboratory and Labcompare homepages and through the Featured Products section. Purchase one to announce a new product, or to increase visibility for any of your products.

Online Advertising

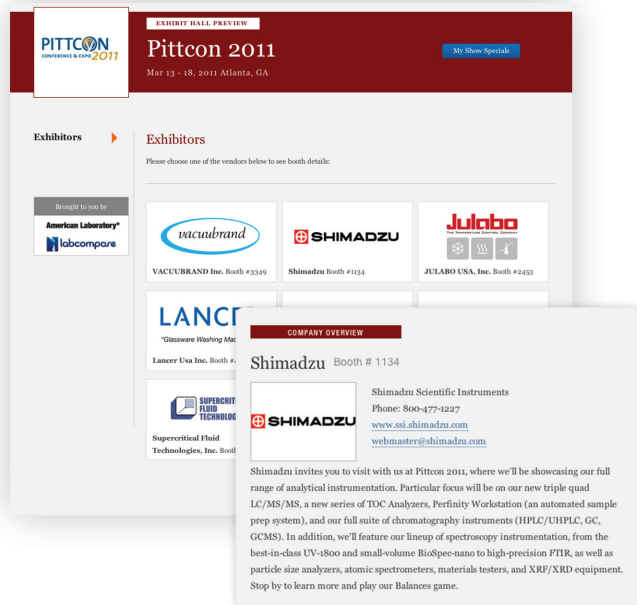


Exhibit Hall Preview

The American Laboratory | Labcompare Exhibit Hall Preview helps drive traffic to your booth and promote new products, events, and giveaways. It is published for most major meetings including Pittcon, AACC, ASMS, SFN, ACS and more. American Laboratory | Labcompare also promotes the Exhibit Hall Preview through targeted group email blasts and eNewsletters.

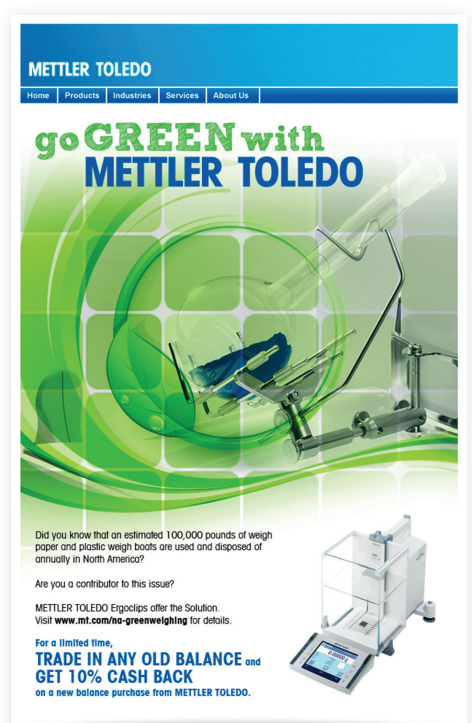
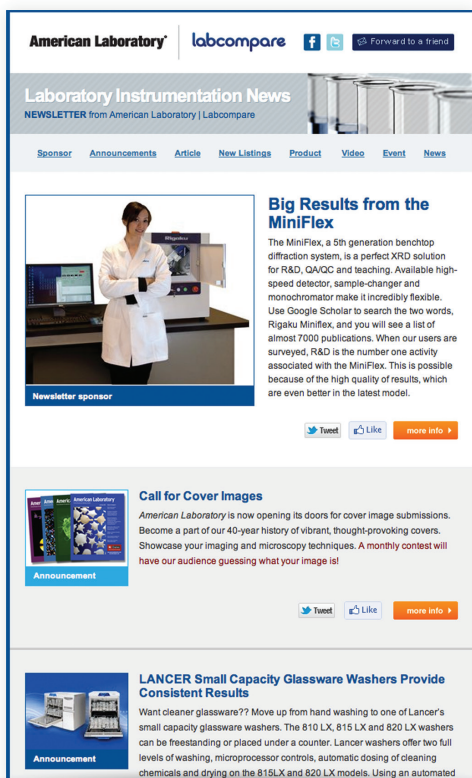


Electronic Display Advertising

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 (Labcompare only): 160 × 600 pixels

Email



eNewsletter Sponsorship

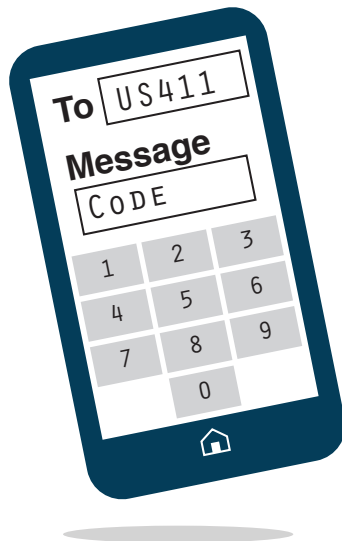
Showcase your products in our HTML newsletters. American Laboratory | Labcompare eNewsletters are distributed to thousands of laboratory professionals weekly.

- **Laboratory Instrumentation News**
Sent three times a month with multiple sponsorships.
- **Targeted eNewsletters**
Sent monthly with a primary and secondary sponsorship. Topics include: Diagnostics, Environmental, Food & Beverage, Forensics, Materials Testing & Research, Microscopy & Image Analysis, Petrochemicals, Pharmaceutical, Separation Science, Life Science, and Spectroscopy.
- **Digital Edition Alert & Pre-Issue 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.
- **Whitepaper & Video**
Two new eNewsletters have been added featuring whitepapers and videos. These newsletters have several sponsorship opportunities available and are sent quarterly.
- **International Newsletters**
European News is sent monthly and India Lab News is sent quarterly.

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.

Mobile



Text Response

Incorporate text response codes into marketing materials to provide information or discounts and generate sales leads.

- Customizable Text Codes for multiple materials or product lines
- Text number US411
- Distribute links, videos, apps, and more
- Registration page before download (optional)



Mobile App Development

Our award-winning team can develop apps for iPhone/iPad/Android to your exact specifications. Reach the ever expanding mobile market by creating an app.

- Complete creation of mobile app
- Ongoing maintenance and updates to mobile app

imSMART

The Interactive Mobile Sales and Marketing Tool (imSMART) is a tool designed to easily upload, organize, display, and present on the iPad. Our app and its associated Content Management System (CMS) will allow you to increase marketing efficiency, improve sales productivity, control sales content and messaging, and drive sales ROI.

- Content Management System to upload content and manage what's viewed in the app
- iPad app
- Customized look and feel with your branding

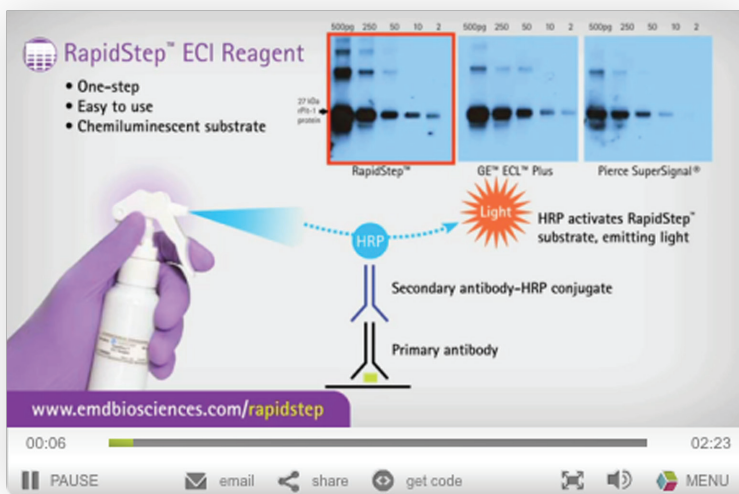
Video



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.

- Production coordination
- HD camera/lighting package
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- 12 months hosting on global server network
- Featured on American Laboratory | Labcompare video pages
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time four weeks from start of project including three rounds of changes



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.

- Production coordination
- Script development/storyboarding with client
- Professional voiceover narration/recording
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- 12 months hosting on global server network
- Featured on American Laboratory | Labcompare video pages
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time six weeks from start of project including three rounds of changes

Video

Product Demo & Training

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. Your video may be divided into indexed chapters so that you can cover multiple steps and applications.

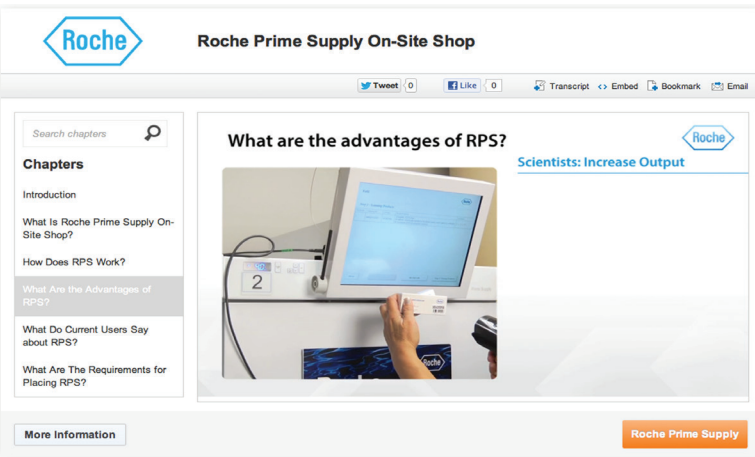
- Production coordination
- Script development/storyboarding with client
- HD camera/lighting package
- Professional voiceover narration/recording
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- Custom interface design and web development for interactivity
- 12 months hosting on global server network
- Featured on American Laboratory | Labcompare
- Deliverables: final URL and HTML embed code for placement on webpages
- Turnaround time six weeks from start of project including three rounds of changes



Customer Profile & Testimonial

Customer Profile and Testimonial Videos showcase your products in action at a laboratory or feature a customer discussing your product at a conference. These videos allow scientists to see how others have benefitted from purchasing your product.

- Production coordination
- Script development/storyboarding with client
- HD camera/lighting package
- Professional voiceover narration/recording
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- 12 months hosting on global server network
- Featured on American Laboratory | Labcompare
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time six weeks from start of project including three rounds of changes



Webinars

The screenshot shows a webinar interface for Stanbio Laboratory, an EKF Diagnostics Company. The title is "The Value, Efficacy and Efficiency of β -Hydroxybutyrate". The presenter is Dr. James H. Nichols, and it was posted on July 24, 2012. The interface includes a search bar, a table of contents with chapters like Introduction, Objectives, Case #1, Case #2, Case #3, Ketone Bodies, Diabetic Ketoacidosis, and Absence of Insulin. The main content area displays "Case #1" with a list of clinical findings and a table of laboratory results. A video thumbnail of Dr. Nichols is shown on the right, along with his credentials: PhD, DABCC, FACB, Professor of Pathology, Tufts University School of Medicine, Medical Director, Clinical Chemistry, Baystate Health, Springfield, MA. A "More Information" button is at the bottom right.

STANBIO
LABORATORY
An EKF Diagnostics Company

The Value, Efficacy and Efficiency of β -Hydroxybutyrate

Presenter: Dr. James H. Nichols Posted: July 24, 2012 Tweet 1 Like 2 Transcript Embed Bookmark Email

Search chapters

Chapters

- Introduction
- Objectives
- Case #1
- Case #2
- Case #3
- Ketone Bodies
- Diabetic Ketoacidosis
- Absence of Insulin

Case #1

- 13 y/o caucasian female (BMI 26.5 kg/m²)
- No past Med Hx, Family Hx of type 1 diabetes
- Sees PCP, 2 wk Hx polyuria, polydipsia, 20 lb weight loss (couldn't get enough to drink; waking up several times a night to urinate)
 - Capillary glucose 444 mg/dL (70 - 99 mg/dL)
 - Urinalysis Ketones 4+
- She was transferred to ED:

pH	7.2	(7.33 - 7.43)
Serum glucose	478 mg/dl	(70-99 mg/dL)
Bicarbonate	11 mmol/L	(22 - 29 mmol/L)
Anion Gap	33	(4 - 17)
β -HB	8.46 mmol/L	(0 - 0.27 mmol/L)
Sodium	137 mEq/L	(133 - 145 mEq/L)
Corrected Sodium	141 mEq/L	(for hyperglycemia)

Baystate Health

James H. Nichols
PhD, DABCC, FACB
Professor of Pathology
Tufts University School of Medicine
Medical Director, Clinical Chemistry
Baystate Health, Springfield, MA

[More Information](#)

On-Demand Webinars

Online audio/video webinars are “on-demand,” allowing laboratory professionals to view seminars and presentations in their own time, making them cost-effective and convenient. By synching 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.

- Audio and/or Video recording and editing up to 30 minutes
- Custom-branded webinar interface
- HTML5 format that is mobile compatible
- Interactive chapters and search tool
- Prominent call-to-action buttons for lead generation
- 12 months hosting on global server network
- Featured on American Laboratory | Labcompare video pages
- Copyright owned by client
- Deliverables: final URL and HTML embed code for placement on webpages
- Turnaround time four weeks from start of project including three rounds of changes

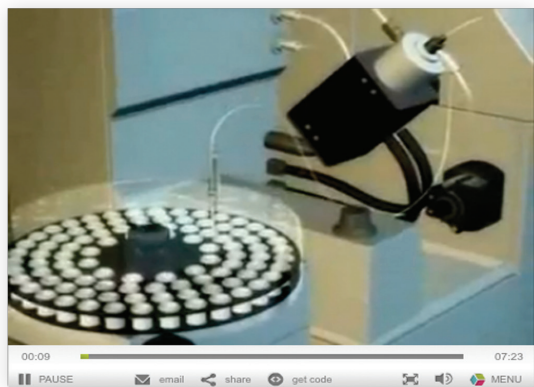
On-Demand Webinars Filmed at Conferences

Turn your conference presentations into enduring online video content. We film at major industry conferences. Converting your presentations to On-Demand Webinars allows scientists to view seminars and presentations online long after the conference ends.

Live Webinars

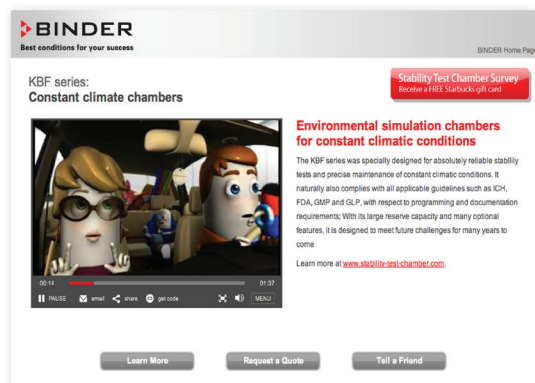
American Laboratory | Labcompare Live Webinars put you in front of a large audience without the travel costs. Fully customizable, live web seminars may be used for customer training, educating potential buyers on your new products, hosting online classrooms, or continuing education events.

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

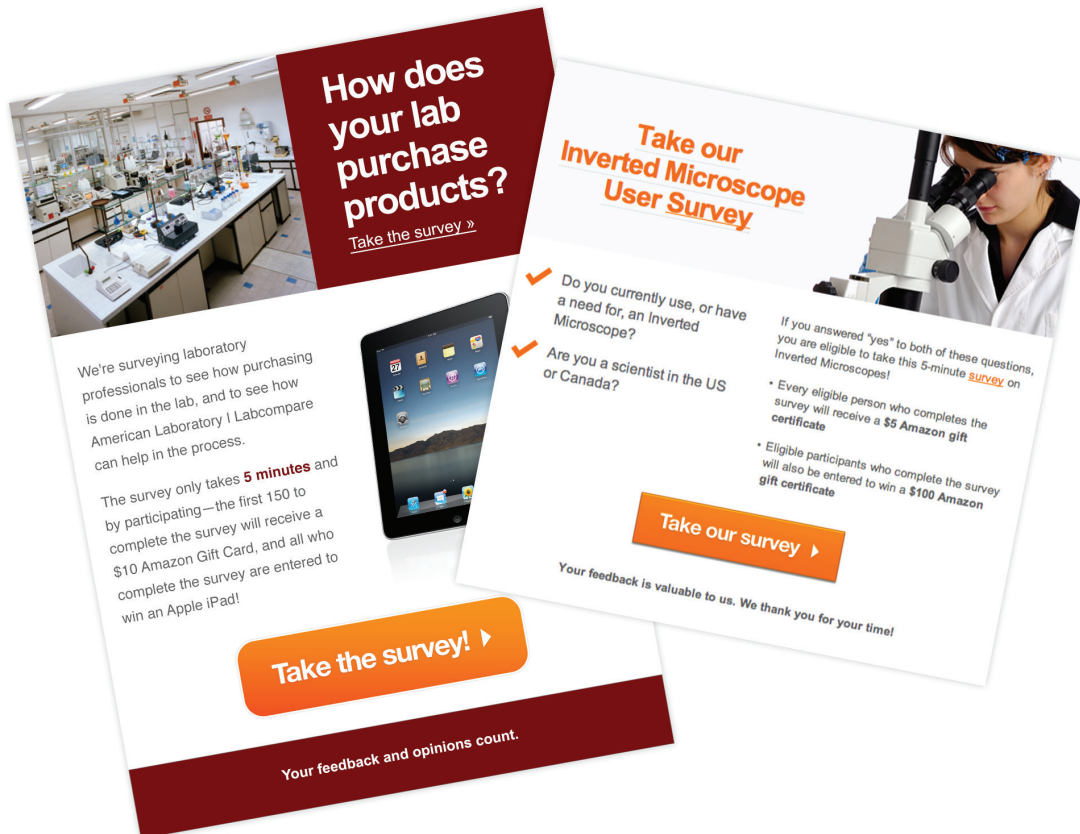
It's a video that spreads like a virus, as the link is emailed from scientist to scientist. By creating highly entertaining videos aimed at your target audience, our viral videos help your products literally market themselves as viewers forward them to their colleagues and friends. By embedding the video 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.



Microsite

A Microsite is a webpage designed to educate buyers on your new product or upcoming event through detailed information, interactive video, and an easy form where they can request more information. Fully customizable to meet any marketing needs, a Microsite will help you boost awareness, drive sales leads and registrations, and precisely measure ROI on your marketing spend.

Research Services



How does your lab purchase products?
Take the survey »

We're surveying laboratory professionals to see how purchasing is done in the lab, and to see how American Laboratory | Labcompare can help in the process.

The survey only takes **5 minutes** and by participating—the first 150 to complete the survey will receive a \$10 Amazon Gift Card, and all who complete the survey are entered to win an Apple iPad!

Take the survey! ▶

Your feedback and opinions count.

Take our Inverted Microscope User Survey

Do you currently use, or have a need for, an Inverted Microscope?

Are you a scientist in the US or Canada?

If you answered "yes" to both of these questions, you are eligible to take this 5-minute **survey** on Inverted Microscopes!

- Every eligible person who completes the survey will receive a **\$5 Amazon gift certificate**
- Eligible participants who complete the survey will also be entered to win a **\$100 Amazon gift certificate**

Take our survey ▶

Your feedback is valuable to us. We thank you for your time!

Surveys

Leverage the breadth of American Laboratory | Labcompare users worldwide. We can assist you with creating and deploying custom surveys to specifically meet your market research needs.

- Survey creation and input into survey software
- Email blast design and deployment
- Prizes and prize administration
- Basic or custom reporting

Testimonials



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

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.

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

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.

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.

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.