

labcompare

The Buyer's Guide for Laboratory Equipment



2020 MEDIA KIT

Market and Customer Trends

With 90% of the buying decisions involving internet research¹, the internet is drastically changing how scientists research and purchase products.



Labcompare's online market is expanding and so are our interactions with lab professionals globally.

With the continuing evolution online, reach and connect with more customers early in their buying journey.

- **Wider Global Reach**
 - Tailor your campaign to a large global audience, but also specific reach to select lab professionals in a particular application or research interest.
- **Diversification**
 - Achieve a richer level of interaction as your targeted audience is choosing how they wish to receive and explore your solutions in this digital age (e.g. email, articles, videos, etc.); they are taking active initiative in seeking out your brand or product!
- **Measurable Outcomes and ROI**
 - Digital campaigns collect data and track results allowing you to see what is working and what isn't in real-time; fine-tune and adapt your campaigns to achieve your goals.

Marketing Channels Geared to ROI

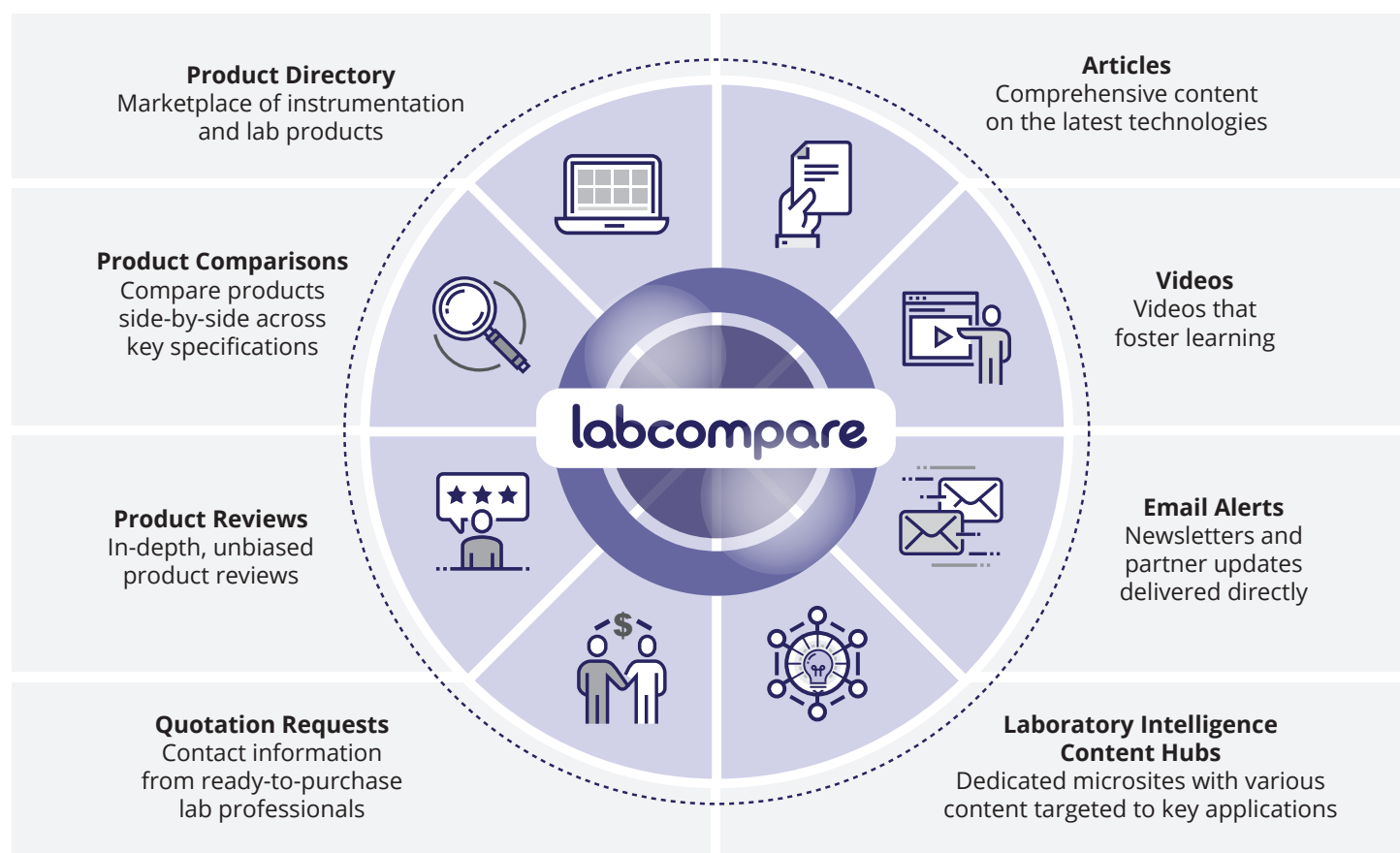
- Lead generation
- Online advertising
- Email marketing
- Content Marketing
- Content Hubs
- Webinars
- Video
- Mobile advertising

Source: "The Technology Imperative: How Scientists Learn About & Acquire Appropriate R&D Tools and Services"; Martin Akel & Associates

Labcompare's Mission

To provide scientists and lab professionals with tools and resources to help them make more informed purchasing decisions.

Labcompare connects tool providers with an audience directly engaged in the buying process. Enabling product discovery and technology education, side-by-side product comparisons, and quotations requests for manufacturers.



Our programs generate leads for sales teams and drive traffic to our partner sites.

Labcompare Sale-Ready Audience

Labcompare's 1 Million Annual Unique Visitors are Buyers that are Open to Learning About New Vendors and Products



99%

Find it valuable to have the full range of Labcompare resources to use in the exploration/decision process



96%

Take action to move forward in their buying journey based on their engagement with Labcompare



70%

Are open to comparing options within specific product category and learning about alternative products and equipment



68%

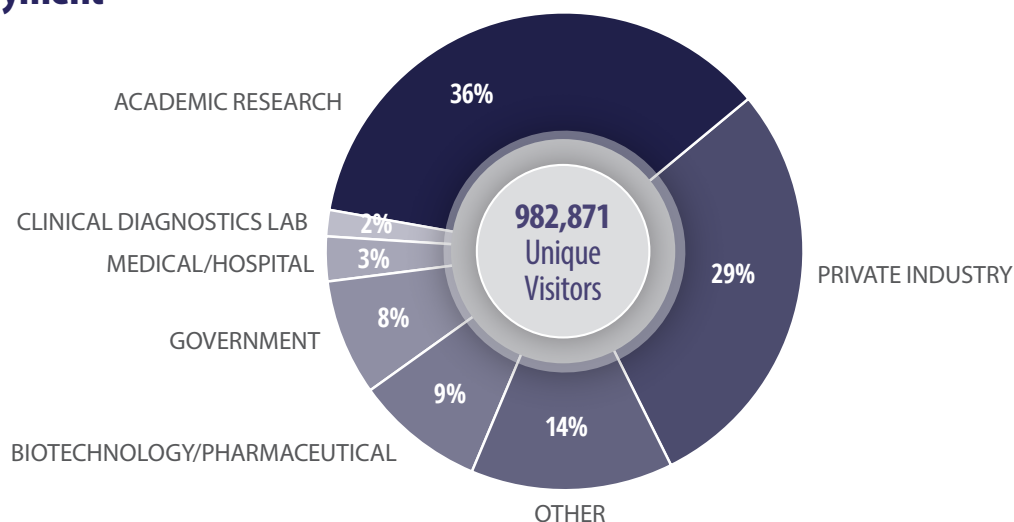
Are open to learning about vendors they may not have considered

Source: "The Technology Imperative: How Scientists Learn About & Acquire Appropriate R&D Tools and Services"; Martin Akel & Associates

Demographics

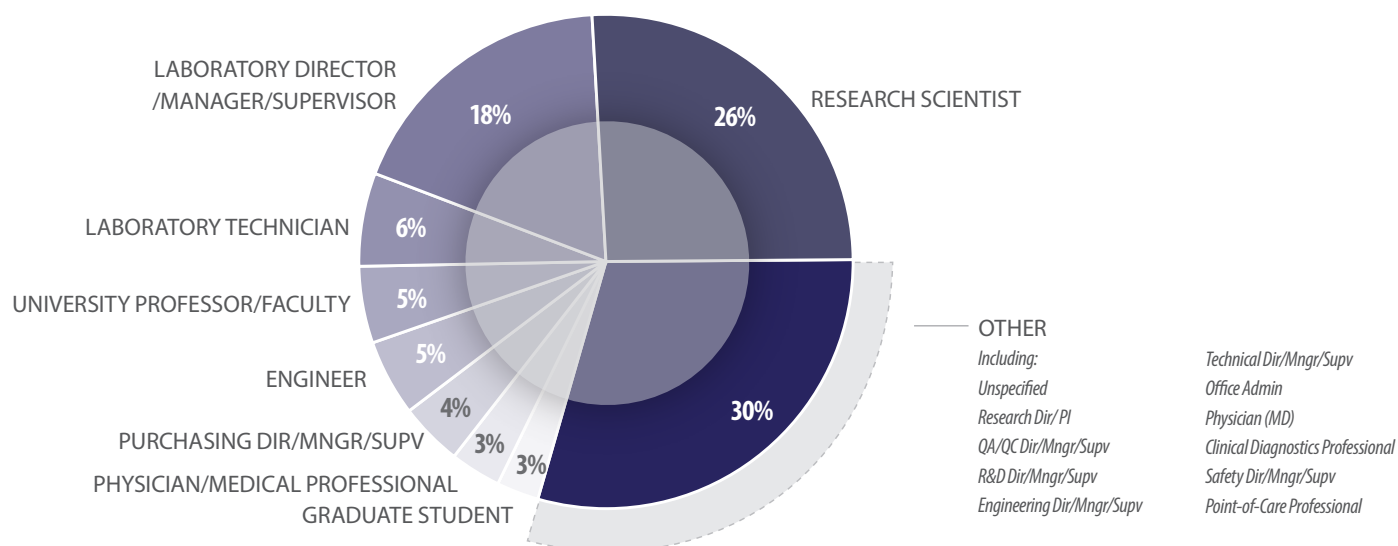
Labcompare attracts an audience that is actively involved in multiple disciplines that span the entire global laboratory marketplace.
Turn our audience into your customers.

Place of Employment



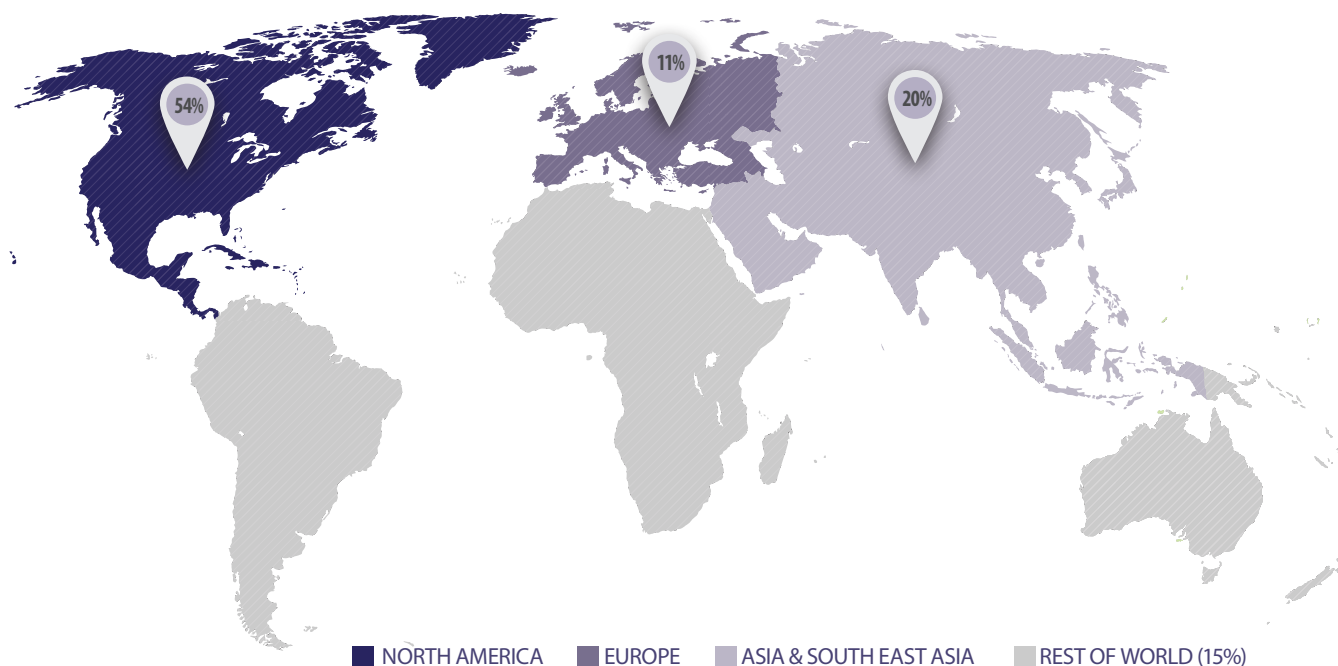
Data Source: Labcompare July 2018 - July 2019

Position/Title



Demographics

Global Audience



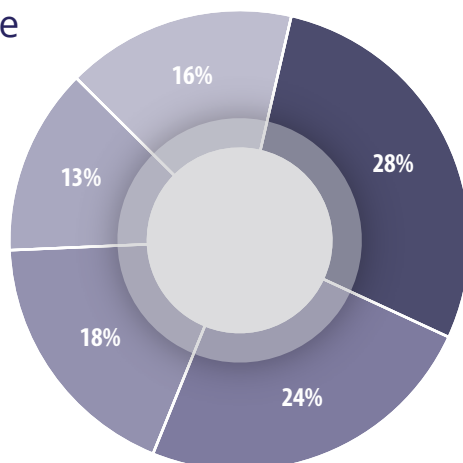
Data Source: Labcompare July 2018 - July 2019

Purchase-Ready Audience

Labcompare's marketplace generates super high quality leads converting to sales at a rate of 10%; best in the science industry!

Lead Purchase Timeframe

- IMMEDIATELY
- WITHIN 1 MONTH
- WITHIN 3 MONTHS
- WITHIN 6 MONTHS
- WITHIN 1 YEAR



Industry Leading B2B Site for Leads:

Labcompare reaches the people in the industry you want to see your products and product applications.

Audience Engagement

Labcompare attracts and engages an active audience of laboratory science professionals searching for the latest applications and new products, services, and technologies they need to purchase for their laboratory.

Labcompare Visitors Typically...



Spend
6 minutes
per visit



Visit
2 Pages
per visit



Conduct
over 340,000
product searches

Annual Engagement



1,281,684
annual visits
↑11.2%



2,156,612
page views
↑6.8%



Over **13,700**
product leads

Average Monthly Statistics



Over **179,000** page views
↑12.3%



Over **91,000** total visits
↑17.4%

Opt-in Subscribers



Over **37,000** opt-in eBlast subscribers



Over **48,000** eNewsletter subscribers

Data Sources:

Omniure Analytics: July 2018 - July 2019

Labcompare Lead Data: July 2018 - July 2019

Campaign Monitor July 2018

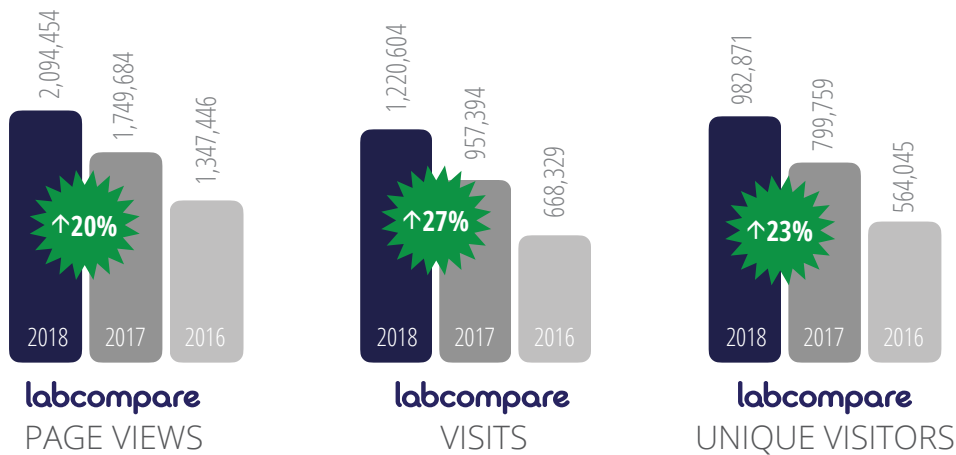
Labcompare's Growing Audience

Traffic Growth

Labcompare website traffic continues to see significant and consistent growth across Page Views, Visits, and Unique Visitors. A trusted online resource for lab professionals, Labcompare continues on the upswing in growth year over year.

At mid-year 2019, our measurements project a continued growth pattern, especially after the relaunch of the Labcompare website in June, which yielded 50% increase in visitors a month after the new website relaunch.

Labcompare's increasing traffic increases the number of potential customers you can reach!



Labcompare's website and digital offerings provide you with powerful tools to get your message across to the people you want to reach most.

This is a significant opportunity to capture valuable leads and sales from our increasing number of motivated buyers looking for products and solutions similar to yours!

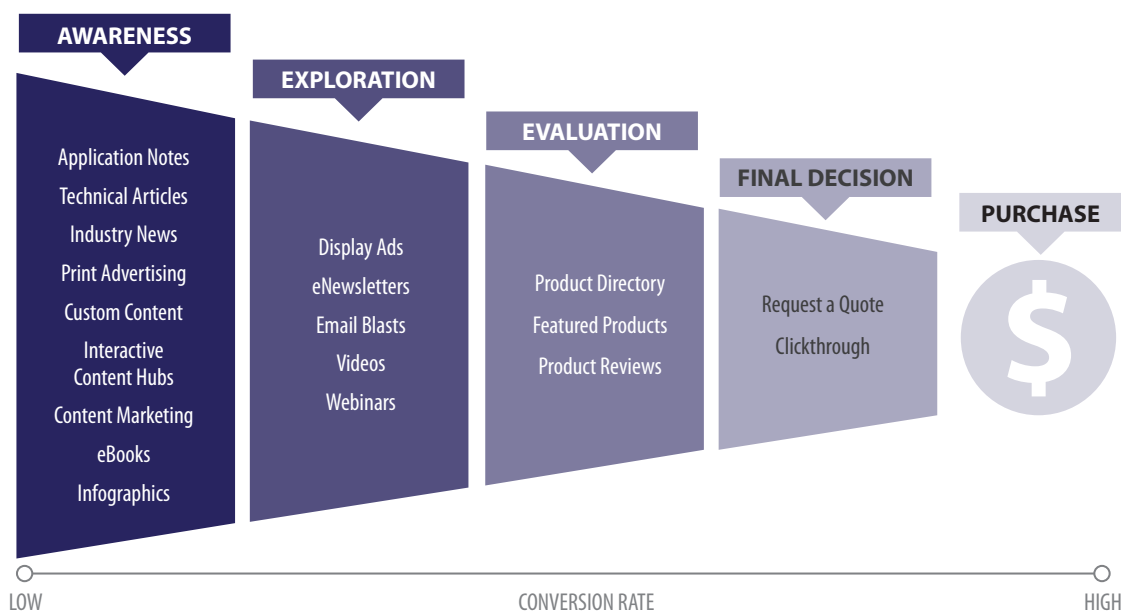


Take advantage and don't miss out on this significant growth trend so you don't lose brand and product awareness!

Impact Each Stage of the Buying Journey

Labcompare impacts users during all stages of the product adoption process from awareness to lead generation - something no other media brand can offer. Drive awareness through sales-ready lead generation.

The most comprehensive selection of marketing solutions available to customize, target, and capture the right audience for you and boost your ROI.



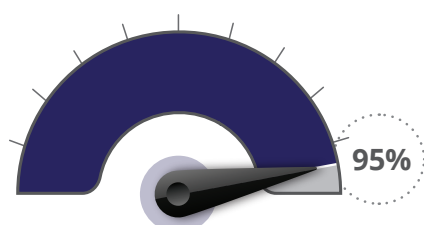
Labcompare's marketplace is continuing to generate superb high-quality quotation request leads converting to sales at a rate of **10%!**

Branding & Lead Generation Demand

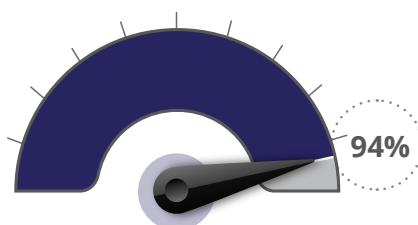
Labcompare will help you best utilize our content and media channels to ensure you gain maximum exposure and response.

A multi-channel strategy is the right choice with Labcompare. Present your information using multiple types of media to educate, increase awareness, gain credibility, and land the sale!

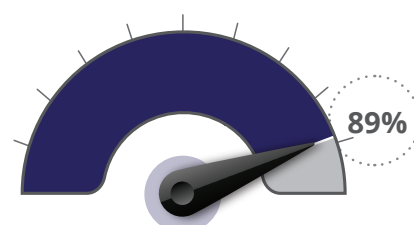
Top Labcompare Content Used by Labcompare Audience¹



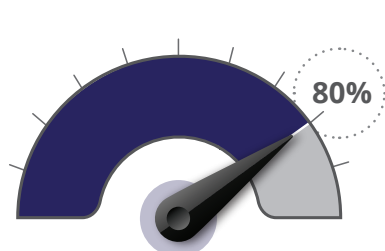
Product Comparisons



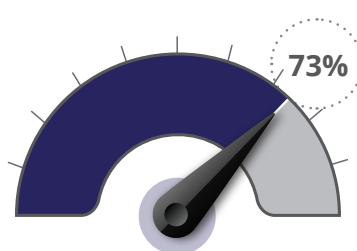
Searches in the product directory



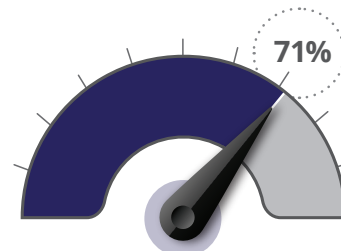
Articles about technologies/products



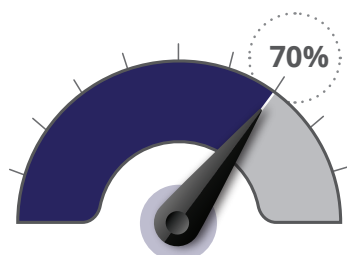
New and innovative product



Technical articles and application notes



Videos that help bring products to life



eNewsletters with updates on technologies/products

Testimonial

"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.*

¹The Technology Imperative: How Scientists Learn About & Acquire Appropriate R&D Tools and Services"; Martin Akel & Associates

Product Listings

Sales-Ready Leads with Unparalleled ROI

The Labcompare product listings program places your company's products in the Labcompare Product Directory, which is organized into easy-to-navigate and easy-to-read categories that enable users to quickly find and compare products side-by-side, with a view of all specifications and product information.

Features:

- Labcompare visitors are actively seeking products to purchase. Qualified, sales-ready leads are generated when the user clicks on the "Get Quote" button.
- Leads can be delivered daily, as they are received, with full contact details and purchasing timeframe.
- Leads can also be delivered through API integration to your CRM.
- Click-based consumable listings receive supplier page links to product pages on your company website that generate sales-ready traffic
- Monthly summary reports include product page views and the number of leads generated.

NuAire Microbiological CO2 Incubators from NuAire


[Be the first to write a review!](#)

NuAire Laboratory CO₂ Incubators deliver a higher level of performance for a dependable and reliable controlled in-vitro environment for optimum tissue cell culture growth. The chamber also provides an environment for the storage and preservation of gametes and animal tissue cell cultures at near body temperature. Advanced gas control systems create precise environmental conditions for your protocols requiring hypoxic conditions.

Choose a Direct Heat or Water Jacketed model for a dependable contamination free growth environment.

NuAire Direct Heat (Air Jacketed) CO₂ Incubators provide a stable in-vivo growth model with heating elements located on all 6 sides of the chamber. High density RS insulation stabilizes the interior chamber temperature providing less energy to maintain. Unique features such as dual sterilization

[Read More..](#)



Direct Heat Laboratory CO₂ Incubator (NU-5800)

[Get Quote](#)

PRODUCT DETAILS

COMPANY INFO

USER REVIEWS

FEATURED ARTICLES

Product Detail

Item

NuAire Microbiological CO₂ Incubators

Company

NuAire

Price

[Get Quote](#)

Catalog Number

NU-5800 / NU-5810 / NU-5820 / NU-5830 / NU-5831 / NU-5840 / NU-5841

Temperature Range

5 °C to 55°C
145 °C (Dry) or 95 °C (Humidified) Sterilization Cycles

Exterior Dimensions

Varies with model

Interior Dimensions

Varies with model

Volume

188 or 200 L

Convection Type

Inquire

Quantity

EA

CO₂ Measurement

D


CO₂ Range

0%

Add to Compare List

[See More Incubators and](#)


Company Info



Be The First To Write A Review

[Be the First to Write a Review](#)

Featured Articles



Incubators
The re...
explo...

Get Quote Now

Please fill out the information below to request information on the products you selected. If you are already registered, or have requested a quote before, [login](#) and this information will be filled out for you.

Name*

First Name

Last Name

Company / Institution*

Company Name

Type

Job Title

Address*

Street Address 1

Street Address Line 2

City

Postal Code

United States

Select

Email Address*

ex. name@example.com

Work Phone Number*

ex. (xxx) xxx-xxxx

Purchase Timeline*

Purchase Timeline

Send information for all the manufacturers in this category?

☐

Click Here to Get Quote

By requesting this quote, you consent to Labcompare storing your email address and contact information and transmitting your contact information to the supplier(s) you selected. You will be presented with more options for how your information is used on the next page.

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labcompare.com | sales@labcompare.com

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Featured Product Listings


Filter

Select Category


Select Company

Filter


Date Published




Biotage® SPE Dry 96 Solvent Evaporator for Plates
 Biotage, LLC Wednesday, September 11, 2019
 Biotage® SPE Dry 96 and SPE Dry 96 Dual Sample Concentrators are suitable for evaporation of microplate samples across a broad range of formats. By delivering heated gas above and below each well, SPE Dry 96 systems dry samples quickly maintaining tight temperature control at user selected settings.... [Read More](#)




LabGard® ES (Energy Saver) Class II, Type A2 Biological Safety Cabinets
 NuAire Tuesday, July 30, 2019
 NuAire Biological Safety Cabinets protect whats valuable providing personnel, product and/or environmental protection when looking to obtain optimum control over product quality while reducing the potential for exposure. Ergonomic Biosafety Cabinet design improves laboratory safety practices and ... [Read More](#)




Beatus Bottle Top Dispenser
 Microlit Thursday, September 05, 2019
 Bottle top dispenser with dual mode re-circulation valve to prime the instrument without the loss of reagent. High chemical compatibility and smooth dispensing. Accurate and jam-free dispensing




LabGard® ES (Energy Saver) Class II, Type A2 Biological Safety Cabinets from NuAire
 Write a review Be the first to write a review!
 NuAire Biological Safety Cabinets protect whats valuable providing personnel, product and/or environmental protection when looking to obtain optimum control over product quality while reducing the potential for exposure. Ergonomic Biosafety Cabinet design improves laboratory safety practices and process accuracy.
 The LabGard® ES NU-540 Class II, Type A2 Laminar Flow Biological Safety Cabinet (LFBSC) is an effective primary engineering control in obtaining the optimum product quality, while reducing the potential for exposure of both product and personnel to airborne biological or particulate chemical agents in low to moderate risk-hazard research and drug preparation. The NU-540 offers economical operation through the use of an ultra high efficiency motor for maximum filter life and recyclable airflow from recirculation flow.




LabGard ES NU-540 Class II, Type A2 Biological Safety Cabinet
[Get Quote](#)



LabGard ES (Energy Saver) Class II, Type A2 Biological Safety Cabinets
 NuAire
[Get Quote](#)



LabGard ES (Energy Saver) Class II, Type A2 Biological Safety Cabinets
 NuAire
[Get Quote](#)



LabGard ES (Energy Saver) Class II, Type A2 Biological Safety Cabinets
 NuAire
[Get Quote](#)

PRODUCT DETAILS

COMPANY INFO

USER REVIEWS

RELATED PRODUCTS

Product Detail

Item

LabGard® ES (Energy Saver) Class II, Type A2 Biological Safety Cabinets

Company

NuAire

Price

[Get Quote](#)

Catalog Number

NU-540 / NU-543

Exterior Dimensions

Varies with model

Interior Dimensions

Varies with model

Class/Type

Class II, Type A2

Air Inflow Rate

105 fpm

Size(s)

3, 4, 5 or 6 ft.

Recirculated/Exhausted Air

70% / 30%

Tip Size (Output)

Recirculating

Lighting

Fluorescent

Voltage

115 V or 230 V

Depth

23.75 in

Quantity

EA


Add to Compare List

Product Specific Information

Item	Catalog Number	Get Quote
LabGard ES (Energy Saver) NU-540 Class II, Type A2 Biological Safety Cabinet	NU-540	Get Quote
LabGard ES (Energy Saver) NU-543 Class II, Type A2 Biological Safety Cabinet	NU-543	Get Quote

See More Biological Safety Cabinet (Biosafety Cabinet)

Company Info



NuAire
 2100 Fernbrook Lane N
 Plymouth, MN 55447
 United States
 Phone: +1 800-328-3352
 Email: nuaire@nuaire.com
 Company Profile
 Website: www.nuaire.com

Labcompare's Featured Products program ensures that our audience becomes aware of and engages with your most important products at many touchpoints throughout their buying journey and can generate sales-ready leads.

Featured Products are a proven way to generate additional exposure for a new product launch or showcase existing products.

The program utilizes a wide range of Labcompare channels for maximum visibility.

Features:

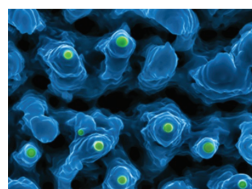
- Sponsored product status (highlighted at the top of a category page) in Labcompare's product directory for 12 months
- Rotation within Labcompare's newly expanded homepage carousel for 3 months
- Up to five images or hosted videos can be included with product listing
- Inclusion in a dedicated Featured Product section for 12 months
- Inclusion in one related Labcompare article and one related Labcompare eNewsletter

eNewsletter Sponsorship

labcompare

Forensics Newsletter

ADVERTISEMENT



3 Key Developments in Atomic Force Microscopy

This webinar will highlight 3 novel developments in Atomic Force Microscope (AFM) technology and instrumentation. [Learn more](#)

[View Online »](#)

Industry News

[Wearable Device Delivers Naloxone to Reverse Effects of Drug ...](#)
[In Air Plasma-Induced Luminescence Benefits Artwork Preservation ...](#)
[Atomic-Resolution X-ray Mapping Promises Stronger, Lighter-Weight ...](#)
[Study Explores Influence of Thermodiffusion on Absorption ...](#)
[Enameled Glass Beer and Wine Bottles Contain Toxic Elements That ...](#)

Featured Articles

labcompare

Laboratory Instrumentation Newsletter

ADVERTISEMENT



Guide to Boosting Benchtop Efficiency with Automation

Pipetting liquids is a key task in most life science labs. Even a relatively inexpensive liquid-handling robot that fits on a benchtop can increase throughput and reproducibility in a wide range of processes. Learn which applications are best suited for automation and features to look for in a ...

[Learn more](#)

[View Online »](#)

Industry News

[UHPLC-MS-Based Food Analysis Technique Simplifies Quality Control](#)
[Simple Blood Test Measures Alzheimer's Protein Amyloid Beta to ...](#)
[Wearable Device Delivers Naloxone to Reverse Effects of Drug ...](#)
[Atomic-Resolution X-ray Mapping Promises Stronger, Lighter-Weight ...](#)
[Less-Energy-Intensive Chemical Separation Relies on Hybrid ...](#)

Featured Articles



Cutting Down Contamination in Incubators

Keeping to a process helps to maintain the desired environment for growing cells in culture.

[Learn more](#)

The Safety and Value of Polypropylene Fume Hoods and Casework in an Upgraded Testing Laboratory that Utilizes Corrosive Chemicals

To meet a lab's needs, an architectural firm worked with the client to understand their challenges, which resulted in the recommendation for polypropylene casework, accessories, and fume hoods that would provide years of reliable, corrosion-resistant... [Learn more](#)



With over 48,000 unique subscribers, Labcompare's eNewsletters are a great way to position your brand in front of a highly engaged, targeted audience. Labcompare offers X different targeted eNewsletter topics to help pinpoint your audience.

Labcompare eNewsletter sponsorships offer an opportunity to promote a product, service, or content to newsletter subscribers.

Features:

- Sponsorship is text-based to ensure high impact and engagement and includes a headline; up to 30 words of text, one image, and a click-through link.
- Multiple sponsorship positions available.
 - Primary Sponsorship Image (300x250 pixels)
 - Secondary Sponsorship Image (187x140 pixels)
- Reports sent one week after deployment including total sent, views, total clicks, and CTR.

14 Targeted eNewsletter Topics:

Cannabis
Diagnostics
Environmental
Food-Beverage
Forensics
Life Science
Laboratory Instrumentation News
Materials Testing & Research
Microscopy
Petrochemicals
Pharmaceutical
Point of Care
Separation Science
Spectroscopy

*Subscriber numbers as of July 2019



A permission-based marketing option, eBlasts are targeted email messages that provide a cost-effective and value-rich opportunity to promote your seminars, webinars, product demonstrations, and other news and events to a list targeted by recipient title, facility, area of work, discipline, geography, and more.

Labcompare's audience is actively engaged in searching for laboratory products to purchase, providing you with an audience that has the authority to make purchasing decisions and budgets to buy.

- All of our subscribers are opt-in and have specified that they would like to receive messages from our partners. This makes our lists high-performing in terms of open rate and CTR.
- We offer the ability for you to target, as you can select from 42 research interests. Enhanced targeting available for an additional fee.
- We offer expert support and optimization advice to ensure your eBlast receives the maximum possible open rates as well as CTR.

Features:

- In-depth targeting capabilities by research interest, geographic areas, and institution type.
- Free optimized email templates are available, should your resources be limited.
- Custom template design and translation services offered
- Report sent one week after deployment includes; Complete this form to request a quote total sent, clicks, total opens, CTR, and open rate

Select from these 16 research interests:

- Cannabis Testing and Analysis
- Chemistry
- Diagnostics
- Drug Discovery/Clinical Trials
- Environmental
- Food-Beverage
- Forensics
- Life Science
- Mass Spectrometry
- Materials Testing & Research
- Optics Image Analysis/Microscopy
- Petrochemicals
- Pharmaceutical
- Point of Care
- Separation Science/Chromatography
- Spectroscopy

Display Ads

The screenshot displays the Labcompare website, which is a platform for laboratory equipment and supplies. The website features a top navigation bar with links to products, applications, articles, videos, and a search bar. A prominent leaderboard ad for FUJIFILM Wako Chemicals U.S.A. Corporation is shown at the top. Below the leaderboard, there are sections for featured products, featured articles, and a sidebar with a resource center and newsletter sign-up. The bottom section contains a footer with contact information and a list of products.

Labcompare
The Buyer's Guide for Laboratory Equipment

WELCOME GUEST | SIGN IN | REGISTER | SUBSCRIBE NEWSLETTERS | SUBMIT REVIEW

PRODUCTS | APPLICATIONS | ARTICLES | VIDEOS | WRITE A REVIEW | MORE | SEARCH Labcompare

LEADERBOARD

FUJIFILM Wako Chemicals U.S.A. Corporation
Click to See the New Online Catalog

BROWSE LABORATORY EQUIPMENT AND SUPPLIES

Analytical Instruments
Liquid Chromatography, Thermal Analysis
Cannabis Testing and Analysis
Cannabis Sample Preparation, GC/MS
Chemical Analysis Equipment
Calorimeters, Elemental Analysis
Chromatography
Accessories, GC, HPLC
Clinical Diagnostics
Diagnostic Assay Search, Immunoassay Analyzer
Environmental Test Equipment
Gas Chromatographs, Stability Chambers

Food Testing Equipment
Food Analysis, Food Safety
Forensic Laboratory Equipment
GC/MS, Infrared Spectroscopy
General Laboratory Equipment
Laboratory Hoods, Laboratory Incubators
Laboratory Supplies
Labware, Plastic Labware, Sample Containers
Lasers and Optical Components
Laser Systems, Optical Instruments
Mass Spectrometry
LCMS, Mass Spectrometers

Materials Research
Atomic Spectroscopy, X-Ray Fluorescence
Microscopy
Microscope Accessories, Microscopes
Petroleum Testing Equipment
Push/Pull Tester, Vapor Pressure Analyzer
Pharmaceutical Lab Equipment
Liquid Handling, Particle Analysis
Spectroscopy
Spectrometers, Spectrophotometers
Test and Measurement
Electronic Testing, Product Testing

SUBMIT A REVIEW

By submitting a product review you are not only sharing your experiences with others, but also gaining helpful insight from others in the research community.

Submit a Review

RESOURCE CENTER

Controlling Water in Cannabis
A three-part series on maintaining high-quality and safe products.

NEWSLETTER SIGN-UP

Stay informed by signing up for our eNewsletters and start receiving relevant content specific to your research interests, including special offers and promos that will save you lab money and more delivered to your inbox!

Your Email Address **Sign Up**

FEATURED ARTICLES

Mass Spectrometric Detection for the Masses
The LCMGD IQ is a major design step forward that will make MS detection in applied labs much more affordable and available. The self-examination and prognostics will greatly improve adaptability with its multuser capabilities for non-spectrometrists or non-chromatographers.
Read More

Preventing Premature Seal Failure and Extending IVD Pump Life

Quality Standards for Primary Cell Starting Material

CLIA-Walved Coagulation Testing: The Performance Time/Intermittent

LAB INTELLIGENCE

Lab Intelligence offers in-depth reporting on topics of interest to scientists working in industrial, academic and government laboratories.
Elemental Analysis
Laboratory Air Safety
Nanomaterial Characterization
Optimizing Workflows
View Lab Intelligence

USER REVIEWS

Small but Powerful Workhorse
8/19/2019 Natasha Martineau
Compact and easy-to-use, the Infinity system allows you to collect small amounts of the fraction of interest. The Infinity does not have to be in the fume hood, and a trained lab...
Read Review

Really Helpful for Acid Cleaning!
8/5/2019 Gong Liu
AC200M from Amerlab is helping me clean the microwave liners with full automation and excellent cleanliness. It can rinse the liners with UPW and dry them with hot air...
Read Review

VIEW ALL PRODUCT REVIEWS

10 TIPS FOR WORKING SAFELY IN THE LABORATORY WITH YOUR NUAIRE BIOSAFETY CABINET
VIEW INFOGRAPHIC

labcompare
The Buyer's Guide for Laboratory Equipment

A publication of **CompareNetworks**

See our other sites +

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Practical resources for laboratory scientists. Stay up-to-date information about applications and products for the lab.

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Disclaimer

Applications
Cannabis Testing & Analysis
Clinical Diagnostics
Environmental Testing
Food Testing
Forensic Lab
Materials Research
Pharmaceutical Lab

Site Map
Products
Articles
Videos
Featured Products
Events
News
Submit a Review
Subscribe eNewsletters

Advertise with Us
Request Information
View Media Kit

Resources
Lab Intelligence
Resource Center

Display ads can lead to higher click-throughs, better branding, and increased interaction with your brand and its products. Your online ads are well-positioned for high visibility on Labcompare.

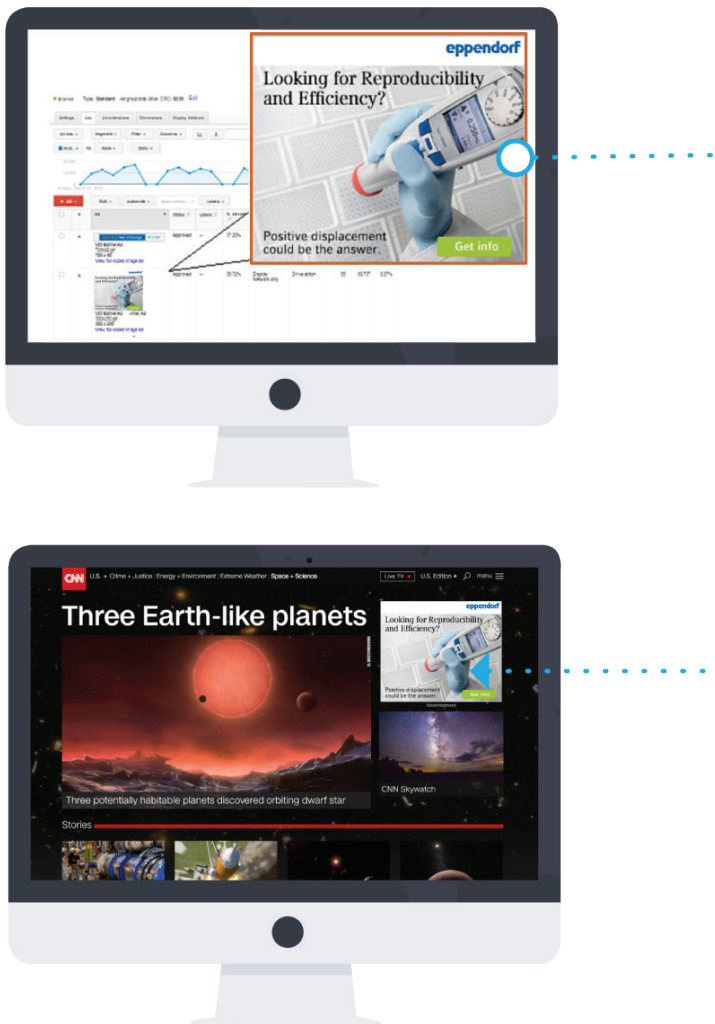
Display ads appear throughout Labcompare and are sold on an impression basis.

Targeting by geography and selected pages are available for an additional cost.

Features:

- Standard IAB sizes are offered:
 - Leaderboard (728 x 90 pixels)
 - Medium Rectangle (300 x 250 pixels)
 - Wide Skyscraper (160 x 600 pixels)
- Static image and HTML5 formats are all supported
- Initial load size up to 50kb max
- Total file size up to 10MB max
- Reports, generated upon completion of ad campaign, include number of impressions and number of clicks

Remarketing Program



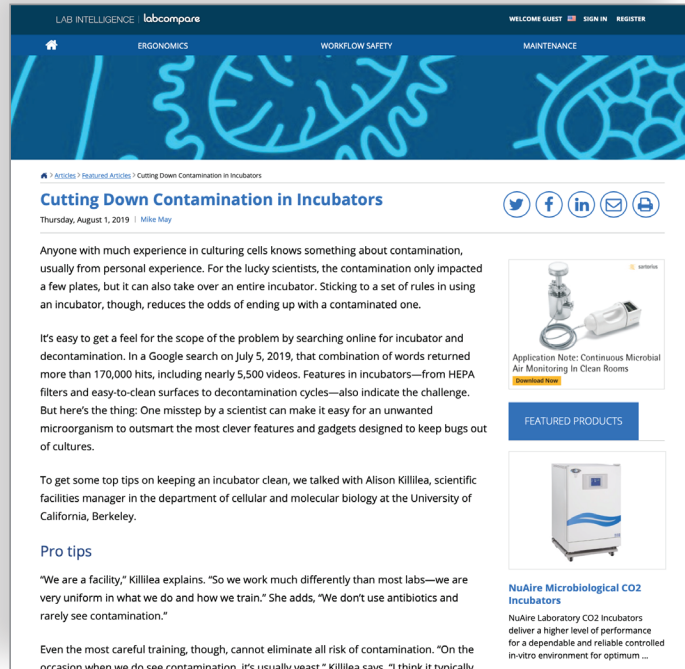
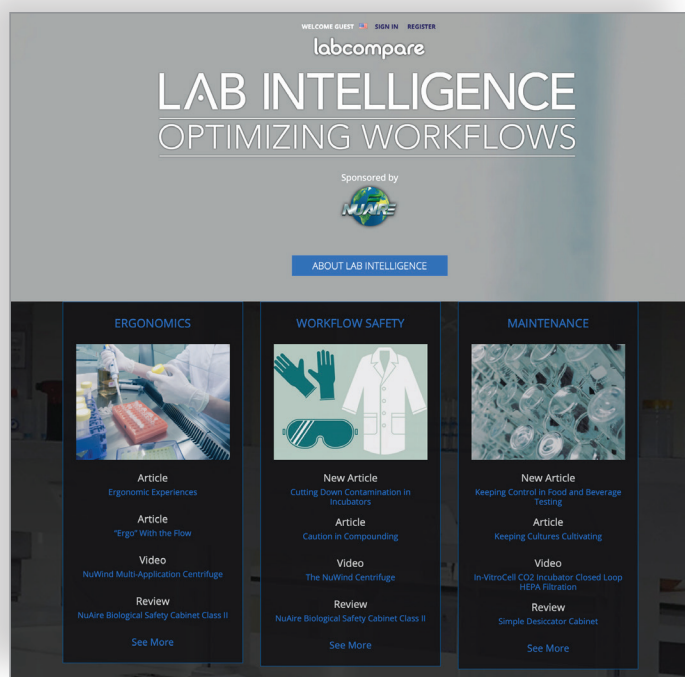
The Remarketing Program allows you to show display ads to Labcompare visitors across a vast network of internal sites as they browse on either desktop or mobile devices.

- Remarketing allows you to expand the reach of your display advertisements beyond the Labcompare site using the Google Ad Network
- Helps to increase awareness and engagement with your brand

Features

- Minimum 25,000 impression per campaign
- Creative can be swapped once per month for campaigns running longer than a month
- Select from multiple ad sizes; maximum three sizes are included
- Monthly report with the following metrics is included: number of impressions and number of clicks

Lab Intelligence



Labcompare's Lab Intelligence is a forward-thinking content hub that connects with readers in a targeted and interactive format.

By aggregating relevant content into an informational portal, Lab Intelligence Content Hubs helps scientists keep up with the latest technological advances and the newest discoveries that zero-in on topics of interest to those working in labs across industry, government and other organizations.

In addition to positioning your company as a thought leader, Lab Intelligence sponsorship provides extensive branding and lead generation opportunities throughout the 6-month and 12-month sponsorship periods. Maximize your company's sponsorship and content creation investment by associating your content and products within the Lab Intelligence content hub.

Features:

- Exclusive sponsorship can run 6 or 12 months and offers prominent branding and recognition through an extensive promotional program.
- Contact info for all registrants and content downloads are shared with the sponsor.
- Two Native Advertising content placement slots are made available to the sponsor each month.
- Includes a dedicated Sponsor Showcase that includes related articles, videos, products, webinars, and application notes from the sponsor.
- Monthly reporting includes registration and content download leads, content engagement metrics, and opens/impressions and metrics from promotional efforts

Content Marketing

The Labcompare Content Marketing Lead Generation program helps support your marketing efforts by targeting your desired audience in the awareness phase. This effective tool will help you attract, acquire, and engage your audience by honing in on the issues that are important to them.

Content will be hosted on our site and marketed through our network to generate leads, which will result in profitable customer opportunities for nurturing your prospects in the buying journey.

Features:

- Editorial expertise and integrity
- Accomplished design team
- Effective campaign management
- Production and design of 2 pieces of gated content (e.g., comparison chart, timeline, infographic, list, fun facts, and more)
- Lead form registration
- Delivery of a minimum of 100 leads
- Marketing through our network—online, email, social media, and more

DEFEND YOUR RESULTS FROM REPRODUCIBILITY ERRORS

An alarming trend in pharmaceutical development is the increasing cost of R&D coupled with a reduction in the number of drugs that make it to market. In recent years, the enormous burden of irreproducible data and its impact on R&D have come to light, as evidenced by the figures below.

99%

The percentage of drug discovery projects that will not result in an approved product¹

>50%

The percentage of preclinical research that cannot be reproduced²

\$71.4 BILLION

The amount of money spent per year in the US on pharmaceutical R&D research³

\$28.2 BILLION

The amount of money spent yearly in the US on irreproducible research⁴


The good news is, the importance of proper experimental design is becoming more important, particularly in the pharmaceutical industry.

10 WAYS NANOTECHNOLOGY IS BEING USED TODAY

Nanomaterials research is attracting more and more attention within the field of nanotechnology as a means of probing materials on the nanoscale. The International Organization for Standardization (ISO) defines a nanomaterial as: "[a] material with any external dimension in the nanoscale [that is, ranging in length from approximately 1 to 100 nm] or having internal structure or surface structure in the nanoscale."¹ Their small size is one of the most valuable features of nanomaterials, as it facilitates their use in a wide variety of applications. Some current uses of nanomaterials and other applications of nanotechnology are described below.


1. FOOD SAFETY:

Nanomaterials are beginning to figure prominently in the area of food safety. "Because of the antimicrobial properties of nanomaterials, nanotechnology offers great potential for novel antimicrobial agents for the food and food-related industries. The use of nano-antimicrobial agents added directly to foods or through antimicrobial packaging is an effective approach."²




2. DRUG DELIVERY:

A drug-delivering nanoparticle developed for the treatment of glioblastoma multiforme was able to cross the blood-brain barrier and successfully targeted tumors in mice.³ In addition to reducing tumor size, the nanoparticles prevented the tumors from returning.




3. REGENERATIVE MEDICINE:

Ongoing research on the use of nanomaterials for medical applications includes applying graphene nanoribbons for the repair of spinal cord injuries, and engineering materials that simulate the structure of human bone. The bioceramic material hydroxyapatite has been used as a bone substitute in tissue engineering.⁴




4. ENVIRONMENTAL REMEDIATION:

Nanomaterials such as carbon nanotubes, nanofibers, and titanium dioxide effectively absorb chemical pollutants. Nanosorbents have demonstrated advantages over conventional sorbents for the treatment of wastewater and the production of drinking water. Other important applications of nanotechnology in this area are water reclamation and desalination.




5. BIODEGRADABLE CELLULOSIC MATERIALS:

The conversion of cellulose from natural resources such as wood pulp and corn stalks is an important environmental initiative. Cellulosic nanomaterials are promising for a number of industries, such as food, healthcare, and electronics.




6. INFORMATION TECHNOLOGY AND ELECTRONICS:

In the electronics and IT industries, nanotechnology has resulted in improved data storage, larger memory capacity, and more energy-efficient electronic devices. Of note is the field of flexible electronics. Electronics comprised of cellulosic nanomaterials and graphene are bendable and stretchable, allowing them to be manipulated for use in "smart" products like wearable sensors.




7. WEARABLE TECHNOLOGY:

Conductive nanomaterials are novel substrates from which conductive fibers can be made. Researchers have begun fabricating flexible conductive fibers for use in wearable electronics by coating fibers in silver nanowires, further supporting the benefits of nanotechnology.⁵




8. INKS AND PRINTING MATERIALS:

A color printing process reported by researchers from the Missouri University of Science and Technology is a so-called "jet-ink" method that utilizes metamaterials—thin slices of nanometer-sized metal-dielectric materials. The developers say their process could facilitate "high-performance, pigment-free color printing and relevant applications such as security marking and information storage."⁶



9. ENERGY USAGE, CONVERSION, AND DISTRIBUTION:

The use of lighter-weight materials in automobiles, tribological layers for mechanical parts in machinery, and nanoporous thermal insulation materials in buildings all contribute to energy savings. Solar cell efficiencies of >40% can be attained by using nanostructures such as quantum dots and nanowires. Nanostructured electrodes could increase the energy yield achieved by converting chemical energy via fuel cells.



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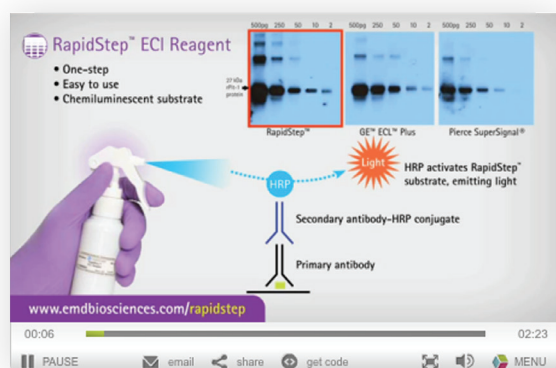
Tradeshows Videos

Videos engage viewers and drive traffic. Educate prospects after the conference and throughout the year.



Product Brochure Videos

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 Demos & Training

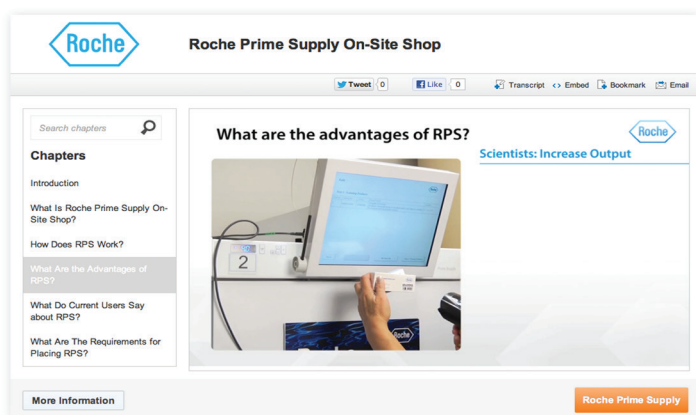
Demonstrate your products to prospects and customers through online videos. Sales and marketing can use them in presentations; scientists can view them independently throughout the year.

Customer Profiles & Testimonials

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.

Video Features:

- Production coordination
- HD camera/lighting package
- Script development/storyboarding with client
- Video editing, motion graphics, sound design
- Professional voiceover narration/recording
- Optimized for online and mobile devices
- 6-12 months hosting on global server network
- Featured on 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
- Client owns the copyright
- Complete reporting of views, clicks, and downloads
- Contact details of those who downloaded your poster, if gated option selected
- 3D Animation services available at an additional cost



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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

The interactive functionality of online webinars provides viewers with an in-depth look at a technology or process, and allows scientists to toggle to pages of interest, submit queries or to request a quote. These high-value, cost-effective presentations include:

- 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 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

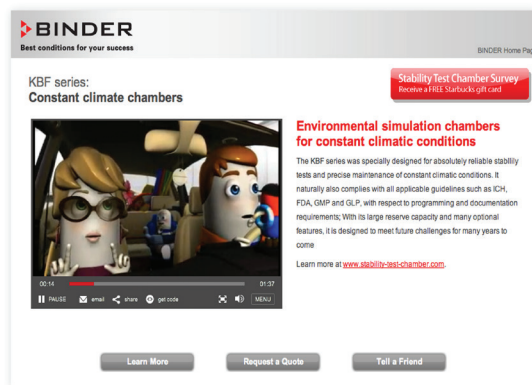
Fully customizable, live web seminars may be used for customer training, educating potential buyers on your new products, hosting online classrooms, or continuing education events. Labcompare Live Webinars put you in front of a large audience without the travel costs.

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 in on a sample at the molecular level. Combining 3D animation with voiceovers and commentary from technology experts provides customers with a deep and detailed look at your technology's benefits.



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.

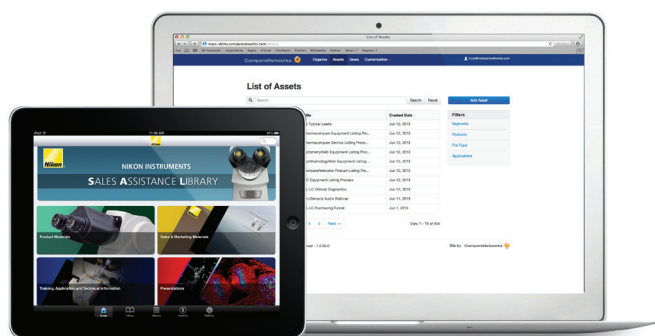


Surveys

Leverage the breadth of 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

Sales Enablement Solutions



What Is imSMART:

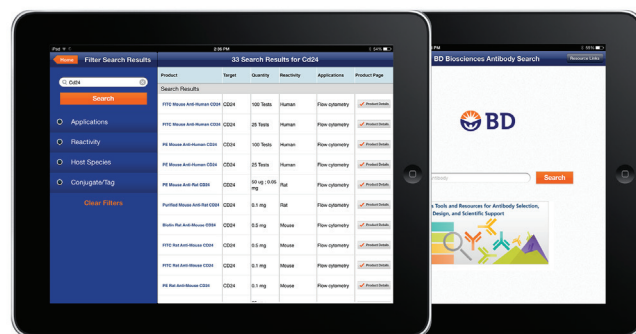
- The Interactive Mobile Sales and Marketing Tool (imSMART) is a mobile content management system.
- imSMART is a tablet app and robust tracking system.
- Two versions are available — one for sales organizations and one to engage customers.

Why Invest in imSMART:

- To learn more about imSMART, please visit www.imsmartapp.com

Features:

- Template-driven library of product collateral easily accessible via tablet.
- Product collateral can include everything from PDFs and videos, to ROI calculators and interactive presentations.
- imSMART also provides complete tracking of app usage



What Are Custom Mobile Applets:

- Our award-winning team can develop applets for iPhone/iPad/Android to your exact specifications.
- Examples include ROI calculators, product finders, product search tools, interactive training modules and presentations, and more

Why Invest in Custom Mobile Applets:

- Reach the ever expanding mobile market by creating an app.

Features:

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

Advertising Rates

Media Channels

Email Blast	Cost
Custom Email Blast (\$1,500 minimum drop)	\$0.40 per email
Multi-touch Email Blast	\$0.65 per email
Creative Services	Custom Quote

eNewsletter Sponsorship	Cost
Laboratory Instrumentation News - Primary Sponsor	\$2,500
Laboratory Instrumentation News - Secondary Sponsor	\$1,500
Application Targeted eNewsletter - Primary Sponsor	\$1,500
Application Targeted eNewsletter - Secondary Sponsor	\$1,000
European & India Lab eNewsletter - Primary Sponsor	\$1,500
European & India Lab eNewsletter - Secondary Sponsor	\$1,000

Online Display Advertising	Cost
Leaderboard Advertisement - Run of Site with Targeted URLs	\$90 CPM
Leaderboard Advertisement - Run of Site	\$85 CPM
Medium Rectangle Advertisement - Run of Site with Targeted URLs	\$85 CPM
Medium Rectangle Advertisement - Run of Site	\$80 CPM
Remarketing Program	Custom quote

Content & Native Advertising

	Cost
Editorial Article Sponsorship	\$3,500
Application Note Hosting (Annual)	\$1,000/ea
Exhibit Hall Preview	\$1,000
Video Hosting (Annual)	\$600/ea
Custom Content Marketing	\$5,000
eBooks	\$12,500
Laboratory Intelligence (Content Hub)	Custom Quote

Product Listing Directory

	Cost
Featured Product Listing	\$1,750
Product Listing with Lead Generation	Custom Quote
Pay Per Lead, Click, or Impression	Custom Quote
Corporate Profile	\$1,500

Content Creation Services

Video	Cost
Live Webinar	\$10,000
Audio Webinar	\$2,500
On-Demand Video Webinar	\$3,000
Product Brochure Video	\$6,500
Tradeshaw Video	\$3,500
Video Microsite	Custom quote
Commercial Video	Custom quote
3D Animation	Custom quote
Demo/Training Video	Custom quote
Customer Profile/Testimonial Video	Custom quote

Business Intelligence

	Cost
Sales Enablement Solutions	Custom Quote
Research Services (Surveys)	Custom Quote

Contact Information

Sales - United States

Matthew Gray McClosky

Sales Director

650.416.0510 | mmcclosky@labcompare.com

S. McCorvie Wham

Senior Account Executive

203.209.7299 | mwham@labcompare.com

Jack Apostolik

Senior Account Executive

650.243.5639 | japostolik@labcompare.com

Jenny Stevens

Senior Account Executive

619.385.1075 | jstevens@labcompare.com

Sales - International

Hilary Turnbull

hturnbull@comparenetworks.com

+44 (0)1875.825700

Emily Watson

ewatson@comparenetworks.com

+44 (0)1875.825700

Editorial

Christopher Cicinelli

Associate Editor

ccicinelli@labcompare.com

Robert L. Stevenson

Editor Emeritus

rlstevenson@comcast.net

Customer Success

Shiena Enerio

Customer Success Lead

senerio@comparenetworks.com

Andrew Scouten

Account Coordinator

ascouten@comparenetworks.com

Accounting

Tony Li

Accounts Receivable

tli@comparenetworks.com

A Division of CompareNetworks
395 Oyster Point Boulevard, Suite 300
South San Francisco, CA 94080
650.243.5600

twitter.com/labcompare
facebook.com/labcompare