

The background of the entire page is a blurred, light blue molecular structure. It consists of numerous white spheres of varying sizes connected by thin, light blue rods, creating a complex, interconnected network that resembles a chemical or biological molecule. The spheres have a slight reflection, giving them a three-dimensional appearance.

# labcompare

Practical Resources for Laboratory Scientists

2026  
**MEDIA KIT**

Connecting  
Laboratory Scientists  
and Solution Providers  
Worldwide

[www.labcompare.com](http://www.labcompare.com)

[www.labcompare.com](http://www.labcompare.com)

# Empowering Lab Scientists: A Timeline of Growth

What began as a comparison-based, online buyer's guide has evolved into a mission-driven platform, delivering practical, actionable products and content that empowers lab scientists every day. Today, Labcompare provides up-to-date product information, data-driven tools, and insightful content—to help researchers, scientists, and lab decision-makers make stay informed, make smarter choices, and drive results in an ever-evolving scientific landscape. Labcompare serves readers across many applied sciences and market segments, including analytical chemistry, environmental testing, food testing, clinical diagnostics, life science research, lithium battery testing, materials research, pharmaceutical labs, and more.

## OUR JOURNEY



**2009**

### **Labcompare Launched**

Labcompare was established as a comprehensive online buyer's guide for laboratory professionals, offering detailed product information across various scientific disciplines.

**2010**

### **Acquired American Laboratory and American Biotechnology Laboratory magazines**

Under Labcompare's umbrella, these acquisitions expanded the platform's reach and content, integrating their assets to enhance the breadth of laboratory technology and product information available to users.

**2013**

### **Integration of Medcompare, a CN Publication, Adding Clinical Coverage**

Labcompare broadened its scope by integrating Medcompare, a CN publication, incorporating clinical product categories for diagnostics lab professionals.

**2021**

### **Acquired Former ABM Publications' Laboratory Equipment® and Forensic Magazine®**

Labcompare strengthened its position in the laboratory and forensic sectors by acquiring these publications, enhancing its content portfolio, industry presence, and market influence.

**2024**

### **Launched Product Citations and Published Figures**

Labcompare introduced product citations and visualized data insights, enriching the products listed with Scilan's fact-based, algorithmically generated intelligence to help lab professionals make smarter, faster decisions.

**2024**

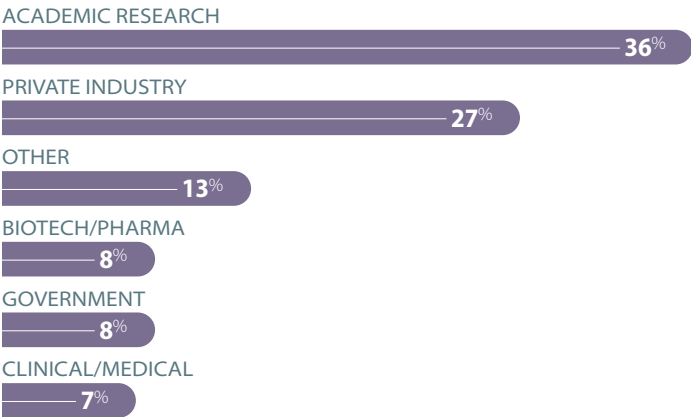
### **Released First Documentaries**

Expanding beyond product information, Labcompare debuted its documentary series, including "Forever Chemicals" on PFAS testing and "Ushering Lithium-ion Batteries Toward their Full Potential". This content further reinforces Labcompare's role as a thought leader, providing actionable insights and industry expertise to the scientific community.

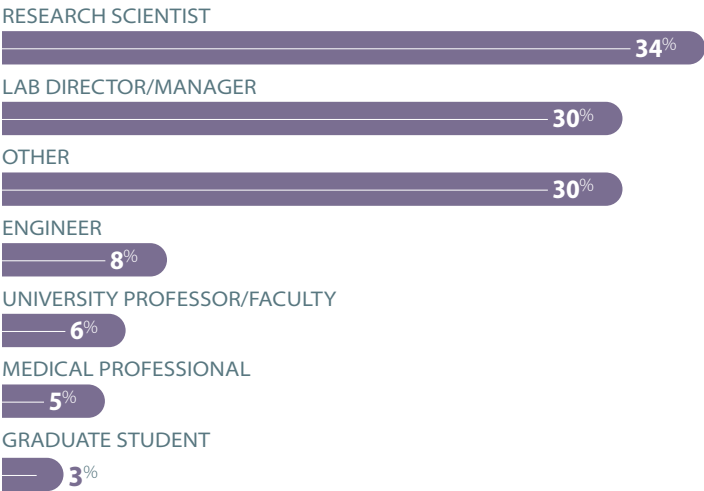
# Audience

Labcompare connects you with a highly engaged audience of scientists and laboratory professionals. With 50,000+ subscribers and 750K+ visitor sessions, our platform delivers targeted insights and expert content that scientists and decision-makers trust. Partners gain direct access to a global network of active science professionals.

## PLACE OF EMPLOYMENT



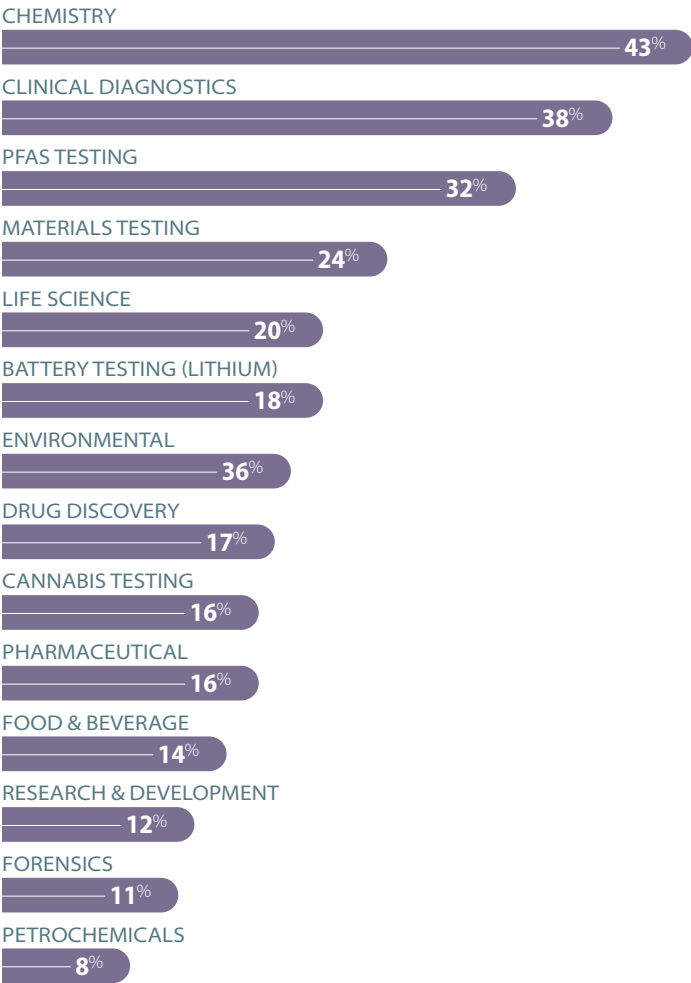
## JOB TITLE



## GLOBAL TRAFFIC



## INTERESTS / MARKET SEGMENTS



**1M+**  
Page Views



**750K+**  
Visitor Sessions



**580K**  
Unique Visitors



**247K**  
Registered Users



**104K**  
Email Reach



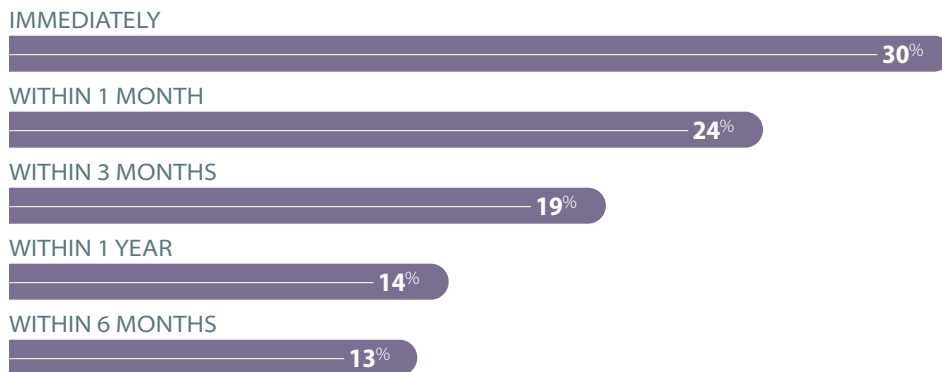
**15K+**  
Leads

# Audience Purchasing Power

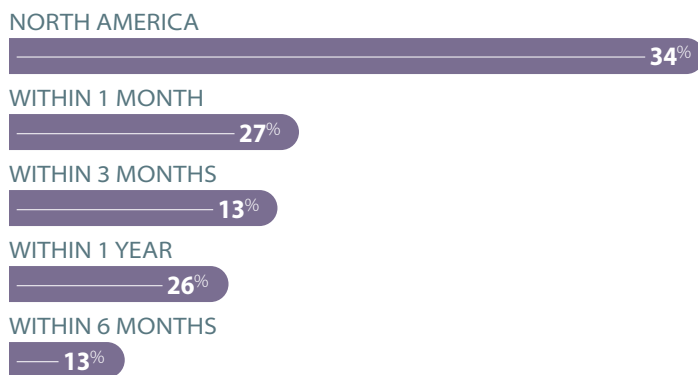
Through Labcompare, you reach lab professionals who influence and make purchasing decisions every day. We provide partners with sales-ready leads and opportunities to connect with the key decision-makers shaping the laboratory market.

## Up to \$2B in Sales Opportunities Generated!

### SALES-READY LEADS BY PURCHASE TIMEFRAME



### SALES-READY LEADS BY REGION



72%

#### BUYERS ARE URGENT TO HEAR BACK

Expect a supplier response time of less than 3 days regardless of purchase timeframe

92%

#### BUYERS WHO SHOP THE COMPETITION

Are open to learning about suppliers/vendors they may not have considered

95%

#### BUYERS WHO COMPARE OPTIONS

Are open to learning about, alternative products and equipment

92%

#### BUYERS WHO SEEK PRODUCTS

Are looking for new types of products and technologies

92%

#### BUYERS WHO TAKE ACTION

Are budget/funds-ready for the purchases

### LABCOMPARE REACHES THE LEADING INSTITUTIONS ACROSS SEVERAL INDUSTRIES

NIH Intramural Research Program  
Our Research Changes Lives

Lawrence Livermore  
National Laboratory

NOVARTIS

ExxonMobil

EPA United States  
Environmental Protection  
Agency

HARVARD  
UNIVERSITY

Ames Research Center

Stanford  
University

Sandia  
National  
Laboratories

FDA

USDA

RUTGERS | WAKSMAN INSTITUTE OF MICROBIOLOGY

Yale

Pfizer

Source: "Lab Insights & Purchasing Survey"; Labcompare.com

# Impact Every Stage of Marketing

Labcompare will help you match our marketing tactics to your business objectives and form a plan that is right for your company.

Target your customers during all stages of the buying cycle from awareness to purchase, across a network of top brands trusted by the scientific community!



**I use Labcompare to discover information about an intended purchase.**

Lance Jarrett,  
Analytical Chemist  
Akzo Nobel Coating

## Connecting Products to Customers Through Multi-Channel Engagement



**DECISION**

Product Listing Detail  
Get Quote  
Supplier Page Clicks



**CONSIDERATION**

Featured Products, Product Directory, Product Comparisons, Product Reviews, Product Citation & Data Figures, How To Guides, Buyers' Guides



**AWARENESS**

LABTips, Application Notes, Technical Articles, News, Infographics, eBooks, Content Marketing, Custom Content, New Product Spotlight, eNewsletters, eBlasts, Webinars, Display Ads, Videos, Buyers' Guides

# 2026 Editorial Calendar

|                             | JANUARY                                                                                                                                                                              | FEBRUARY                                                                                                                                                  | MARCH                                                                                                                                             | APRIL                                                                                                                                                                         | MAY                                                                                                                                                                                      | JUNE                                                                                                                                                                                 |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FOCUS                       | AUTOMATION                                                                                                                                                                           | LIFE SCIENCE                                                                                                                                              | MASS SPECTROMETRY                                                                                                                                 | CHROMATOGRAPHY                                                                                                                                                                | FOOD TESTING                                                                                                                                                                             | ENVIRONMENTAL                                                                                                                                                                        |
| How to Buy & Best Practices | LABTips: GxP & Data Integrity                                                                                                                                                        | Buyers Guide: Assay Kits                                                                                                                                  | LABTips: Better MS Method Development                                                                                                             | Buyer's Guide: SEC/GPC                                                                                                                                                        | Buyers Guide: NIR for Food QC                                                                                                                                                            | LABTips: Sustainability in Products and Culture                                                                                                                                      |
| Lab Equipment of the Month* | Pipettes                                                                                                                                                                             | Centrifuges                                                                                                                                               | High res-MS                                                                                                                                       | LC-MS & GC-MS                                                                                                                                                                 | Incubators                                                                                                                                                                               | PFAS Detection/Analysis                                                                                                                                                              |
| Expert Q&A                  | Q&A: Sample Prep                                                                                                                                                                     | Q&A: Elemental Analysis                                                                                                                                   | Q&A: 'Omics & Personalized Medicine                                                                                                               | Q&A: HPLC                                                                                                                                                                     | Q&A: Food Safety Testing                                                                                                                                                                 | Q&A: Environmentally friendly Reagents/ Solvents                                                                                                                                     |
| Additional Topics           | <ul style="list-style-type: none"> <li>• Microplate readers</li> <li>• Sample storage</li> <li>• Tube handling</li> <li>• DNA sequencers</li> <li>• Microplate dispensers</li> </ul> | <ul style="list-style-type: none"> <li>• Microbiology</li> <li>• Pumps</li> <li>• Thermal analysis</li> <li>• Calorimeters</li> <li>• Balances</li> </ul> | <ul style="list-style-type: none"> <li>• AA Spectrophotometers</li> <li>• ICP-MS</li> <li>• MALDI</li> <li>• TOF</li> <li>• Proteomics</li> </ul> | <ul style="list-style-type: none"> <li>• Ion chromatography</li> <li>• SFC</li> <li>• Columns and accessories</li> <li>• Sample prep</li> <li>• Moisture analyzers</li> </ul> | <ul style="list-style-type: none"> <li>• Homogenizers</li> <li>• Bioreactors/ fermenter</li> <li>• pH meters</li> <li>• NIR</li> <li>• Manufacturing</li> <li>• Refractometer</li> </ul> | <ul style="list-style-type: none"> <li>• Water testing</li> <li>• Field testing equipment</li> <li>• Elemental analysis</li> <li>• Particle analysis</li> <li>• Titration</li> </ul> |

**Discover topic options to reach your target audience — contact your Sales Executive for customized partnership solutions!**

|                             | JULY                                                                                                                                                             | AUGUST                                                                                                                                                                                                                           | SEPTEMBER                                                                                                                                                                              | OCTOBER                                                                                                                                                                                         | NOVEMBER                                                                                                                                                                                   | DECEMBER                                                                                                                                                                                     |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FOCUS                       | CLINICAL                                                                                                                                                         | MATERIALS TESTING                                                                                                                                                                                                                | PHARMACEUTICAL /BIOPHARMACEUTICAL                                                                                                                                                      | SOFTWARE/ DATA ANALYSIS                                                                                                                                                                         | DNA TECHNOLOGY                                                                                                                                                                             | MICROSCOPY                                                                                                                                                                                   |
| How to Buy & Best Practices | Buyers Guide: Bioreactors                                                                                                                                        | LABTips: Identifying Metals Contamination                                                                                                                                                                                        | Buyers Guide: Cell Sorters                                                                                                                                                             | LABTips: Sample Tracking and Management                                                                                                                                                         | LABTips: DNA Extraction                                                                                                                                                                    | Buyer's Guide: Fluorescence Imaging System                                                                                                                                                   |
| Lab Equipment of the Month* | Biochemistry Analyzers                                                                                                                                           | Battery Technology                                                                                                                                                                                                               | Lab Water Systems                                                                                                                                                                      | AI                                                                                                                                                                                              | PCR                                                                                                                                                                                        | Raman                                                                                                                                                                                        |
| Expert Q&A                  | Q&A: Cleanroom Technology                                                                                                                                        | Q&A: Separation Science                                                                                                                                                                                                          | Q&A: Hoods and Cabinets                                                                                                                                                                | Q&A: Lab Data Management                                                                                                                                                                        | Q&A: Cell Culture                                                                                                                                                                          | Q&A: Semiconductors                                                                                                                                                                          |
| Additional Topics           | <ul style="list-style-type: none"> <li>• Controls and standards</li> <li>• Point-of-care devices</li> <li>• Infectious diseases</li> <li>• Immunology</li> </ul> | <ul style="list-style-type: none"> <li>• Atomic spectroscopy</li> <li>• Thermal analysis</li> <li>• Metallography</li> <li>• Non-destructive testing</li> <li>• Rheometer/ viscometer</li> <li>• Test and measurement</li> </ul> | <ul style="list-style-type: none"> <li>• Lab refrigerators &amp; freezers</li> <li>• Flow cytometry</li> <li>• Fluorescence microscopy</li> <li>• Blood chemistry analyzers</li> </ul> | <ul style="list-style-type: none"> <li>• LIMS</li> <li>• Image analysis</li> <li>• Sample tracking</li> <li>• Machine learning</li> <li>• Quality control</li> <li>• Data management</li> </ul> | <ul style="list-style-type: none"> <li>• Next generation sequencing</li> <li>• Capillary electrophoresis</li> <li>• Nucleic acid purification</li> <li>• Solid phase extraction</li> </ul> | <ul style="list-style-type: none"> <li>• Scanning probe microscopy</li> <li>• Binocular microscopes</li> <li>• Compound microscopy</li> <li>• Electron microscopy</li> <li>• FTIR</li> </ul> |

\* To submit editorial for online publication or for author guidelines, connect with our Editorial Team at: [editorial@labcompare.com](mailto:editorial@labcompare.com)

\* Share your press releases and product announcements with us at: [news@labcompare.com](mailto:news@labcompare.com)

\*Lab Equipment of the Month: A quick-read editorial feature spotlighting a key product category, delivered in our signature "Equipment in 60 Seconds" format. Each article gives readers fast, practical insights—what the equipment is, how it's used, why it matters, plus expert tips and common pitfalls to avoid. It's an engaging, highly shareable way to keep scientists up to speed on essential tools for the lab.

# Marketing Offerings

|  |  |  |  |  |  |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| BRAND AWARENESS                                                                   | THOUGHT LEADERSHIP                                                                | TRAFFIC GENERATION                                                                 | DEMAND GENERATION                                                                   | MARKETING QUALIFIED LEADS                                                           | SALES QUALIFIED LEADS                                                               |

|                           |                                 |     |   |   |   |   |   |   |
|---------------------------|---------------------------------|-----|---|---|---|---|---|---|
| DIRECTORY                 | Product Listing                 | p8  | • |   | • | • |   | • |
|                           | Featured Products               | p10 | • |   | • | • |   | • |
|                           | New Product Spotlight           | p11 | • |   | • | • |   | • |
|                           | Corporate Profiles              | p12 | • | • |   | • | • |   |
| CONTENT <span>NEW!</span> | Editorial Advertising Program   | p13 | • |   | • | • |   | • |
|                           | Content Hosting                 | p14 | • | • |   | • | • |   |
|                           | Content Marketing               | p15 | • | • |   | • | • |   |
|                           | Custom Content Lead Gen Program | p15 | • | • |   | • | • | • |
|                           | eBooks                          | p16 | • | • |   | • | • |   |
|                           | Webinars                        | p17 | • | • |   | • | • |   |
|                           | Webinar to Article Conversion   | p18 | • | • |   | • | • |   |
| MEDIA                     | eNewsletter Sponsorships        | p19 | • |   | • | • | • |   |
|                           | Application Focus eNewsletters  | p20 | • |   | • | • | • |   |
|                           | eBlasts                         | p21 | • |   | • | • | • |   |
|                           | Multi-Touch Email Campaign      | p22 | • |   | • | • | • |   |
|                           | Display Ads                     | p23 | • |   | • | • | • |   |
|                           | Retargeting Ads                 | p24 | • |   | • | • | • |   |
| SERVICES                  | Videos                          | p25 | • | • | • | • |   |   |
|                           | Custom Content                  | p26 | • | • | • | • | • |   |

# Product Listings



Labcompare's Product Listings program prominently features your products in our Product Directory, which is visited by Labcompare's sales-ready audience. This effective exposure not only amplifies awareness of your products, but also ensures they are top of mind for consideration and purchase by our engaged audience. We connect suppliers with buyers actively seeking products, enriched with purchase intent, scientific citations, and peer reviews that build trust and speed up decision-making.

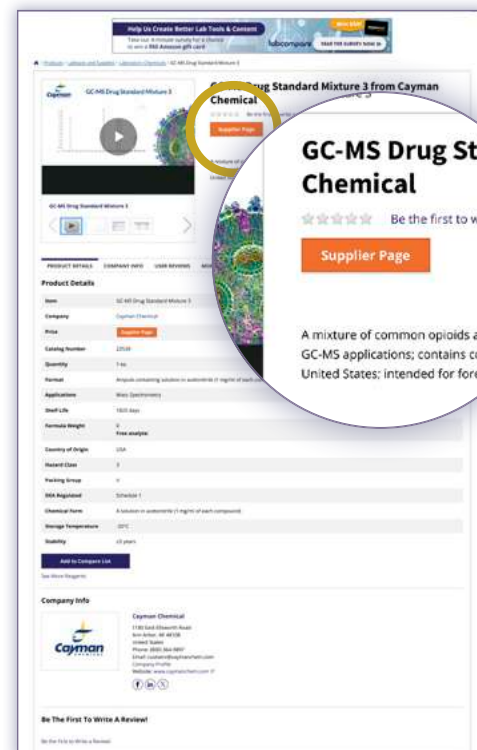
## Benefits:

- Exposure to a sales-ready audience with lead generation at the core.
- We enhance your product listings by associating journal articles and figures that mention use of your product—at no cost!
- We offer two tailored listing programs based on your product type, ensuring instrument and equipment drive sales-ready inquiries while consumables drive sales-ready traffic.

## Features:

- Access to high-intent lab buyers actively researching new solutions
- RFQ lead generation with full demographics and purchase timeframe for instruments & equipment
- Direct traffic to your site from supplier pages with lead buttons for consumables and supplies
- Qualified leads enriched with citations, published figures, and product reviews
- Enrichment through citations and published figures matched to products using the scilan AI-powered data lake
- Product reviews intelligently linked to products where available for deeper buyer insights
- Marketing assets designed to support and amplify product review campaigns
- Monthly reporting with end-of-campaign insights

(Optional upgrades available for Enhanced or Premium profiles)



# Product Listing Reviews

Labcompare offers the tools you need to help encourage your customers to review your products today. Your Product Review Marketing Tool kit includes the following free resources. This is a no-cost program made available to complement your product listing program on Labcompare. In addition to generating qualified leads, you will be able to feature your customer reviews with your product listings.

## Benefits:

- No additional cost for these free resources!
- Builds credibility and trust with potential customers
- Improves decision-making with insights into performance and features
- Encourages engagement and shows you value customer feedback
- Increases conversion rates better than those without reviews
- Provides competitive advantage to differentiate from competitors

## Features:

Select from all the available tools to help encourage your current customers:

- Email Blast Invitation
- Promotional Postcard
- Promotional Flyer
- Labcompare Review Badge
- Banner Ads
- Social Ads
- Email Signature Ad

**NO  
COST**



**87%**

**LABCOMPARE'S AUDIENCE** turns to product reviews and trusted citations to confidently evaluate and select the right solutions.

## SHARE YOUR EXPERIENCE

Review our products on Labcompare.com and get a \$20

**START YOUR  
REVIEW**

**Bettersize**  
BETTER PARTICLE SIZE SOLUTIONS



**Request your free assets to get more reviews**

# Featured Products

Our Featured Product Listing is designed to maximize visibility and engagement, making your product stand out across Labcompare's platform and channels. By securing priority placement and enhanced exposure, your product gains 10X more awareness than standard listings—driving higher visibility, clicks, and leads.

## Benefits:

- Significantly increase product awareness and visibility
- 10X more brand exposure vs. standard product listings
- Priority ranking in search results for maximum visibility
- Eye-catching, multimedia presentation of your product

## Features:

- Sponsored product placement at the top of category pages (1 year)
- Homepage carousel rotation (3 months)
- Dedicated Featured Product section on Labcompare (1 year)
- Highlighted in Featured Product sections of eNewsletters
- Promotion in Labcompare's Product Alert eNewsletter
- Image gallery with up to 5 images or video
- Bonus Mini Product Brochure Video included in listing
- End-of-program report with page views, clicks, leads, and impressions

94%

**LABCOMPARE'S AUDIENCE** finds new products and featured products useful in their evaluation and selection process.

### FEATURED PRODUCT LISTING

### SPONSORED PRODUCT STATUS

### FEATURED PRODUCT NEWSLETTER

# New Product Spotlight



Launching a new product and looking to promote it to the Labcompare audience? Our New Product Spotlight offers an excellent opportunity for maximum exposure and visibility. Building on the success of our Featured Products, this program provides an effective way to showcase your new products to our engaged and targeted audience.

## Benefits:

- Spotlight to generate excitement with increased brand and product awareness
- Prominent placement to increase awareness & visibility
- Front-facing to reach decision-making audience
- Sales-qualified leads and/or sales-ready

## Features:

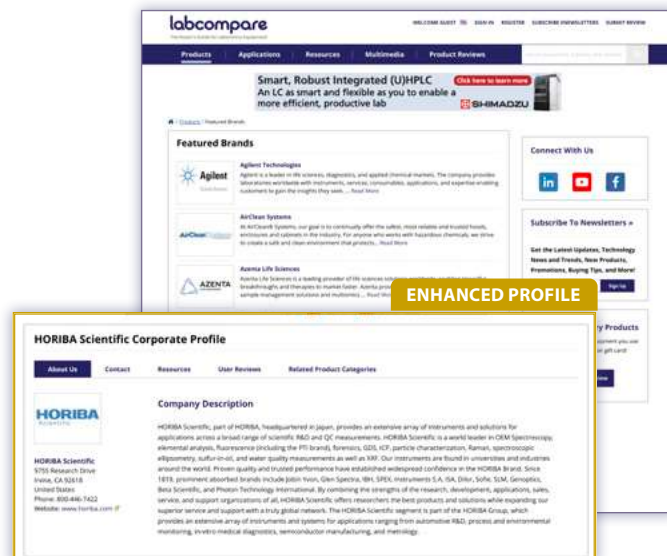
- A 400-word New Product Spotlight article written by our Editor based on company-supplied product press release and your answers to questions
- Includes a summary and link to the product
- Placement in a dedicated New Products section within Labcompare
- Promotion in at least two eNewsletters
- Product will be placed on the site as a Featured Product alongside the New Product Spotlight article feature
- Inclusion and association of 2 supporting content items (whitepaper, application note, technical articles or poster) on the product's dedicated page
- Metrics reported at the end of the 12-month program include New Product Spotlight article, views; Featured Product page views, clicks, leads generated; and impressions delivered from all promotional channels



# Corporate Profile

A Corporate Profile is a prominent resource for companies aiming to enhance their brand visibility and showcase integration of their listing program. Many of our visitors are eager to learn more about the companies behind the products they are considering. We offer a variety of custom options to help distinguish your company and showcase its core mission.

Choosing one or two of our premium upgrades can significantly impact whether your product or service is chosen for further consideration.



|                                                                                                                                                                                                                                                     | BASIC | ENHANCED | PREMIUM |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------|---------|
| <b>About Us section</b> — includes your company's contact details, address, phone and website URL, and social media profiles URLs                                                                                                                   | ●     | ●        | ●       |
| <b>Related Product Categories</b> — includes all relevant product categories so users can quickly and easily access the products your company has listed within our product directory                                                               | ●     | ●        | ●       |
| <b>Contact section</b> — includes a Request More Information lead form for general inquiries as well as a link out to your home page, facilitating lead and traffic generation                                                                      |       | ●        | ●       |
| <b>Embedded Company Video</b> — an area to link to a corporate profile video, should your company have one. If your company does not have a corporate video, we can create one at a special rate when purchased with the Enhanced Corporate Profile |       | ●        | ●       |
| <b>Searchability</b> — link to your profile will appear at the top of search results so your company name is visible when a user conducts a search for your company name on Labcompare.com                                                          |       | ●        | ●       |
| <b>Featured Product</b> — showcases any Featured Products you may have purchased from us for maximum exposure                                                                                                                                       |       | ●        | ●       |
| <b>Product Reviews</b> — displays all of the product reviews your products may have received from our audience, helping your company to establish instant credibility and product usage validation                                                  |       | ●        | ●       |
| <b>Resources</b> — highlights any content you are hosting on our site; in addition to any Labcompare content you may have sponsored, providing additional opportunities to showcase your content                                                    |       | ●        | ●       |
| <b>Company Profile Article</b> — features a Q/A interview article. A PDF of the article will be provided for your own use                                                                                                                           |       |          | ●       |

# Editorial Advertising Program

Advertising around exclusive editorial articles is an effective strategy to reach specific audiences by leveraging the credibility and influence of the editorial content, thus increasing your brand awareness, leadership and potential for RFQ leads. Our Editorial Advertising Program allows you to reach prospective buyers when it matters most! This specially designed program allows you to associate your brand and products for one year alongside an article of choice for maximum impact.

## Benefits:

- Seamlessly integrate your message into trusted editorial content
- Align with a highly targeted audience
- Capture attention alongside relevant, high-value articles
- Leverage the credibility and trust of Labcompare's editorial

## How it works:

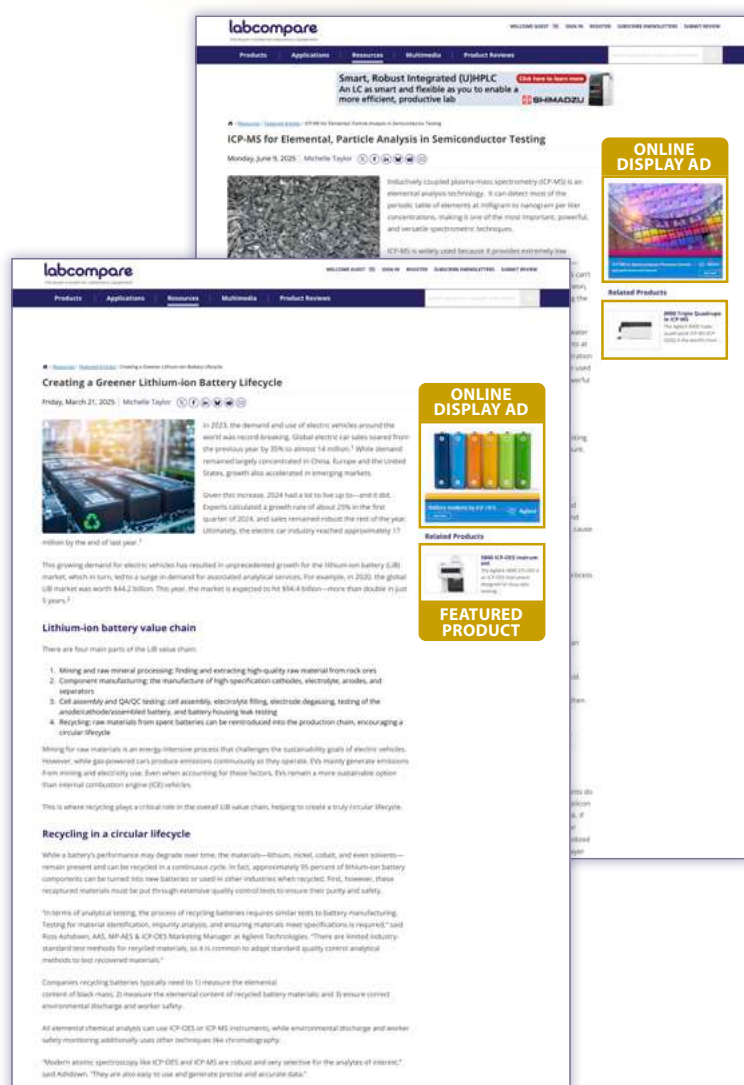
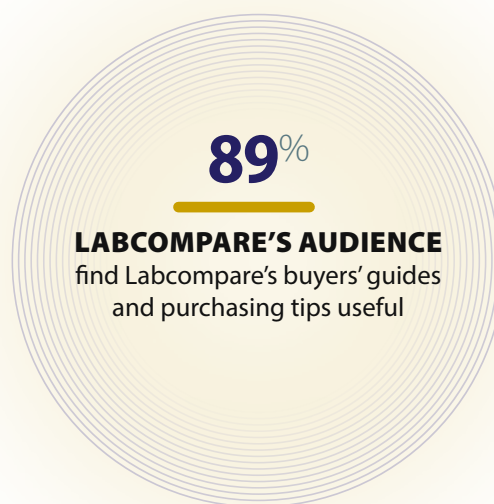
1. Choose a Topic – Select from Labcompare's Editorial Calendar
2. Submit Content – Provide an article following our author submission guidelines

*Interested in a custom topic? Collaborate with our Editor on a tailored topic.*

## Features:

- Year-long association with a credible editorial article
- Sponsorship/ad in the eNewsletter featuring your chosen article
- Exclusive display ad takeover with 12-month targeted medium rectangle + leaderboard ad to the article
- One featured product with lead-gen promoted alongside the article (existing or new)
- End-of-program report covering engagement and leads

Source: "Lab Insights & Purchasing Survey"; Labcompare.com



# Content Hosting



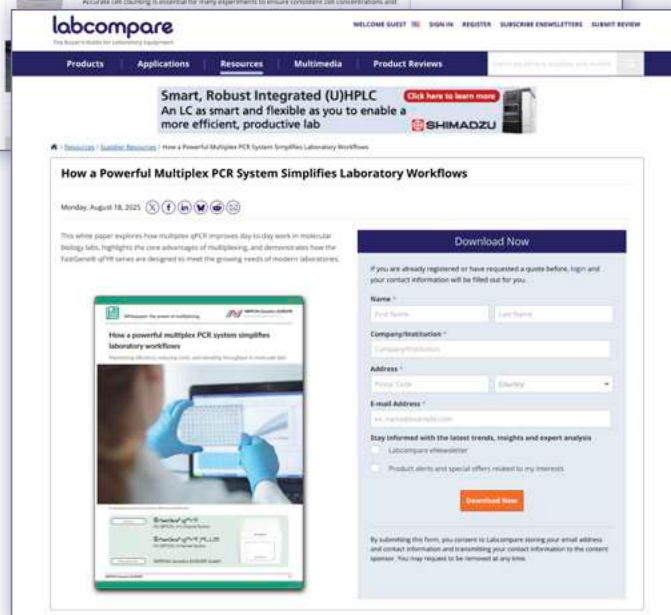
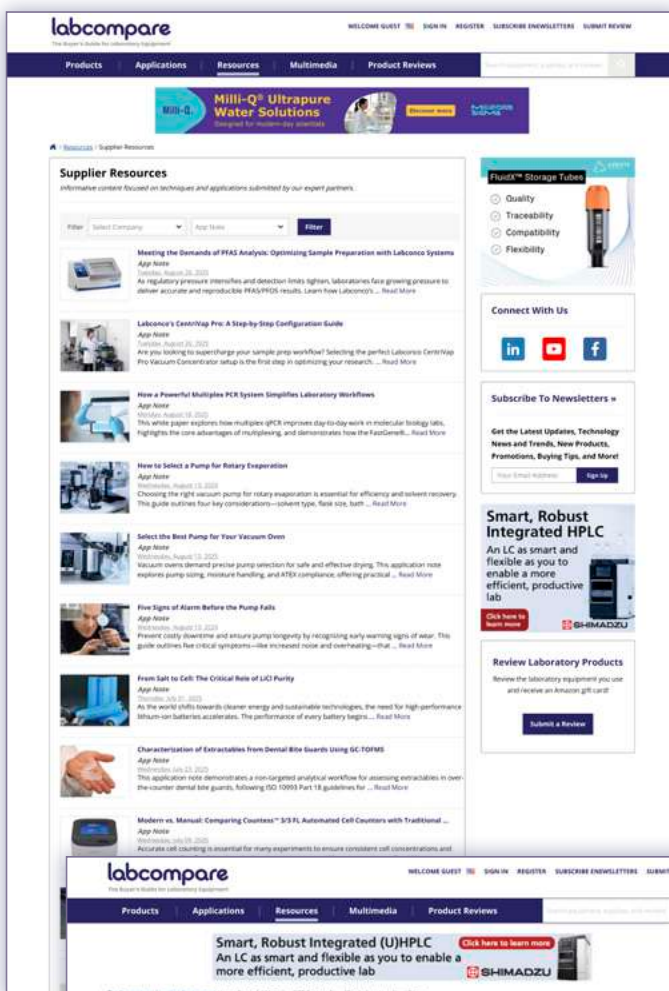
Informative content like whitepapers, app notes, posters, and videos helps professionals find solutions, applications, and the latest technologies. By hosting your content and linking it to your supplier listing, you maximize visibility and showcase your expertise.

## Benefits:

- Brand Visibility – Showcase your expertise
- Engagement – Reach your ideal audience
- Lead Generation – Turn content into contacts
- Educational – Build trust through insights

## Features:

- Archived for one year in a dedicated online section
- Option to associate each asset with a listed product in our directory
- Featured in the Resources section of Enhanced or Premium Corporate Profiles
- Includes promotion within relevant section of one eNewsletter and one eBlast promotion
- Registration option available to generate leads



\*Eligible Content Hosting includes Application Notes, Whitepapers, Technical Article, Posters, or Video.

# Content Marketing



A Content Marketing 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 homing 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.

## Benefits:

- Increased Brand Awareness: Increase your brand's visibility by creating and distributing valuable, relevant, and consistent content
- Measurable Results: Campaign metrics on leads generated with full contact information
- Ownership Guarantee: You retain full ownership of the content we create for you after the promotions have been completed

## Features:

- Production and design of gated content (e.g., comparison chart, timeline, infographic, list, fun facts, and more)
- Content hosted for 12 months
- High-funnel, information-qualified leads delivered by email as received
- Marketing through our network, including social media, email campaigns, etc.

**ENSURING A 'Quality' Future:**  
*Lithium-ion Batteries for Electric Vehicles*

The production, sale and use of electric vehicles is on the rise. In the United States, 5.7% of car sales in 2022 were fully electric vehicles, up from 1.4% in 2019. In Europe, electric cars are even more popular, accounting for 22.1% of market share last year. China is the frontrunner in the electric vehicle market, accounting for 29% of domestic car sales in 2022, up from 19% in 2021. But the technology behind electric vehicles is complex. A single EV lithium-ion battery pack contains hundreds of individual cells wired together. A single flaw in any one of these cells can reduce performance and cause internal short circuits that could ignite a battery's flammable electrolyte. That's why quality control (QC) in the production of lithium-ion batteries for electric vehicles is of the utmost importance. There are three general steps for manufacturing Li-ion batteries: preparing the electrodes, assembling the battery cells, and finishing the battery assembly. Each step has multiple QC checks along the way—let's review a few of them.

**QC Testing 1: Optical inspection**  
Battery manufacturers use optical cameras and other imaging solutions to QC the electrodes. For example, optical cameras use infrared electronic films for macroscopic defects like cracks and irregular geometries at the edge of the films, while X-ray imaging can monitor if the anode and cathode films are precisely aligned with one another in a cell.

**QC Testing 2: Moisture analysis**  
Maintaining minimal water content is a strict requirement when producing Li-ion batteries, as the liquid can react with lithium hexafluorophosphate in the electrolyte and destroy battery components. Thus, there's a need for vacuum drying to remove residual moisture before assembly. Thermogravimetric moisture analyzers, like the Sartorius PA 103, can be employed at multiple points during the vacuum drying process to ensure rapid evaluation of moisture. Moisture analyzers can also be used to assess moisture content of anode and cathode components prior to preparing the electrode slurries.

**5 Questions TO ASK WHEN PURCHASING A VACUUM PUMP**

Vacuum pumps are used throughout research labs for a variety of applications. Because of the broad range of uses and different pump technologies available, selecting the right pump for your application can be challenging. Before you decide on a specific solution, asking yourself these five questions will help you select the most appropriate pump for your laboratory needs.

- 1. How much vacuum do I need?**  
Before you can choose a pump, you must know the pressure you need to reach. This is often the first step in selecting the most appropriate pump. Knowing the depth of the vacuum you require, and knowing your pump's performance, allows for a more informed decision. The pump's performance is often listed in terms of ultimate pressure (the lowest pressure it can reach) and pumping speed (the rate at which it can reach that pressure). The pump's performance is often listed in terms of ultimate pressure (the lowest pressure it can reach) and pumping speed (the rate at which it can reach that pressure).
- 2. How much pumping speed do I need?**  
The most common term in the vacuum world is the pump's pumping speed, which is the rate at which the pump can remove gas from the chamber. The pumping speed is often listed in terms of ultimate pressure (the lowest pressure it can reach) and pumping speed (the rate at which it can reach that pressure).
- 3. How noisy will it be?**  
Noise is an important consideration when selecting a pump. The pump's noise level is often listed in terms of ultimate pressure (the lowest pressure it can reach) and pumping speed (the rate at which it can reach that pressure).
- 4. What maintenance is required and how often?**  
Pump maintenance requirements can vary significantly between different pump technologies. Some pumps require regular maintenance, while others are designed to be maintenance-free. The pump's maintenance requirements are often listed in terms of ultimate pressure (the lowest pressure it can reach) and pumping speed (the rate at which it can reach that pressure).
- 5. Do I need a vacuum controller?**  
A vacuum controller is a device that allows you to control the pump's operation. It is often used to control the pump's operation in a laboratory setting. The pump's maintenance requirements are often listed in terms of ultimate pressure (the lowest pressure it can reach) and pumping speed (the rate at which it can reach that pressure).



## Custom Content Lead Gen Program

Our newly tailored Custom Content Lead Gen program is designed to help you rapidly fill your CRM with high volumes of qualified leads. By focusing on both Interested Qualified Leads (IQLs) and Marketing Qualified Leads (MQLs), this program ensures your sales pipeline stays robust and targeted, enabling your team to engage prospects ready to move forward.

**Inquire to learn more.**

**THREE AREAS to Focus on in Your Lab's Sustainability Journey**

Enhancing sustainable practices is not always an easy one, especially for laboratories. By nature, laboratories are energy-intensive, with chemical laboratories using up to 10 times more energy than an equivalent-sized business. For example, a single piece of high-energy equipment such as the common off-gas temperature freezer can use as much energy per year as an entire household. At the same time, temperature stability in an ultra-low temperature freezer is imperative, as are any backup systems. Laboratories may have to place in place of power failure in an emergency.

So, how do you maintain a sustainable laboratory without compromising the quality of data? Experts at ELGA Labcompare suggest focusing on three key areas that create a disproportionately sized impact: water consumption, plastic and paper waste and energy usage.

**Plastic/Paper Waste**  
To minimize the risk of waste, consider replacing laboratory and emergency manual tools with reusable alternatives. Reusable labware, such as beakers, test tubes, and pipette tips, can be used repeatedly, reducing the amount of plastic waste generated. Reusable labware, such as beakers, test tubes, and pipette tips, can be used repeatedly, reducing the amount of plastic waste generated.

**Energy Usage**  
As a function of the purpose, laboratory equipment often operates 24/7, resulting in extremely high energy usage. Manufacturers, however, have become more energy-efficient in their designs. When purchasing new equipment, look for energy-efficient models. Energy-efficient models, such as the ELGA Labcompare, can help reduce energy consumption and lower operating costs.

**Water Consumption**  
Water conservation strategies in the lab are increasingly important, requiring the effort to implement low-leakage and low-flow devices. Water conservation is a key focus for many laboratories, as water is a critical resource. Water conservation is a key focus for many laboratories, as water is a critical resource.

**ELGA Labcompare**

Our eBook program offers a blend of content from Labcompare with your company insights, providing education to lab professionals on cutting-edge topics and technological advances. Our eBook promotional and distribution program offers the ability to have your content seen by over a million professionals, who are highly engaged.

## Benefits:

- Demonstrate expertise – Share deep industry knowledge and innovative ideas to position your brand as a leader
- Differentiate from competitors – Deliver valuable insights and cutting-edge perspectives to strengthen thought leadership
- Shape the conversation – Address emerging trends and set the agenda in your field
- Generate quality leads – Attract prospects genuinely interested in your expertise
- Flexible sponsorship options – Two exclusivity levels to fit any budget



## eBook Sponsorships

### Single-Sponsor eBook

Single-sponsored eBooks combine content created by Labcompare with content from the sponsor to inform industry professionals about a particular topic. This exclusive sponsorship offers the sponsoring company the unique ability to associate your content and assets alongside the industry's leading trusted technology content provider. Our eBook promotional and distribution program ensures your content reaches a highly engaged audience. The eBook is promoted across all Labcompare channels including website, email, and social media.

#### Features:

- Up to two Labcompares included (optional). Editorial and design expertise to create high-quality, co-branded content.
- Up to five sponsor ads (8.5 x 11).
- Two or three pieces of sponsor content (up to 1500 words each; e.g., articles, whitepapers, infographics, checklists). Content that inspires engagement is recommended.
- Sponsor resource page with media links to promote other content (e.g., products, videos, posters, webinars) in a highly graphic format.
- Registration to download the eBook (optional).
- eBook hosted online for one year.
- Sponsors can request a PDF for their own distribution.
- Multi-channel promotion.
- Leads delivered by email via spreadsheet as received.

### Multi-Sponsor eBook

Multi-sponsored eBooks allow multiple companies to contribute content around a single industry topic, sharing exposure while benefiting from the trusted content and audience of Labcompare. This option is ideal for sponsors seeking cost-effective visibility alongside complementary organizations.

#### Features:

- Curated Labcompare content paired with content from multiple sponsors.
- Editorial and design support to ensure a cohesive, high-quality co-branded publication.
- One sponsor ads per company (8.5 x 11).
- One piece of sponsor content per company (up to 1500 words each; e.g., articles, whitepapers, infographics).
- Sponsor resource page with links to each contributor's additional content.
- Registration to download the eBook.
- eBook hosted online for one year.
- Multi-channel promotion across website, email, and social media.
- Shared leads delivered by email via spreadsheet as received.

# Webinars



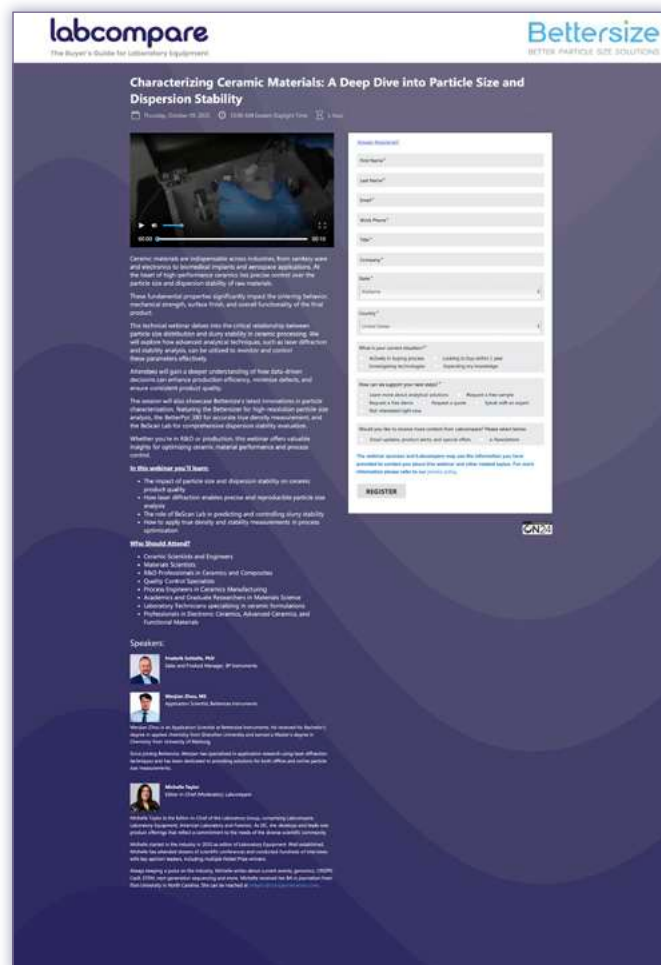
Webinars are a vital tool for fostering thought leadership, building credibility, and providing in-depth product insights in an interactive setting. Collaborate with the Lab Group for expert project management support tailored to smoothly navigate you through the entire webinar journey. In addition to handling webinar production, we'll collaborate on a multi-channel marketing strategy to attract registrants and maximize engagement.

## Benefits:

- Engage your audience – Deliver live or pre-recorded presentations, demos, and discussions that captivate attention
- Interactive participation – Encourage questions and real-time engagement with presenters
- Establish authority – Share insights, expertise, and innovative ideas to position your brand as an industry leader
- Generate leads – Capture attendee information through registration and follow-up surveys to nurture prospects
- Provide valuable content – Offer educational or supplemental materials directly within the webinar console

## Features:

- Professional Event Management – Full coordination from start to finish
- Branded Experience – Customize console with your logo
- Interactive Tools – Live Q&A, polls, surveys, and chat to engage attendees
- Simulive Option – Pre-record presentations with live audience interaction
- Content Hosting – Downloadable resources in the webinar console
- Multi-Channel Promotion – Email, social, and other channels to drive attendance
- On-Demand Access – Archived webinar available for 12 months
- Analytics & Reporting – Registrant info and engagement metrics



# Webinar to Article Conversion

## Transform Your Webinar Content into Engaging Articles

Maximize the value of your webinars with our comprehensive conversion service. We transform your webinar recordings into high-quality, engaging articles that capture key insights, provide actionable takeaways, and extend the reach of your content.

### Benefits:

- **Extended Content Lifespan:** Convert your presentation into a timeless resource that can be referenced long after the webinar is over.
- **Increased Reach and Visibility:** Articles attract new audiences who prefer reading over watching and improve your content's discoverability.
- **Enhanced Engagement:** Provide additional value to your audience through well-crafted articles that deepen their understanding of the webinar topics.
- **Lead Generating:** Articles can be used as lead magnets or gated content to capture contact information and generate new leads.
- **Expanded Brand Authority:** A high-quality article positions yourself as a leader and expert in your field.

### Features:

- Upcycle an on-demand webinar and turn it into a downloadable highlight piece (gating optional)
- We take key highlights from the event to write a summary article
- We design and format the article, giving you full ownership once the program is complete.
- Article is hosted on the site for 12 months
- Includes eBlast promotion to Labcompare 5K+ min names, and inclusion in 2+ relevant eNewsletters
- Contact information for leads generated from gated content only



# eNewsletter Sponsorship

Keep your brand top-of-mind with Labcompare's engaged audience by placing your messaging alongside trusted content, including products, articles, and industry news. Our eNewsletters are highly effective for driving brand awareness, product introductions, and thought leadership among qualified lab professionals.

## Benefits:

- Boost brand recognition within the newsletter's readership
- Connect with subscribers who actively seek valuable information
- Align your brand with trusted and established content

## Features

Choose from two sponsorship options:

1. Text-Based Sponsorship – Messaging integrated directly within the newsletter content for a seamless, editorial-style presence
  - » Image (187x134 pixels) and text
2. Banner Ad Sponsorship – High-visibility graphical placement to maximize brand impact
  - » Top leaderboard (600x100 pixels)

Metrics include: emails sent, opens, and clicks

22%

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labcompare

Labcompare Newsletter

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This sequential approach created a disconnect: therapies would advance through clinical trials without a validated method for identifying the right patients. [Read More](#)



#### LABTips: Characterizing Polymeric Nanoparticles using Electron Microscopy

This article discusses considerations when preparing and analyzing polymeric nanoparticles using SEM and TEM, as well as radiation-induced changes in samples. [Read More](#)



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#### Infographic: Resolving Top Pain Points in the PFAS Analysis of Environmental and Food Matrices

Developing effective methods to test and quantify the presence of PFAS compounds is paramount; however, labs face many challenges to do so. Our latest infographic focuses on three pain points in the PFAS analysis of environmental and food matrices and offers suggestions to address those challenges. [Learn more](#)

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# Application Focus eNewsletter

Our Application eNewsletters deliver an exclusive, topic-focused sponsorship designed to position your brand as a thought leader. Showcase your application notes, whitepapers, or technical articles alongside trusted editorial content—reaching a highly targeted audience when they're most engaged.

Sponsors can provide gated content (to capture leads) or ungated content (to drive website traffic). Each issue is sent to 5,000 min. qualified subscribers.

## Benefits:

- Direct exposure to a niche, highly engaged audience
- Exclusive sponsorship with no competing advertisers
- Access to key stakeholders and decision-makers

## Features:

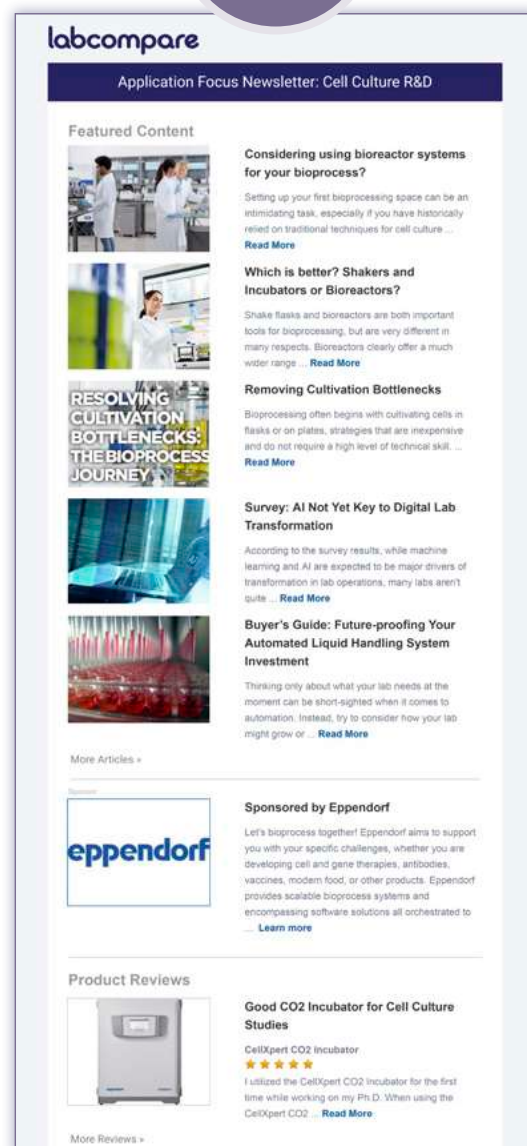
- One sponsor per eNewsletter
- Up to 3 sponsor-provided application notes (gated for leads or ungated for traffic)
- One featured product included
- 1–2 top editorial pieces selected by our Editors
- Distribution to 5,000+ targeted subscribers
- Performance reporting: open rates, CTRs, and leads (if gated)

## Available application target areas:

- Animal Research
- Battery Testing (Lithium)
- Cannabis Testing & Analysis
- Chemistry
- Clinical Diagnostics
- Drug Discovery Environmental
- Forensics
- Food & Beverage
- Informatics & LIMS
- Life Science
- Mass Spectrometry
- Materials Testing & Research
- Image Analysis/Microscopy
- Petrochemicals
- PFAS Testing
- Pharmaceutical
- Research & Development
- Separation Science
- Chromatography
- Spectroscopy

20%

AVERAGE  
OPEN RATE



# eBlasts

eBlasts enable advertisers to connect with an audience that has purchasing authority. Our subscribers have opted in to receive third-party communications, guaranteeing an engaged and interested audience. By aligning research interests with website activity, our eBlasts achieve top industry engagement metrics, enhancing ROI. Additionally, we offer expert advice to ensure optimal performance of your eBlasts.

## Benefits:

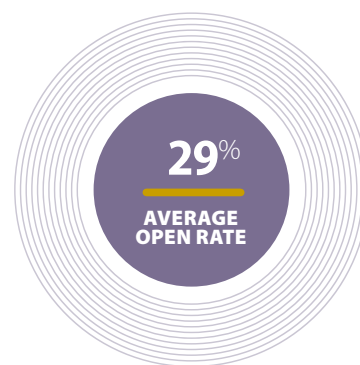
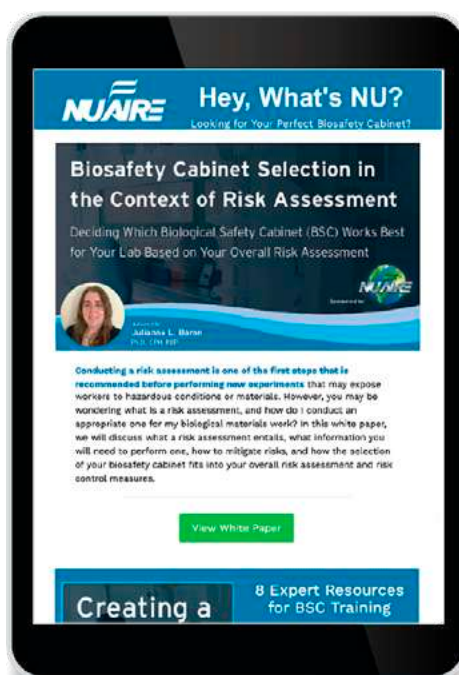
- Connect with an engaged audience who has opted in to receive our partner alerts
- Reach a large audience with targeted messages
- A direct line to laboratory professionals' inboxes
- Keep your brand top-of-mind and reinforce your messaging

## Features:

- Free optimized email templates are available, should your resources be limited
- Custom template design and translation services offered, should you require expert consultation and development support
- Metrics available one week post deployment (total sent, opens, clicks, etc.) and link activity

## Select from key research interests:

- Animal Research
- Battery Testing
- Cannabis Testing & Analysis
- Chemistry
- Clinical Diagnostics
- Drug Discovery/ Clinical Trials
- Environmental
- Forensics
- Food & Beverage
- Informatics & LIMS
- Life Science
- Mass Spectrometry
- Materials Testing & Research
- Image Analysis / Microscopy
- Petrochemicals
- PFAS Testing
- Pharmaceutical
- Research & Development
- Separation Science / Chromatography
- Spectroscopy



# Multi-Touch Email Campaign

Multi-touch email campaigns are engagement-focused email campaigns tailored to the responses of your email audience. A multi-touch campaign delivers your message over the course of several emails based on the initial engagement of the first email to maximize overall campaign engagement.

Whether the goal is increasing company awareness, drive traffic, or increase leads—through consistent touch points, these top-of-mind campaigns will help you get there. Multi-touch programs have demonstrated an increase in email metrics such as open rates, click-through rates, and conversions. Our specialists will assist in the design of the program to increase engagement and help ensure the success of your campaign.

## We offer 2 types of multi-touch email campaigns:

Contacts are re-engaged according to their level of interaction and campaign type.

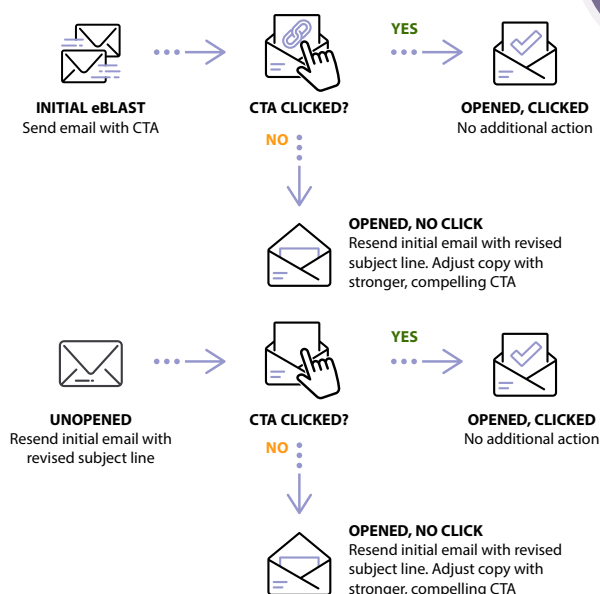
- Re-Engagement Email Campaign
- 3-Touch Drip Email Campaign

## Benefits:

- Reach your audience with a series of targeted messages over time.
- Tailor content to individual preferences and behavior for maximum relevance.
- Guide leads through the sales funnel with strategically timed emails.
- Save time and resources with automated scheduling.

### Re-Engagement Email Campaign

How a Re-Engagement Email Campaign Works:

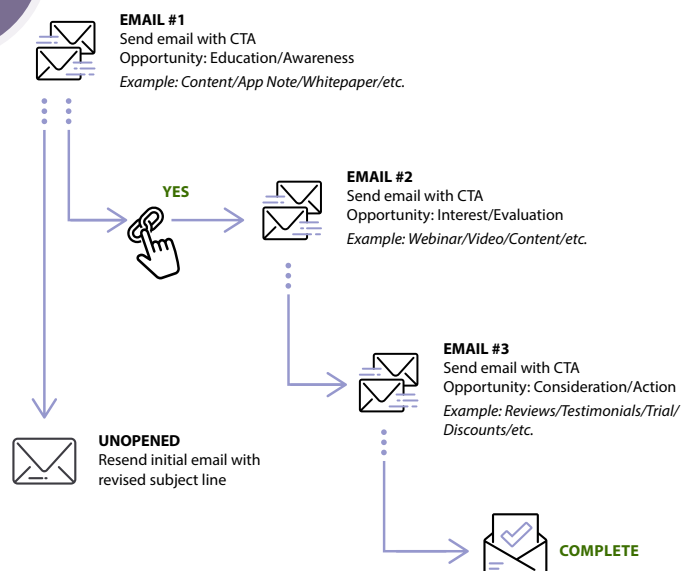


## Features:

- Single creative (CTA) to be sent per campaign with re-engagement to those who:
  - » Did not open the email
  - » Opened/no click
  - » Opened/clicked
- Each name is contacted at least two times.
- Reports sent two weeks post completion of the full campaign; includes total sent, open rate, views, total clicks, and CTR

### 3-Touch Drip Email Campaign

How a 3-Touch Drip Email Campaign Works:



## Features:

- Three different creatives (CTAs) to be sent per campaign:
  - » 1st Email includes a reblast to unopens
  - » 2nd Email sends a different CTA to those who engaged with the 1st Blast
  - » 3rd Email sends a different CTA to those who engaged with the 2nd Blast
- Each name is contacted at least three times.
- Reports sent two weeks post completion of the full campaign; includes total sent, open rate, views, total clicks, and CTR

# Display Ads



Display ads, also referred to as banner ads, are well-positioned for high visibility on our websites for best-in-class digital advertising with a variety of options that fit your budget and your business, while ensuring the best possible ROI. They grab the attention of a large network of industry professionals who are on our websites searching for products and accessing technical content. Display ads lead to increased branding and click-throughs for increased interaction with your brand and its products.

## Benefits:

- Guaranteed impression-based programs
- Promote your brand, products, and content
- Quality branding for new products and special offers
- Direct clicks and traffic of engaged visitors to your website
- Recognition of your logo and branding
- Regional or content targeting options available

## Features:

- Standard IAB sizes are offered
  - » Leaderboard (728 x 90 pixels)
  - » Medium Rectangle (300 x 250 pixels)
  - » **NEW!** Billboard (970 x 250 pixels) (Homepage only)
- Custom design services, should you require expert consultation and development support.
- Metrics available on display ad (impressions, clicks, and CTR)

The screenshot shows the Labcompare website homepage. At the top, there's a yellow starburst saying 'NEW!' next to a 'BILLBOARD' ad for 'Good things come in threes' with a '32 for 2' graphic. Below this is a 'LEADERBOARD' ad for 'Smart, Robust Integrated (U)HPLC'. The main content area includes 'Featured Articles' with a large HPLC chromatogram, 'Latest News' with several short articles, and 'Applications' with a grid of categories like 'Battery Testing', 'Cell and Gene Therapy', 'PFAS Testing', 'Separation Science', 'Environmental Testing', 'Food Testing', 'Life Sciences', and 'Materials Testing'. There are also sections for 'Browse Laboratory Equipment' and 'New Products'. On the right side, there's a 'MEDIUM RECTANGLE' ad for 'MEDIUM RECTANGLE' and a 'Subscribe To Newsletters' section. At the bottom, there's another 'MEDIUM RECTANGLE' ad for 'Smart, Robust Integrated HPLC' and a 'Latest Videos' section.

# Retargeting Ads



Retargeting is a way to connect with our website visitors after post-visit. Strategically position your ads in front of our audience as they browse off our site through Google or its partner websites and mobile apps; increase your brand awareness or remind those audiences to make a purchase. Whether you’re looking to drive sales activity, increase registrations, or promote awareness of your brand, remarketing can be a strategic component of your digital advertising strategy. Expand the reach of your display advertisements!

## Benefits:

- **Boosted awareness:** You can increase your awareness and engagement with your brand.
- **Dynamic following:** You can show your ads to people who’ve previously interacted with our site right when they’re searching elsewhere and are more likely to make a purchase.
- **Large-scale reach:** You can reach people across their devices as they browse over 2 million websites and mobile apps.

## 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 3 sizes are included with each campaign. Available size offered:
  - » Square (250 x 250 pixels)
  - » Small Square (200 x 200 pixels)
  - » Banner (468 x 60 pixels)
  - » Leaderboard (728 x 90 pixels)
  - » Inline Rectangle (300 x 250 pixels)
  - » Large Rectangle(336 x 280 pixels)
  - » Skyscraper (120 x 600 pixels)
  - » Wide Skyscraper (160 x 600 pixels)
- Metrics available on display ad (impressions, clicks, and CTR)

# Videos



## Video Production & Services

Our award-winning in-house video team leverages talent and specialties across a spectrum of custom video styles, with the ability to deliver a truly unique video fine-tuned for an individual client's specific needs and goals.

Here are a few reasons why many leading suppliers use our team for their video needs:

- **Quality** — We are highly regarded for delivering the highest quality productions in the pharma industry
- **Service** — Known for our collaborative approach and the customer service we provide at all stages of the project, from planning to filming to post-production—making sure the final video is something our clients are excited about.
- **Technical Knowledge** — Access to numerous PhDs and editorial resources relating to our marketplaces that can provide important technical perspective and talent that we leverage to help develop ideas and a storyboard that resonates with your audience and company brand.
- **Speed** — Ability to turn around projects quickly to meet your specific timetables
- **Trust** — Deep history of producing a wide range of videos for the pharma industry and for companies who demand the best and require absolute confidence in all materials
- **Complimentary Video Hosting** on our website will be included for your video(s) for 12 months.
- **Anytime, Anywhere** — Creative offices in San Francisco and Portland, OR, but we frequently travel on location all over the world depending on your specific needs.

**INQUIRE  
ABOUT  
our Tradeshow  
Video  
Packages**

### Poster Videos

If you are looking for a way to get additional mileage out of your poster presentation, then poster videos are the perfect solution. These videos allow industry professionals to view presentations at their convenience.

### Tradeshow & Booth Videos

These days, it's not enough to just have a great product or service. You need proof that your company has what it takes, which is why interviews with thought leaders are so important! These videos are typically filmed at your exhibit booth using a Q&A-style format extending your trade show investment.

### Product Brochure Videos

Studies have shown that customers would rather watch a video about a product than read about it. Videos are much quicker and easier to digest, which means you can get your message across in a fraction of the time! Our team produce product videos that demonstrate the benefits of your products, using a compelling combination of graphics, music, and audio narration.

### Customer Profile/ Testimonial Video

Testimonials are a great way to show customers why your product surpasses the competition. Customer Profiles or Testimonial videos will give potential buyers an inside look at how research has been done, what people think about it when they use this particular solution and more!

### Product Demo Videos

Product Demo Videos are a great way to demonstrate your

product's key features. Let us create engaging videos that showcase the unique benefits of your products in order make them stand out among competitors' offerings.

### Entertainment & Viral Videos

The content you produce and post online is a key component of your marketing program. We help take the guesswork out by providing award-winning, high-quality video production services that are both entertaining as well informative for audiences on any device.

### 3D Animation Videos

3D animation can be utilized help to illuminate the inner workings of your products and the underlying technologies that power them. Examples include molecular animation or 3D models animating your instruments—how they function and how end-users might engage with them a virtual 3D space.

### Animation Story Videos

2D animation can help to bring your technologies and story to life using unique animated characters, scenes and backdrops that we create for you. Often used in videos where education is at the forefront. We can also use humor to bring levity and emotion to these videos in a light-hearted, entertaining, yet informative way.

### Video Documentary

Professionally produced, offering in-depth coverage of the most pressing topics and critical issues facing the industry. Featuring interviews with consultants, subject matter experts, and industry professionals.

#### Forever Chemicals: Preparing and Modernizing for Proposed National PFAS Regulations

Growing research has revealed not only the persistence and bioaccumulation of PFAS, but also the wide scope of PFAS pollution and its potential impact on human health. Through compelling interviews with chemists, researchers and environmental specialists, this documentary highlights and discusses the need for rigorous testing and thorough analysis to not only meet regulations, but to ensure the health of humans.



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Each have provided us with content that addresses this important issue. Be sure to check out their stories!

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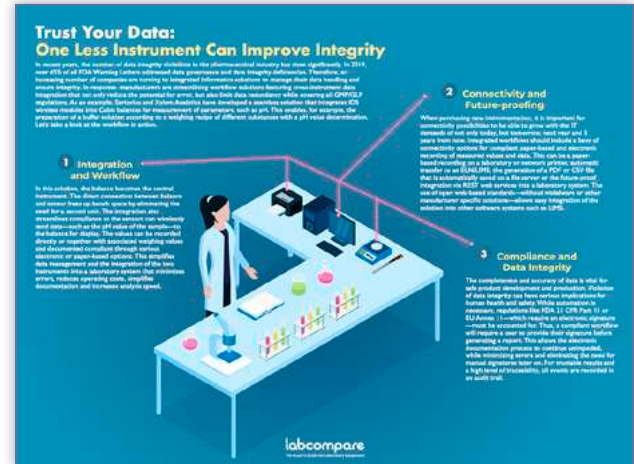
# Custom Content



Our custom content creation services are tailored to elevate your brand's narrative in the digital landscape. With a keen understanding of your target audience and strategic storytelling prowess, we craft compelling narratives that resonate. From engaging articles to captivating infographics, our team collaborates closely with you to ensure every piece of content reflects your brand's voice and values. Let us bring your vision to life and captivate your audience with authentic and impactful storytelling. Examples include, but are not limited to:

- Whitepapers
- Webinar summaries
- Presentation overviews
- Roundtable discussions
- Infographics
- Thought leadership interviews
- eBooks
- Company/Product profiles
- Infographic Creative Services

Are you looking for help creating an infographic to visualize your data and/or information? Given that 90% of information transmitted to the brain is visual, there are many types of infographics, each with its own purpose and used to showcase different types of data or information. Our specialists will assist in the design of the infographic (you own content rights).



**LABTips: Mitigating Common Errors in Particle Analysis**

Tuesday, July 16, 2024

By Candace Kastanis, Science Writer

Used in many diverse industry applications, particle analysis (PA) is a methodology used in laboratory settings to isolate and characterize particulate matter. Common methodologies used in PA activities include the traditional size method, DMA (dynamic image analysis), laser diffraction, TEM (transmission electron microscopy), and DLS (dynamic light scattering). Each PA method tends to come with its own set of nuances. Modern methodologies such as DLS and TEM (transmission electron microscopy) offer some measurable advantages in predefining particle size and density about its shape but demonstrate some limitations in certain application types.

Nanoparticle isolation in particular is surging in popularity because nanoparticles possess strategic attributes that assist in creating more efficient drug delivery systems in molecular drug development. However, nanoparticle characterization is known for problems in reproducibility. Below are some tips on optimizing sample preparation and avoiding common errors in specific particle analysis application types.

**Consider Using Various Methodologies and Techniques for Isolating Nanoparticles in Whole Blood Samples**

DLS or dynamic light scattering sometimes called quasi-elastic light scattering is a common technique that is ideal for determining size and measurements for smaller particles (0.5 nm to 10 µm), but it is not suited well for larger particles. In whole blood samples, the number of large particles (e.g., platelets ~ 1 µm, red cells at ~ 7.8 µm, and white blood cells at ~ 12 µm) makes the range too difficult to identify the individual contributions and, in many cases, the color is often too opaque to deliver optimal results. Alternatively, consider using plasma instead of whole blood for characterization purposes.

Plasma is free of large particles and cellular debris, and it allows researchers to gain more information about the smaller particles. Also in plasma, the clotting factors are intact and a crucial element in achieving particle surface interactions, including them in the assay is recommended.<sup>1</sup>

For plasma, consider using these parameters for best results:

- Independent measurements of fluid viscosity will allow for a more accurate interpretation of the autocorrelation curves from the DLS rig.
- Using a direct thrombin inhibitor as an anticoagulant choice is recommended as using traditional anticoagulants such as heparin can become problematic. EDTA, ADIC, or sodium citrate will bind divalent cations, thereby possibly distorting your conclusions based on the DLS effects.
- Prepared plasma samples for use in a DLS system may be a bit too broad. An alternative approach may be to use NTA along with fluorescent tags to identify nano-proteins or other particulate matter.

**Understanding Ionic Strength Crucial Element in Protein-specific Particle Analysis**

Simple mistakes can occur when the ionic strength is not considered and can have a dramatic impact on the behavior of ions in solution.<sup>2</sup> Two strong considerations related to ionic strength and protein characterization are:

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