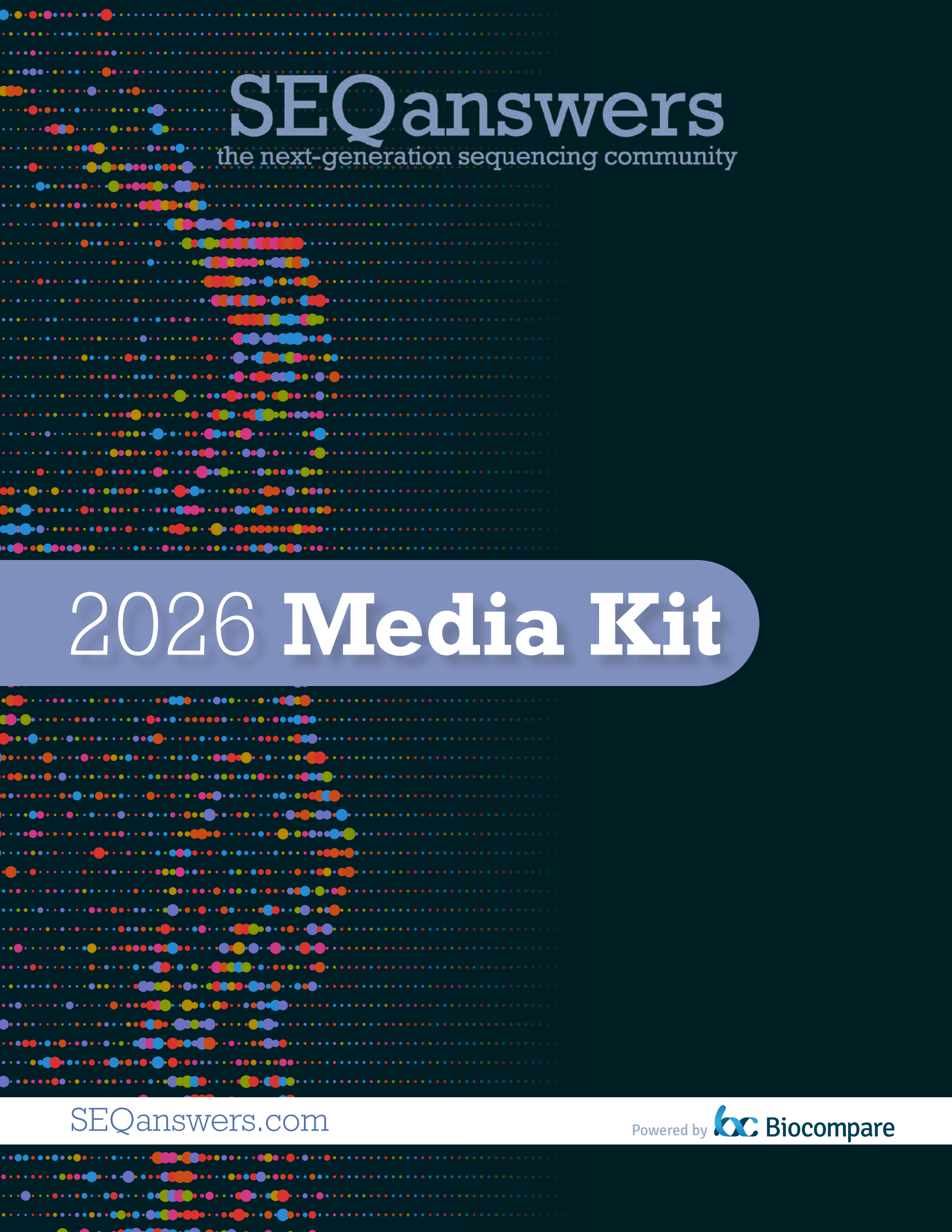




SEQanswers

the next-generation sequencing community

2026 Media Kit

SEQanswers.com

Powered by  Biocompare

Mission

Advancing science through shared knowledge and collaborations

.....

Since SEQanswers was established in 2007, we have fostered a diverse and open-access community by encouraging transparent and constructive discussions among end-user scientists. SEQanswers is dedicated to advancing scientific research and innovations by disseminating knowledge and enabling collaborations.

In 2022, SEQanswers merged with Biocompare, further amplifying the resources and scientific expertise to better the community. This collaboration is in line with Biocompare's mission of providing free, educational services that help accelerate scientific discovery.

With these combined efforts, SEQanswers has grown into an indispensable resource for scientists worldwide.



Editorial Strategy

Our editorial strategy focuses on meeting the educational needs of our members while sharing important and up-to-date information within our community. We build our content based on insights from conversations with leading researchers and industry experts, highlighting the most relevant advancements in technology and research for our audience.

Recent additions to our site include news and editorial articles, eBooks, infographics, webinars, vendor-provided resources, and our bi-monthly eNewsletters. Each of these comprehensive resources is designed to provide our members with scientific knowledge and support the next generation of scientists. Member feedback has shown that the community is keenly interested in educational content such as technology articles, product insights, and instructive eBooks and guides. The success of our recent webinars, eBooks, and infographics reflects our members' engagement and dedication for scientific learning.

**Serving our members through
engaging, educational content guides
SEQanswers' editorial strategy.**

Articles

Webinars

News

eBooks

Infographics

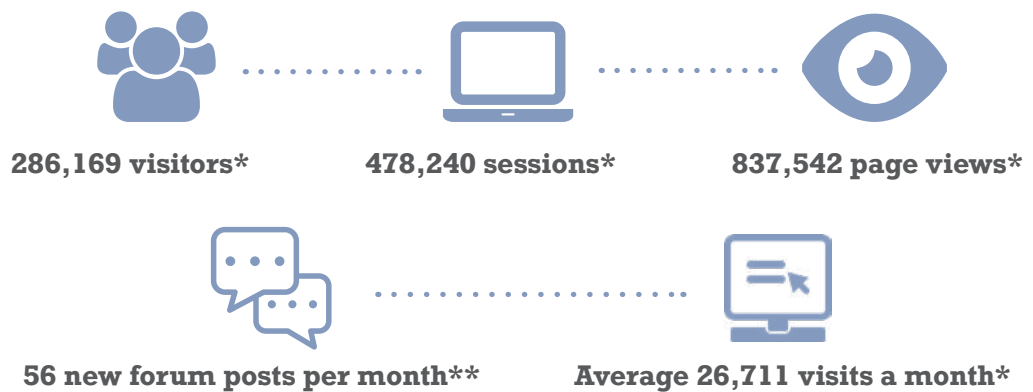
Vendor
Resources



Membership Engagement

Originally created as a knowledge exchange for scientists, SEQanswers has since grown into a platform where members can share expertise, ask for advice, and present their research to get valuable feedback. Our community spans a diverse set of scientific disciplines, with members ranging from lab technicians to lab directors as well as developers of key analysis tools. The platform’s ability to connect scientists worldwide and provide real-time feedback is an invaluable resource that has driven SEQanswers’ success. Through careful curation of the platform, SEQanswers has built the trust of their community while consistently working to keep members informed. Within this community, tool providers will find a unique opportunity to foster genuine relationships with scientists and position themselves as thought leaders.

Site Statistics



*Source: Google Analytics (Aug 1, 2024 - Jul 31, 2025)

**Source: SEQanswers’ platform, average monthly new posts (Aug 1, 2024 - Jul 31, 2025)

“It’s my go-to site when I need help troubleshooting or trying to understand a concept.”

“It has helped me understand some of the bioinformatics and data analysis that I have needed to do for my Ph.D.”

“SEQanswers has been helpful in troubleshooting specific library prep issues that come up. The community discussions regarding certain approaches/technologies has helped in our review”

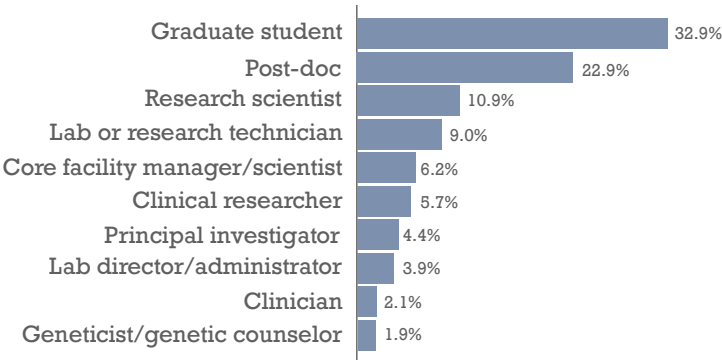
“SEQanswers has been beneficial in at least two ways regarding DNA sequencing: SEQanswers keeps users informed about the latest trends, technologies, and breakthroughs in DNA sequencing, helping them stay competitive in their research. Second, the community supports by sharing the experience and troubleshooting.”

“SEQanswers has been very helpful when I’m to code or analyze data by giving valuable suggestions and answers to any questions. It creates a united community of bioinformatics across the globe which is also quite motivating!”

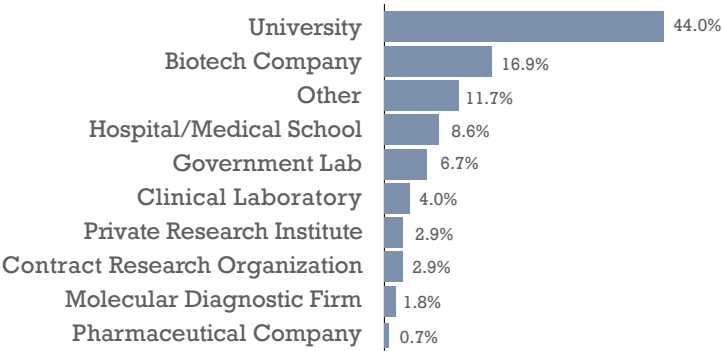
Membership Demographics

SEQanswers maintains an active global audience that spans across many scientific disciplines. Our diverse community provides new perspectives and insights to advance science.

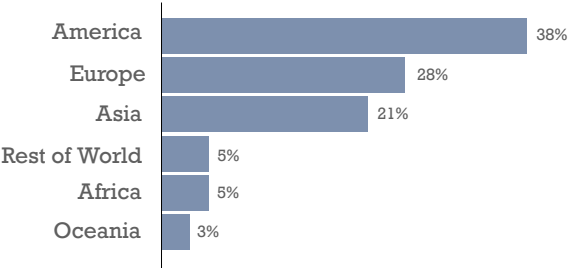
Current Position*



Place of Employment*



Region*

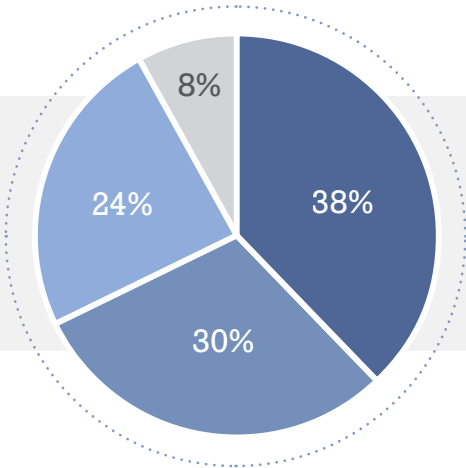


*Data source: New Member Data, Nov 03, 2022 - Sept 9, 2025

SEQanswers members drive technology adoption

92% of SEQanswers members influence their labs' new technology adoption†

During the adoption of new technologies and tools, how involved are you in leading the process?



- Very heavily involved
- Heavily involved
- Moderately involved
- Not very involved

Research Interests*

NGS Library Prep	37%
NGS Target Enrichment	32%
PCR	51%
Single-Cell Analysis	31%
qPCR/Real-time PCR	73%
Gene Editing/CRISPR	24%
Nucleic Acid Isolation/Purification	39%
Genotyping	35%
Spatial Biology	31%

* Data source: New Member Data, Nov 03, 2022 - Sept 9, 2025

† Data source: Membership survey, Aug 2024

Tool Provider Engagement Opportunities

We've created several high-impact opportunities for you to engage with our membership

	Brand Awareness	Brand awareness campaigns are the first step in any marketing campaign—strengthening your company's image and defining how your company and products are perceived.
	Content Sponsorship	SEQanswers' sponsored content and native advertising opportunities associate your brand with highly relevant and compelling content, positioning your brand with our expert content mission—to educate scientists about the technology that fuels their research.
	High-funnel Lead Generation	Through placement on our site or through our content channels, a prospective buyer has either requested information on your company, shown interest in your product or services, engaged in your content, and has requested additional information. This high-quality lead may require further nurturing and additional qualification.
	Thought Leadership	Thought leadership/educational channels offer your company the opportunity to create and be associated with credible content that can be used for lead nurturing, while positioning itself as an expert and authoritative resource.
	Traffic Generation	Traffic generation campaigns are designed to drive traffic to your website or content landing pages for additional engagement.
	Custom Content Creation & Promotion	Let our award-winning writers, video producers and editors create compelling content to support your marketing efforts. SEQanswers can help promote your content through our various channels for a true turnkey solution.

Engagement Opportunity	 Brand Awareness	 Content Sponsorship	 High-Funnel Lead Generation	 Thought Leadership	 Traffic Generation	 Custom Content Creation & Promotion
eNewsletter Sponsorship	■	■			■	
eBlasts	■		■		■	
Banner Ads	■		■		■	
Retargeting Ads	■		■		■	
eBook Sponsorship	■	■	■	■		■
Webinar Sponsorship	■	■	■	■		■
Sponsored Forum Posts	■		■	■	■	
Custom Content Solutions						■
Video Production Services						■

eNewsletter Sponsorship

SEQanswers maintains a bi-monthly newsletter for its members in an effort to keep the community informed on developing technologies, educational articles, news, and sponsored resources. Products included in the newsletter must be relevant to sequencing users.

SEQanswers eNewsletter sponsorships offer a great way to position your brand in front of our highly engaged and targeted audience.

Reach:

20,000+ members

Frequency:

2x per month on every 2nd and 4th Tuesday

Three sponsorship opportunities are offered with each eNewsletter:

- Primary Sponsorship
- Leaderboard Banner Sponsorship (728 x 90)
- Entry in Helpful Resource section

Reporting:

Reports sent one week after deployment including total sent, total opens, total clicks, and CTR (click-through rate).

SEQanswers

the next-generation sequencing community

Stay up to date with the latest sequencing news!

Primary Sponsorship

Sponsored



Discover groundbreaking research on experimental radiooncology using lung organoids.

We are thrilled to invite you to an exclusive webinar titled "Streamlining Single Cell Projects for Gene Cores Enabling Novel Innovative Lung Organoid Oncology Research."

[Learn More](#)

Latest News:

TIGER Systems Offer a Compact Alternative to CRISPR for Gene Editing – Scientists find a promising new gene editing alternative in prokaryotes and their viruses.

Highlights from AGAT 2025 – Part II – Don't miss the other important industry announcements from AGAT 2025.

Highlights from AGAT 2025 – Part I – Learn about the key industry announcements from AGAT 2025 General Meeting.

Leaderboard Sponsorship

Simplest, fastest. For every lab.

MiSeq™ i100 Series 



SEQing Answers:

A user analysing long-read sequencing data in IDV noticed some reads appearing completely black. They're unsure if this indicates poor mapping quality, low confidence alignments, or something else. Has anyone encountered this before? Any insights on what these black-colored reads mean in IGV?

Big differences in FastQ file sizes have a user stumped after sequencing 12 FFPE DNA samples. Despite normalization, tumor samples are way overrepresented. Could this be a fragmentation issue or something else?

[Please share your thoughts and help them out!](#)

[View this week's results, recommendations!](#)

Recent Article:

Investigating the Gut Microbiome Through Diet and Spatial Biology



Learn how diet influences microbial community composition and new methodologies for gut microbiome research.

[Read More](#)

Community Updates:

We have tons of great news! We have an [upcoming webinar](#) on that focuses on innovative RNA sequencing techniques and analysis tools. You can also catch our webinar about single-cell sequencing on-demand [series](#). Additionally, we just released our documentary segment on [spatial biology](#) with our colleagues at B

Helpful Resources

Sponsored Helpful Resources:

For All You Seq: Benchtop Sequencing Applications

The simplicity and accuracy of the MiSeq™ i100 Series enables you to sequence with confidence. Discover sequencing workflows with unparalleled sustainability, ease of use, quality, and affordability.

[Learn More](#)





Documentary Segment III: Spatial Biology

Discover how spatial biology is driving advancements in precision medicine research and care.

[Learn More](#)

Upcoming Webinars:



New Methods in RNA Sequencing for Understanding Cell Identity and Disease

Learn new methods for cell type deconvolution and epitranscriptomic fingerprinting in our upcoming webinar.

[Register Now](#)

eBlasts

eBlasts provide a direct channel to a highly engaged audience with buying power. Our opt-in subscriber base is open to third-party outreach, and our strategic approach ensures optimal engagement and returns.

Features:

- **Email Templates:** Choose from free, professionally optimized templates or enhance your campaign with custom design and translation services.
- **Expert Guidance:** Maximize your eBlast's impact with tailored guidance and strategies.

Key Advantages:

Achieve superior engagement, broad reach, and enhanced ROI with industry-leading performance metrics. Engage with a receptive, opt-in audience open to third-party messages.

Reporting:

Reports are generated one week after deployment and include key metrics such as total sends, clicks, opens, CTOR, and open rate.

SEQanswers
the next generation sequencing community

Single-Cell Bioinformatic Analysis—Simplified
Try It Now — It's Free

BIO-RAD

We're making single-cell research even easier with the launch of our **SeqSense Cloud** platform. This powerful platform simplifies your bioinformatics workflow when using **Bio-Rad's Single-Cell 3' RNA-Seq** with the **ddSEQ single-cell isolator**. Now, you can explore the full potential of single-cell analysis without needing an advanced bioinformatics infrastructure.

From upload to insights, the SeqSense Cloud delivers:

- **Ease of Use:** Upload your data, select a reference genome from a drop-down menu, and start processing with just a few clicks
- **Comprehensive Analysis:** Streamline your workflow by processing sequencing files into single-cell data using Omnitron Analysis Software on SeqSense Cloud
- **Completely Free:** No local computing infrastructure or costly setups required

Curious to see how it works? **Get free SeqSense Cloud software** and experience how easy single-cell analysis can be.

SEQanswers
the next generation sequencing community

SCALE
biosciences

DEFY SINGLE CELL GRAVITY

Now you can achieve escape velocity for single cell

Are your single cell RNA-seq experiments being constrained by current technology limitations? Our newly launched **QuantumScale Single Cell RNA** platform eliminates the trade-offs between depth, scale, and cost that have long frustrated researchers. Finally, you can design your experiments based on biological questions rather than technical constraints – whether you need to profile rare cell populations, capture subtle transcriptional changes, or analyze thousands or millions of cells simultaneously.

What sets QuantumScale Single Cell RNA Apart:

- **Maximum project flexibility:** perform anything from pilot studies to massive projects with a range of kit sizes (85,000 to 4M cells)
- **Streamlined protocol:** reduce hands-on time by over 75% without any specialized instrumentation
- **Easy sample multiplexing:** ScalePlex enables 10 to >9,000 samples or conditions in a single run
- **High performance:** superior transcript sensitivity and up to 70% cell recovery rate with low multiplets

Banner Ads

Elevate your brand's visibility with the deeply engaged SEQanswers community by placing a banner ad in prominent areas of our platform. SEQanswers' banner ads are available for purchase on an impression basis, ensuring you are only paying for actual views. Two sizes are available: 728 x 90 or 300 x 250.

Reporting: Reports, generated upon completion of ad campaign, include number of impressions and number of clicks.

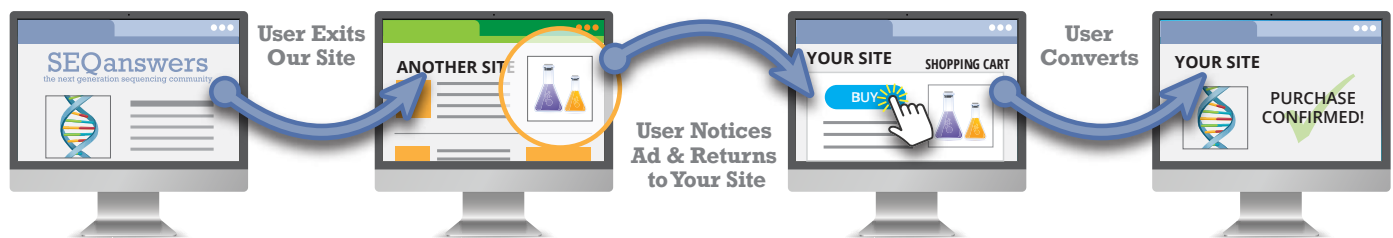
The screenshot displays the SEQanswers website interface. On the left, there's a sidebar with categories like 'Service Providers', 'Sequencing Resources', 'Archived Forums', 'Bioinformatics', 'Job Postings', 'Applications Forums', 'Genomic Researching', 'Metagenomics', 'Epigenetics', 'RNA Sequencing', 'Clinical Sequencing', and 'Personalized Genomics'. The main content area shows a list of forum topics with details like title, author, and date. At the bottom, there's a 'Bottom Leaderboard' section featuring a banner ad for Nanopore sequencing with the text 'Real-time sequencing, anywhere, by anyone.' and the Nanopore logo.

This screenshot shows the top section of the SEQanswers website. At the top, there's a navigation bar with 'Forums', 'Technologies', 'Articles', and 'News'. Below this is a 'Top Leaderboard' section with a banner that says 'COMPLETE SEQUENCING SOLUTIONS FOR EVERY LAB' and a 'LEARN MORE' button. The main content area is divided into 'Latest Topics' and 'Trending' sections, both listing forum posts with titles, authors, and dates. A 'Tag Cloud' is also visible, showing various sequencing-related terms. At the bottom, there's a 'SEQanswers Statistics' section displaying metrics like 'Topics: 85,996', 'Posts: 222,008', and 'Members: 135,469'.

Remarketing Program

Remarketing, also known as retargeting, is a way to connect with SEQanswers visitors after they have visited the SEQanswers website. Strategically position your ads in front of SEQanswers visitors as they browse off our site through Google or its partner websites and mobile apps.

Remarketing is a great way to 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.



How it works:

- 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 to stay top-of-mind.
- Large-scale reach: You can reach people across their devices as they browse over 2 million websites and mobile apps.

Features:

- Minimum 10,000 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 sizes offered:
 - Square (250 x 250 pixels)
 - Small Square (200 x 200 pixels)
 - Banner (468 x 60 pixels)
 - Leaderboard (728 x 90 pixels)

Reporting: Reports, generated upon completion of ad campaign, include number of impressions and number of clicks.

eBooks – Multi-Sponsor

Are you looking to increase the visibility of your content? Our multi-sponsor eBooks provide your company with an effortless opportunity to establish thought leadership and generate leads in targeted areas.

You send us relevant content—such as an application note, protocol, white paper, or technical blog post as well as an ad and asset link—and we bundle it with SEQanswers and other sponsor-submitted content into a lead-generating eBook.

Once completed, the eBook is promoted to our entire audience in a multi-pronged approach proven to generate high-quality leads.

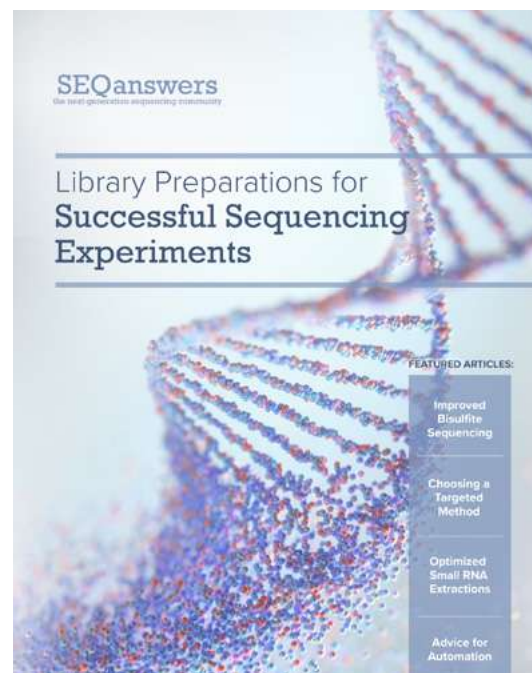
SEQanswers Provides:

- One relevant SEQanswers article.
- Editorial and design expertise to steer creation of high-quality and valuable co-branded content.
- Multi-channel promotion to drive registrations, which includes dedicated eBlasts and social promotion.

Sponsor Provides:

- One application note (or white paper or technical blog post) about 1,000 words in length. Educational and non-promotional content is highly recommended.
- One ad (8.5 x 11 inch) to appear with your application note in the eBook.

Reporting: Contact leads delivered to you at a time frame you select. End of campaign report will include total number of leads delivered as well as visit information.



eBook Topic	Publish Date
Recent Advances in Sequencing Techniques and Technologies	February 2026
Multi-Omic Methods Advancing Disease Research	May 2026
Overcoming Challenges of Sequencing Difficult Samples	October 2026

eBooks – Exclusive Sponsorship

SEQanswers' exclusive eBook sponsorship offers the ability to showcase your company as a thought leader, build awareness and generate leads. Exclusive-sponsored ebooks combine content created by our editorial team with content from the sponsor to educate scientists about a particular subject.

Promoted across all SEQanswers' channels, eBooks are gated and require registration for the first 4 months to drive leads. With 1 year exclusivity and a PDF for your own distribution post our promotion, you'll have guaranteed visibility.

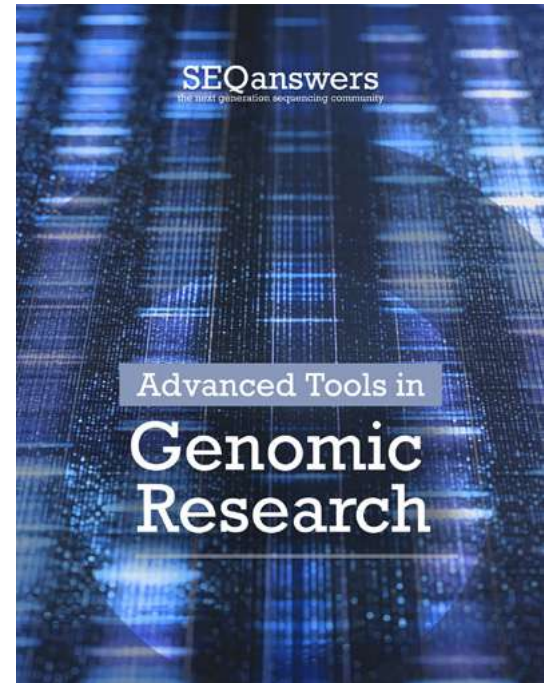
SEQanswers Provides:

- One relevant SEQanswers article.
- Editorial and design expertise to steer creation of high-quality and valuable co-branded content.
- Multi-channel promotion to drive eBook downloads.

Sponsor Provides:

- Two sponsor ads (8.5x11 inch) that will be placed in the front and back of the eBook.
- Two or three pieces (up to 1500 words each) of relevant content from sponsors (articles, white papers, infographics, check lists, etc).
- Media for the sponsor resource page, which can include links to new products, videos, posters, webinars, etc.

Reporting: Contact leads delivered to you at a time frame you select. End of campaign report will include total number of leads delivered as well as visit information.



Webinars—Multi-Sponsored

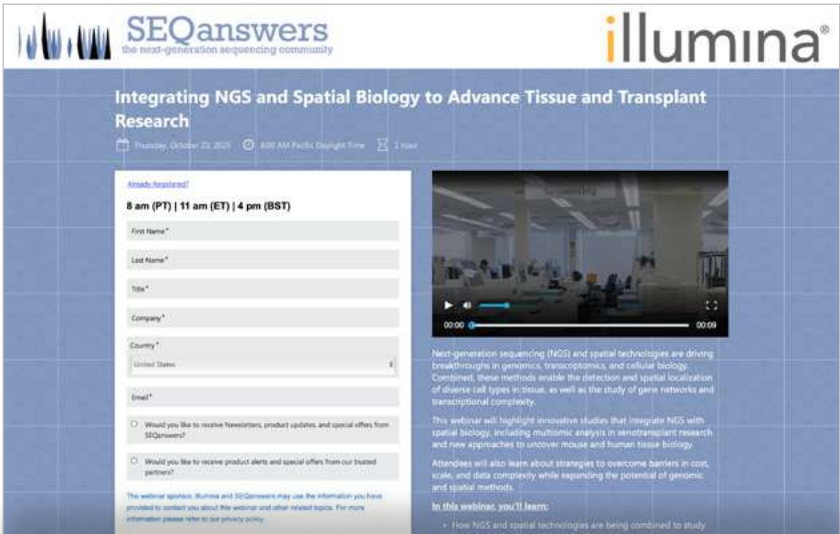
Sponsoring SEQanswers webinars is a great way to establish your company as an innovative thought leader and generate leads with minimal effort.

These webinars feature speakers who are NGS experts, and will share their knowledge and expertise on designing and running experiments in emerging research areas.

SEQanswers does all the work to secure early career scientists and produce as well as promote the webinar to drive registrations.

Sponsors Receive:

- Branding and visibility with logo placement on landing and registration pages and sponsor acknowledgement during the webinar.
- An opportunity to recommend a panelist (non-company representative). Final decision made by editorial staff.
- The ability to include three pieces of content in the webinar console Resources section, making their content accessible to webinar registrants.
- Actionable and targeted leads with complete contact details of all registrants.



Reporting: Comprehensive reporting includes contact information for all registrants as well as engagement metrics including time engaged, questions asked, and polling or survey question responses.

Multi-sponsor Webinar Topics

Jan	Advances in RNA Sequencing
Mar	Single-Cell and Spatial Omics in Basic Research
Jun	Epigenetic Methods for Studying Disease
Sep	Pathogen Surveillance with NGS

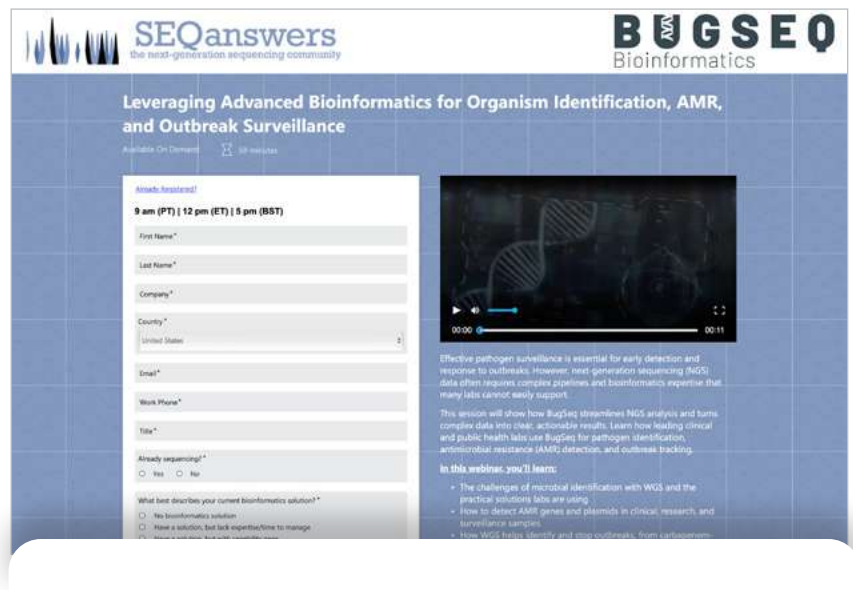
Webinars—Exclusive Sponsorship

Single-sponsored webinars provide the opportunity for exclusivity, which can help establish thought leadership. These webinars are educational and/or informational events designed to provide registrants the opportunity to learn about novel technological advances that can advance their research.

Features:

- Expert, turnkey coordination and management of event
- Hosting of on-demand archived event for twelve months
- Comprehensive promotional program includes eBlasts, eNewsletter sponsorships, social media postings, and placement within the SEQanswers webinar section
- Logo placement on promotional material and two custom registration questions
- Ability to select the panelists
- Content inclusion in the webinar console Resources section, making their content accessible to webinar registrants
- Complete contact details of all registrants
- **Webinar remarketing program:**
Our webinar remarketing program offers sponsors extended engagement with webinar attendees. We curate a custom email campaign aimed at increasing interaction with the resources you supply to us, or facilitating a scheduled meeting with a representative from your company. This program has received remarkable results and proven heightened levels of engagement, interaction, and positive feedback.

Reporting: Comprehensive reporting includes contact information for all registrants as well as engagement metrics including time engaged, assets downloaded from the Resources section, questions asked and polling question responses.



Sponsored Forum Posts

Sequencing Resources Posts

These posts, created by sponsors, promote a resource that addresses a specific challenge to the sequencing community and highlights how this particular product, instrument, or methodology can solve this challenge. These posts appear in the format of a normal discussion post, and include links to a scientific white paper, poster, video, webinar, or application note, providing traffic generation for sponsors. Community members may be able to engage or comment in the posts. Webinars have the additional opportunity to be displayed on the right-side of the site for increased visibility.

Reporting: Pageviews can be accessed at any time by going to the SEQanswers.com site and viewing your post.

The screenshot displays the SEQanswers.com website interface. At the top, there is a banner for a documentary titled "See the Tech Driving the Future of Medicine". Below the banner is the SEQanswers logo and a search bar. The navigation menu includes "Forums", "Technologies", "Articles", and "News". The main content area shows a forum post titled "A Streamlined Approach to Bulk RNA and Protein Multiomics Profiling" by Bruker, dated 06-23-2025. The post has 1 response, 460 views, and 0 reactions. To the right of the forum post, there are sections for "Webinars" and "Recent Articles". The "Webinars" section lists two webinars: "Integrating NGS and Spatial Biology ..." and "Leveraging Advanced Bioinformatics ...". The "Recent Articles" section lists two articles: "The Growing Toolkit for Single-Cell R..." and "A Brief Introduction to Variant Identifi...".

TOPICS	LATEST ACTIVITY	MY SUBSCRIPTIONS	PHOTOS
Page 1 of 36 Filter			
Topics	Statistics	Last Post	
A Streamlined Approach to Bulk RNA and Protein Multiomics Profiling Started by Bruker, 06-23-2025, 08:07 AM	1 response 460 views 0 reactions	by David holt 07-16-2025, 03:14 AM	
Screening of RNA-seq Discoveries with nCounter Targeted Gene Expression Analysis Started by Bruker, 04-07-2025, 06:25 AM	0 responses 300 views 0 reactions	by Bruker 04-07-2025, 06:25 AM	
New eBook: Essential Tools for Epigenetic Studies Started by seqadmin, 12-10-2024, 08:04 AM	0 responses 136 views 0 reactions	by seqadmin 12-10-2024, 08:04 AM	
Advances in NGS Sample Prep Started by seqadmin, 11-27-2024, 02:41 PM	0 responses 125 views 0 reactions	by seqadmin 11-27-2024, 02:41 PM	
Amplicon vs Shotgun Metagenomics – How Do I Choose? Started by Novogene, 11-21-2024, 02:02 PM	0 responses 298 views 0 reactions	by Novogene 11-21-2024, 02:02 PM	
The Application of Whole Genome Sequencing (WGS) in Agricultural Breeding Started by Novogene, 11-01-2024, 10:13 AM	0 responses 166 views 0 reactions	by Novogene 11-01-2024, 10:13 AM	
Exploring the Power of Whole Genome Sequencing: A Beginner's Guide to Long-read Sequencing Started by Novogene, 10-21-2024, 05:49 PM	0 responses 229 views 0 reactions	by Novogene 10-21-2024, 05:49 PM	
WGBS vs RRBS Started by Novogene, 09-16-2024, 07:51 AM	0 responses 269 views 0 reactions	by Novogene 09-16-2024, 07:51 AM	

Webinars

- [Integrating NGS and Spatial Biology ...](#)
by seqadmin
Next-generation sequencing (NGS) a...
Channel: Webinar Series
09-12-2025, 11:54 AM
- [Leveraging Advanced Bioinformatics ...](#)
by seqadmin
Effective pathogen surveillance is es...
Channel: Webinar Series
09-05-2025, 04:59 AM

[View All](#)

Recent Articles

- [The Growing Toolkit for Single-Cell R...](#)
by seqadmin
Single-cell RNA sequencing (scRNA-...
Channel: Articles
09-22-2025, 08:14 AM
- [A Brief Introduction to Variant Identifi...](#)
by seqadmin
The human genome is highly similar ...
Channel: Articles
08-25-2025, 07:39 AM

[View All](#)

Video Production & Services

Why Use CompareNetworks Production Group (CNPNG):

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 life science suppliers use our team for their video needs:

- **Quality**—We are highly regarded for delivering the highest quality productions in the life science market.
- **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.
- **Scientific Knowledge**—Access to numerous PhDs and editorial resources relating to our marketplaces that can provide important scientific 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 leading science companies (including other publishers who use us for video production) in the market who demand the best and require absolute confidence in all materials
- **Anytime, Anywhere**—Our creative office is based out of San Francisco, but we frequently travel on-location all over the world depending on your specific needs.

Watch our [trailer](#) to see examples of our work!

Or for more information visit www.cnpng.com

**Contact Our Video Specialists
for a Custom Quote**

Videos



Customer 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!



Corporate Videos

Our custom corporate branding videos showcase your company's expertise, unique value proposition and benefits you provide to researchers. This helps you to connect with customers and prospects on an emotional level, which is critical when establishing trust and credibility in today's market place!



Product Overview 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.



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.



Animated Story Videos

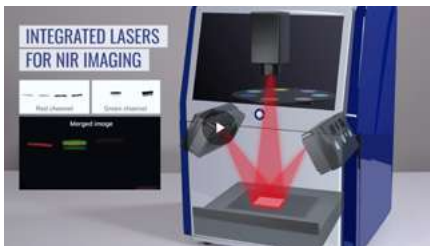
2D animation can help to bring your technologies and story to life using unique animated characters, scenes and backdrops that we create for you. Often used in videos where education is at the forefront. We can also use humor to bring levity and emotion to these videos in a light-hearted, entertaining,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



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 associated with genomics, or 3D models animating your instruments—how they function and how end-users might engage with them a virtual 3D space.

Videos



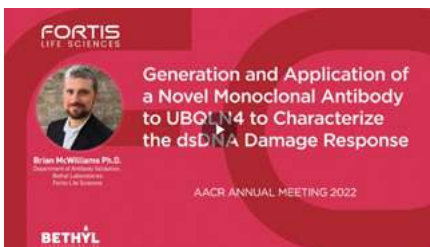
Social Media Video

Social Media videos are short, eye-catching video sequences often filled with rich imagery, descriptions, and a music soundtrack that generate breakthrough attention and interest, engaging users with the visual creatives while enticing them to clickthrough to discover more information about your company, products and technologies.



Seminar/Workshop Videos

If you are looking for a way to get additional mileage out of your conference workshop or user group presentations, then our custom Seminar/Workshop videos are the perfect solution. These videos allow life science professionals to view your seminars and presentations at their convenience.



Poster Videos

Turn your poster presentations into an engaging video to expand your reach and extend the life of your conference posters. Our team can film your poster presentation at a venue near the conference.



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.



Q&A Videos

Q&A interviews give you the chance to highlight your expertise by bringing together collaborators, customers, or company specialists in a familiar and conversational interview style format. These videos can create unique opportunities to share information from a customer perspective, with answers provided from actual end-users and/or current experts in the field.



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.

Custom Content Solutions

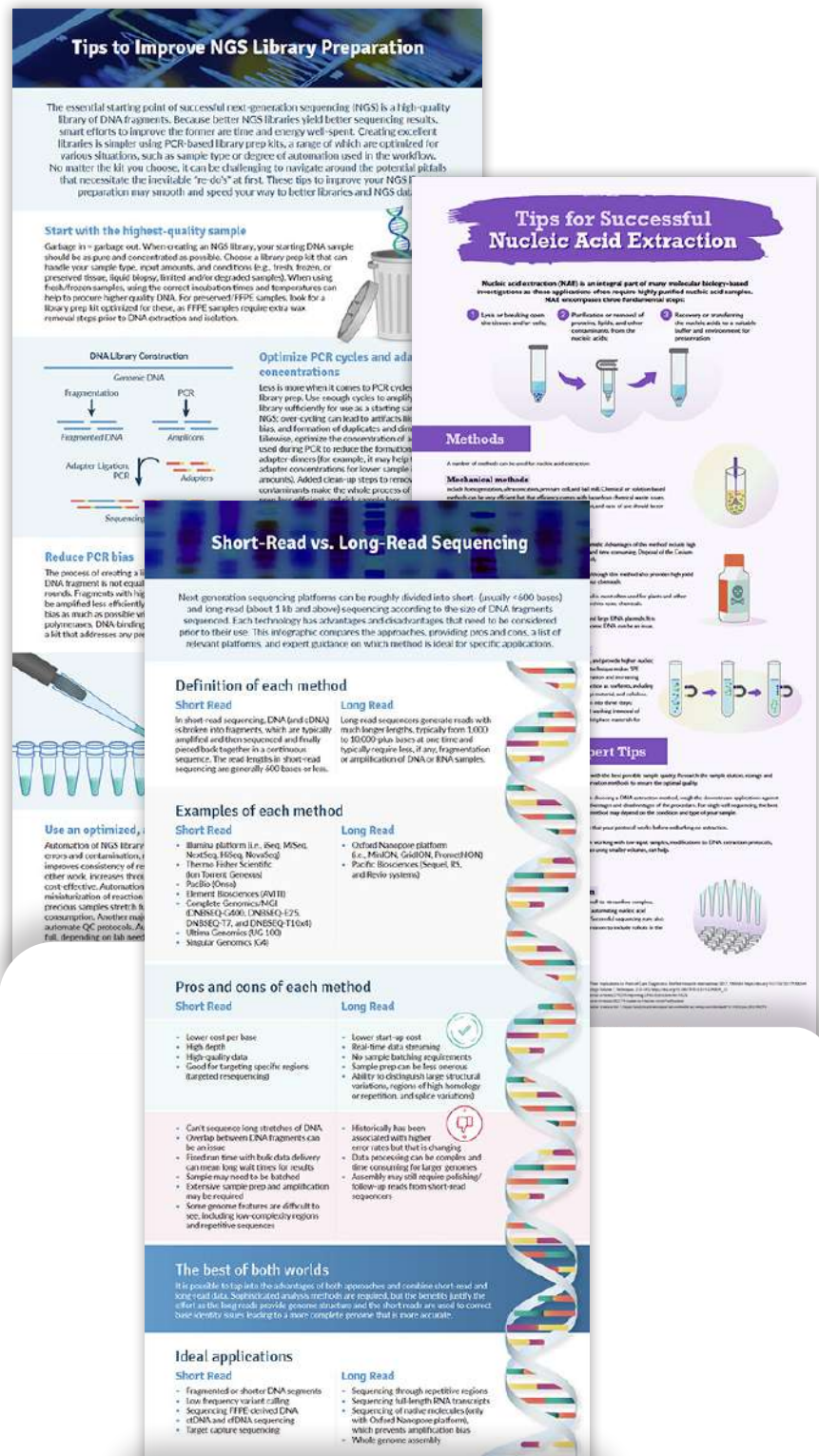
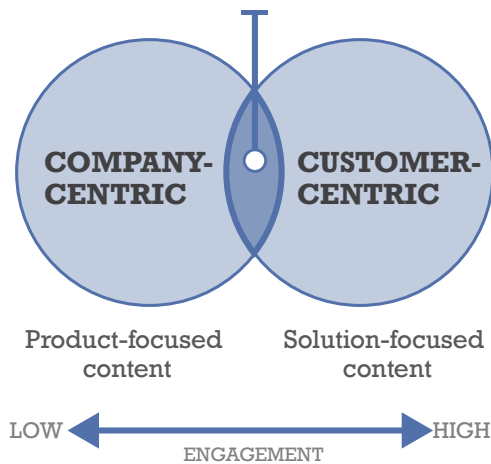
At SEQanswers, we have the knowledge and resources to produce high-quality, engaging content that your customers will want to read, view, and share.

Features:

Our expert content development team has extensive and demonstrated expertise in custom content development. The process is seamless and managed by our team from concept to finished product. Plus, we have the added benefit of high performing media and social channels to help promote and distribute the content to our highly engaged audience.

Customer-Centric Content Strategy

Focus here to become more aligned with your customer's needs



2026 SEQanswers Rate Card

Channel	Rate (\$)
eNewsletter Sponsorship: Primary	\$1,650
eNewsletter Sponsorship: Leaderboard	\$1,050
eNewsletter Sponsorship: Resource Section	\$1,050
eBlast	\$0.45/email
Banner Ad: 300 x 250	\$70/M
Banner Ad: 728 x 90	\$70/M
Remarketing Ads	\$70/M
Multi-sponsored eBook	\$5,350
Exclusive eBook Sponsorship	\$12,500
Multi-sponsored Webinar	\$7,000
Exclusive Webinar Sponsorship	\$14,000
Sponsored Forum Post: Sequencing Resources Section	\$550
Sponsored Forum Post: Webinar Series + Upcoming Webinars Sections	\$800

Custom Content and Video Production Services please inquire by contacting your Sales Executive or email us at sales@seqanswers.com

Meet the SEQanswers Team

Account Executives



Farnoosh Kimiaei
Key Account Director
fkimiaei@biocompare.com



Timothy Marzec
Key Account Director
tmarzec@biocompare.com



Emily O'Sullivan
EMEA Account Executive
eosullivan@impressmedia.com



Sheila Reardon
Key Account Director
sreardon@biocompare.com



Lucy Taylor
EMEA Account Executive
ltaylor@impressmedia.com



David Tong
Key Account Director, Video Specialist
dtong@biocompare.com

Executive/Editorial



Mike Okimoto
PhD, Chief Content Officer
mokimoto@biocompare.com



Ben Atha
Editor
batha@seqanswers.com

Customer Success



Jenna Van Coppenolle
Account Coordinator
jvancoppenolle@biocompare.com



Julie Volkert
Account Coordinator
jvolkert@comparenetworks.com

For advertising inquiries contact:
sales@seqanswers.com

For editorial inquiries contact:
batha@seqanswers.com