

Laboratory Equipment[®]

DISCOVERY & DESIGN IN THE LAB



[2021 MEDIA KIT]

Connecting buyers and sellers
through products and innovations



A Message from the Editor

Laboratory Equipment has been a leader in the market since its inception in 1964. With an over 55-year history, *Laboratory Equipment* has seen and been through a lot but one thing has never changed—our commitment to bringing laboratory professionals the products, news and research innovations that help them excel at their jobs.

As scientists, we know we can't do it alone—collaboration is often the key that leads to the next big breakthrough. For this reason, *Laboratory Equipment* develops and curates content and voices from wide-ranging fields of disciplines. Our audience and authors include professionals in biology, chemistry, medical, environmental, pharmaceutical and food and beverage—just to name a few.



With a diverse and engaged audience like that, it's no surprise *Laboratory Equipment* prides itself on our 3x weekly e-newsletter, delivered Monday, Wednesday and Friday to hard-working laboratory professionals. The e-newsletter features breaking research news in a casual setting, in addition to in-depth interviews and thought-provoking columns. We have something for everyone, from vaccine news and Star Trek biology to the chemistry of beer and brewing. Our editors conduct hundreds of interviews a year to bring readers cutting-edge information and exclusive research tidbits they won't find anywhere else. In addition to research news, *Laboratory Equipment* publishes two regular columns: Women in Science and LabChat. Women in Science is a bimonthly Q&A profile that highlights the recent achievements of a female scientist, while LabChat is a podcast interview between *Laboratory Equipment* editors and a scientist who has recently published a work or paper.

Sometimes, though, the passion scientists have for new technology or innovation is too much for the written word. In these cases, it's vital to connect with scientists on a more visual level—and that's just what our new LABTalk program provides. LABTalk is a speaker-forward resource hub featuring webinars, video interviews, product videos and demos and application notes across a range of topics, including spectrometry, chromatography, Raman, imaging and more. LABTalk affords laboratory professionals and key opinion leaders the chance to connect—an opportunity many are missing with the absence of in-person workshops, conferences and meetings. In addition to webinars, LABTalk's casual video interviews are perfect for busy, on-the-go lab professionals who only have a few minutes to learn a new topic.

Of course, research is only half the story. Scientists can't innovate in an empty laboratory—they need high-quality instrumentation, equipment and consumables. The majority of *Laboratory Equipment*'s audience comprises managers, directors and/or supervisors, meaning they are the ones in the lab ready to make purchases for their scientists. That's why *Laboratory Equipment* is powered by Labcompare. The Labcompare Product Directory is organized into easy-to-navigate and simple-to-read categories that enable users to quickly find and compare products side-by-side, with a view of all specifications and product information. The "Get Quote" button makes it easy for users to accomplish their mission of finding a product, and your mission to provide high-quality equipment to those searching.

Lastly, *Laboratory Equipment* live webinars are a fantastic opportunity to directly connect with eager users and purchasers. The interactive functionality of our webinars allows users to see panelists and ask them questions in real-time. Live webinars help bring together a community of like-minded professionals who are yearning for more information as they look to make a difference in our world.

Laboratory Equipment is honored to be the leading source for research news in the lab community and we are committed to providing readers with the information they need to succeed on a daily basis.

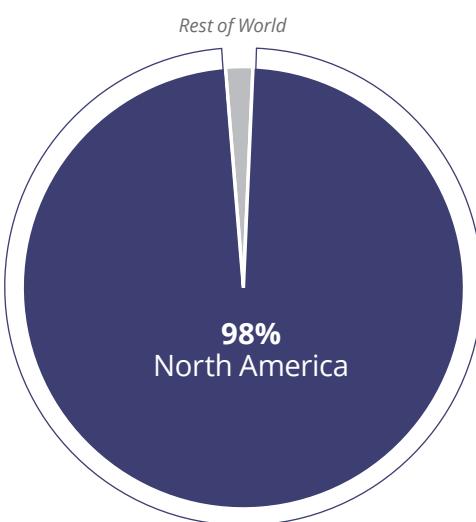
Michelle Taylor

Editor-in-Chief | Laboratory Equipment
mtaylor@laboratoryequipment.com

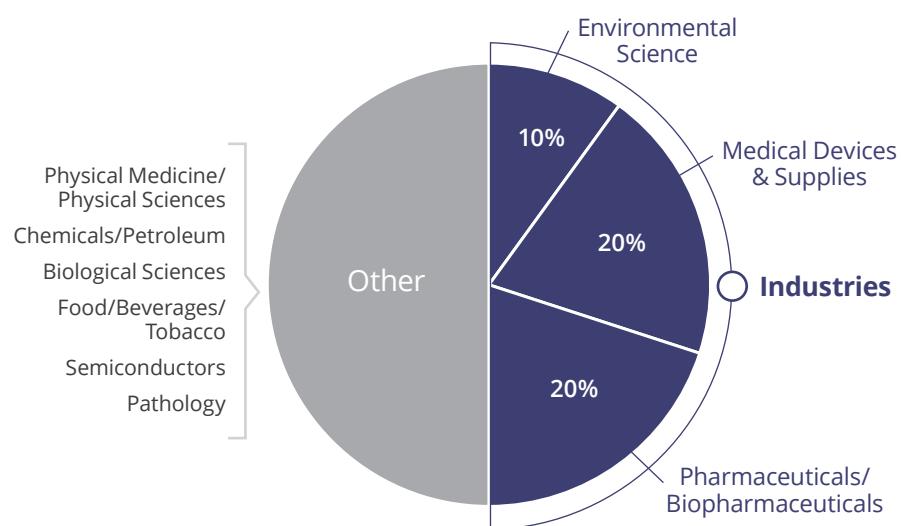
Demographics

Laboratory Equipment caters to research labs across various industries from research to development.

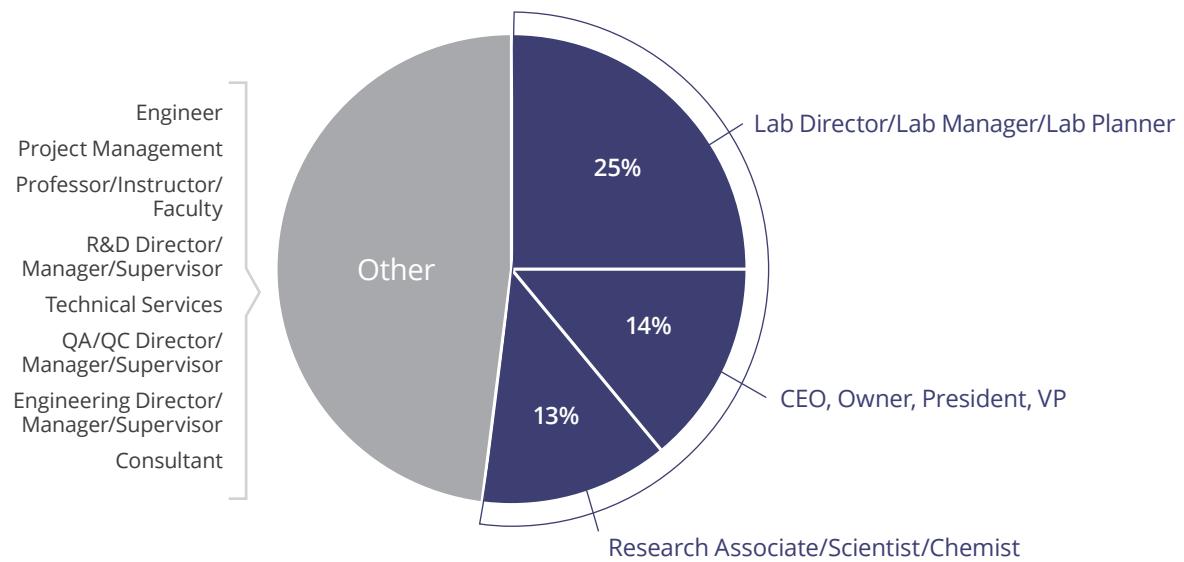
Users by Region



Users by Place of Employment



Users by Position/Title



LaboratoryEquipment.com October 2019 - July 2020

Audience Engagement

Laboratory Equipment attracts and engages an active audience of lab professionals searching for the latest news, discoveries, and innovations.

***Laboratory Equipment* Visitors Typically...**



Spend
5.5 minutes
per visit



Visit
1.2 Pages
per visit

Annual Engagement



432,870
annual visits



546,322
page views

Average Monthly Statistics



Over **58,000**
page views



Over **48,000**
total visits

Opt-in Subscribers



63,000
opt-in eBlast subscribers



Over **87,500**
eNewsletter subscribers

Testimonial

"When I began my career in the food industry as a bench-level QC chemist, *Laboratory Equipment* was there to provide the information on products, techniques, and trends that I needed. As a marketing manager now for many years, *Laboratory Equipment* has continued to be there as a trusted communication partner, providing access to a wide range of labs and engaged scientists."

*Mark Kincy, Marketing Manager,
KNF Neuberger, Inc.*

Data Sources:

Omniture Analytics: October 2019 - July 2020
Campaign Monitor October 2019 - July 2020



Editorial Calendar

		January	February	March	April	May	June
Weekly Spotlights	WEEK 1	Genomics	COVID-19	Sustainability/ Green Tech	Biological	Pharmaceutical	Doping Solutions
	WEEK 2	Battery Research	Plastics & Polymers	Chromatography	Lab Safety	Water Technologies	Spectroscopy
	WEEK 3	Microscopy	PCR/Sequencing	Spectroscopy	Petrochemical	Lab Design & Furnishings	Life Science
	WEEK 4	Environmental	Animal Lab News	Imaging	Materials	Electrical/IT	Cleanroom Technology
Special Features		LabChat	Women in Science	LabChat	Women in Science	LabChat	Women in Science
Events		SLAS Jan 23-27, 2021, San Diego, CA	AAFS Feb 15-20, 2021, Houston, TX Emerald Conference Feb 23-25, 2021, San Diego, CA	Pittcon Mar 6-10, 2021, New Orleans, LA ACS Spring Mar 21-25, 2021, San Antonio, TX Cannabis Science East Mar 29-31, 2021, Baltimore, MD	AACR Apr 9-14, 2021, Washington, DC MRS Spring Apr 18-23, 2021, Seattle, WA Interphex Apr 20-22, 2021, New York, NY		ASM Jun 3-7, 2021, Anaheim, CA ASMS Jun 6-10, 2021, Philadelphia, PA

		July	August	September	October	November	December
Weekly Spotlights	WEEK 1	Microscopy	Optics/Photonics	PCR/Sequencing	Pharmaceutical	Proteomics	Sustainability
	WEEK 2	Food & Beverage	Biopharmaceutical	Chromatography	COVID-19	Spectroscopy	Optics/ Photonics
	WEEK 3	Environmental	Genomics	Biotechnology	Chemical Analysis	Lab Design & Furnishings	Lab Trends
	WEEK 4	Clinical Chemistry	Battery Research	Energy	Petrochemical	Biomedical	Animal Lab News
Special Features		LabChat	Women in Science	LabChat	Women in Science	LabChat	Women in Science
Events		AACC Jul 25-29, 2021, Anaheim, CA IIFT 2021	M&M Aug 1-5, 2021, Pittsburgh, PA ACS Fall Aug 22-26, Atlanta, GA Cannabis Science West Aug 30-Sep 1, 2021, Portland, OR		AAPS Oct 17-21, 2021, Philadelphia, PA AALAS Oct 17-21, 2021, Kansas City, MO GCC 2021	Neuroscience Nov 13-17, 2021, Chicago, IL MRS Fall Nov 28-Dec 3, 2021, Boston, MA EAS 2021	ASCB Dec 11-15, 2021, San Diego, CA



Editorial Special Features



LabChat

In this special “podcast” feature, Laboratory Equipment Editor-in-Chief Michelle Taylor interviews a high-profile scientist regarding his/her recent research, which may have far-reaching implications in high-interest specialties of lab research. This feature appears bimonthly online and the e-newsletters.

Women in Science

Although science has made significant strides, women and minorities are still behind in terms of employment. This bi-monthly profile celebrates the Women in Science who are contributing to lab research every day in a meaningful and impactful way. This feature appears bimonthly online and in the e-newsletters.

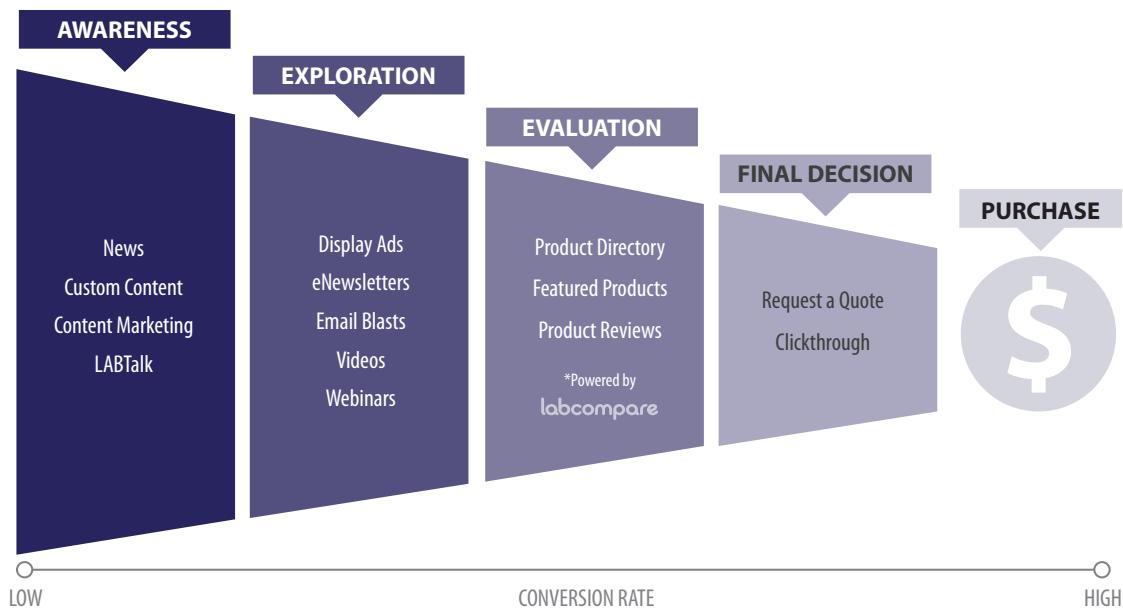


Branding & Lead Generation Offerings

Impact Each Stage of the Buying Journey

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

Laboratory Equipment media and editorial consultants will help you best utilize our content and media channels to ensure you gain maximum exposure and response.



Testimonial

"From sharing relevant content to developing infographics, *Laboratory Equipment* has been a great brand to work with. The Learning Lab is an easy to navigate platform that allows for optimal consumer interactions."

Carrie Brennan, Marketing Specialist,
Analytik Jena

Marketing Objectives

		TM						
		Brand Awareness	Custom Content Creation & Promotion	High Funnel Lead Generation	Thought Leadership	Traffic Generation	Content Marketing	Sales-ready Lead & Traffic Generation
MEDIA CHANNELS	eNewsletter Sponsorship	p.9	•		•		•	
	eBlasts	p.10	•		•		•	
	Display Ads	p.11	•		•		•	
	Remarketing Ads	p.12	•		•		•	
CONTENT ADVERTISING	Content Marketing	p.13	•	•	•	•		•
	LABTalk	p.14	•	•	•	•		•
	Sponsored Live Webinars	p.15	•		•	•		•
CONTENT CREATION SERVICES	Tradeshow Videos	p.16	•	•	•	•	•	•
	Product Brochure Videos	p.16	•	•	•	•	•	•
	Customer Profiles & Testimonials	p.16	•	•	•	•	•	•
	Custom Video Solutions	p.17	•	•	•	•	•	•
PRODUCT LISTING DIRECTORY	Product Listings	p.18	•					•
	Featured Product Listings	p.19	•					•

eNewsletter Sponsorship

The screenshot shows a sample issue of the Laboratory Equipment eNewsletter. At the top, there's a banner for Bruker featuring their logo and a call to watch On-Demand ASMS 2020 Presentations. Below the banner, there's a 'FEATURED STORY' section with a grid of four small images related to a portable MRI development. To the right of this is an 'ADVERTISEMENT' for a 'COVID-19 Resource Guide' from Laboratory Equipment, which includes a thumbnail image of a COVID-19 cell and the text 'READ UP ON THE MOST UP-TO-DATE AND GROUNDBREAKING NEWS'. Further down, there are three news articles: one about a blood test for COVID-19 results, another about decontamination processes damaging N95 face masks, and a third about scientists finding a faster way to count animal sperm using DNA. Each news article includes a thumbnail image, a brief description, and a 'FULL STORY' button.

Wrap Your Message in Alongside Groundbreaking News

Laboratory Equipment newsletters are highly effective for driving brand awareness and product introductions. Sent to qualified lab professionals, our eNewsletters place your messaging alongside breaking news and other meaningful content. Laboratory Equipment is the trusted source for news and technologies, which means our newsletters provide vital and engaging information, breaking through our audiences' inbox.

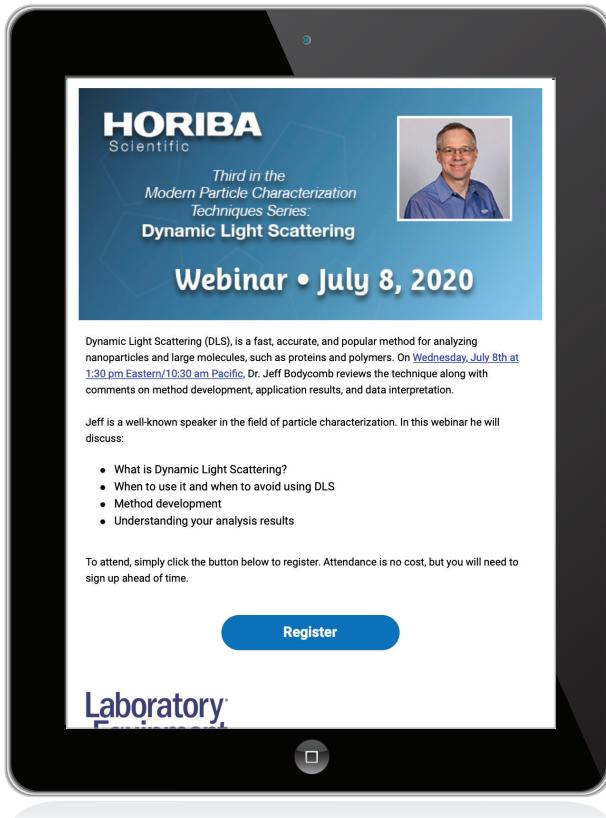
eNewsletters Provide:

- Digital: Readers are accessing content and email from mobile devices more than ever before; reach an expanded online audience – anywhere, anytime.
- Direct: A straight line to qualified lab professionals' inboxes
- News: The chance to place your ads beside groundbreaking news

Features:

- Weekly eNewsletter schedule: Mon, Wed, and Fri
- Weekly eNewsletter sponsorships available
- Premium Leaderboard banner (600x100 pixels) sponsorship is positioned at the very top of the email
- Table-of-Content (TOC) RMR (300x250 pixels) sponsorship is positioned "above the fold"
- Reports sent one week after deployment, including total sent, views, total clicks, and CTR.





eBlasts are an effective way to reach out personally to prospective customers and clients. A permission-based marketing option, Laboratory Equipment's eblasts provide a cost-effective and value-rich opportunity to drive your sales and marketing campaign through audience-directed messaging, allowing you to elevate awareness, promote your seminars, webinars, introduce new products and technology, announce relevant company news, present special offers, and more.

eBlasts Provide:

- A direct line to laboratory professionals' inboxes
- Quality branding for new products and special offers
- Direct links to your websites
- Visual representation of your organization
- Recognition of your logo and branding

Features:

- Free optimized email templates are available, should your resources be limited.
- Custom template design and translation services offered
- Report sent one week after deployment includes; total sent, clicks, total opens, CTR, and open rate



Display Ads

The screenshot shows the homepage of Laboratory Equipment magazine. At the top, there's a navigation bar with links for WELCOME GUEST, SIGN IN, REGISTER, and SUBSCRIBE ENNEWSLETTERS. Below the header is a search bar labeled "Search Lab Equipment". The main content area features a large banner for FUJIFILM products: "PS Capture™ Exosome Flow Cytometry Kit" and "MagCapture™ Exosome Isolation Kit PS". To the right of the banner is a "Wako" logo. Below the banner, there's a section titled "FEATURED NEWS" with a thumbnail image of a wildfire and the headline "1-Minute Screening Tool Helps ID Those at Risk of Allergies, Intolerances". Further down, there are several news articles with thumbnails, including "Ecologists Confirm Alan Turing's Theory for Australian Fairy Circles", "Glycans in the SARS-CoV-2 Spike Protein Play Active Role in Infection", "Firefly Imaging Makes Cellular Forces Visible at the Molecular Scale", "Frustrated Researchers Create Automatic Database for Materials Discovery", and another "1-Minute Screening Tool Helps ID Those at Risk of Allergies, Intolerances". At the bottom of the page, there's a "LEADERBOARD AD" for Biocompare Tech Talks.

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

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

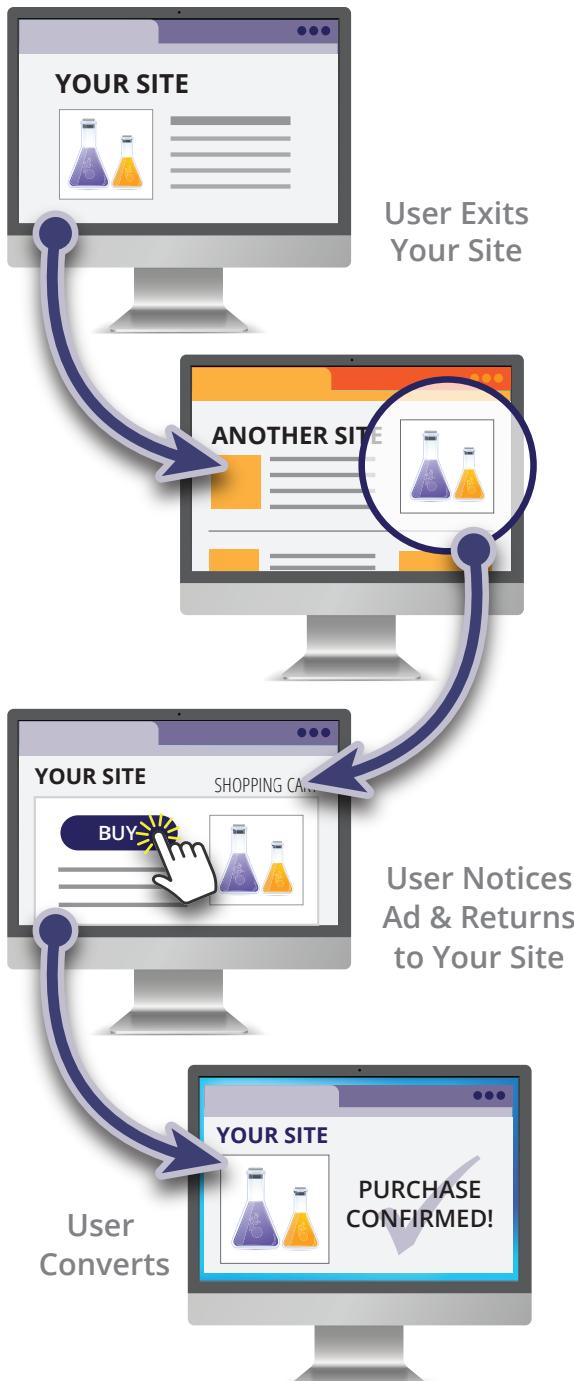
Targeting by geography and selected pages are available for an additional cost.

Features:

- Standard IAB sizes are offered:
 - Leaderboard (728 x 90 pixels)
 - Billboard (970 x 250 pixels)
- Static image and HTML5 formats are all supported
- Initial load size up to 50kb max
- Total file size up to 10MB max
- Reports, generated upon completion of ad campaign, include number of impressions and number of clicks



Remarketing Ads



Remarketing is a way to connect with people who previously interacted with our website. It allows you to strategically position your ads in front of our audiences as they browse Google or its partner websites and mobile apps, thus helping you 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 advertising.

Expand the reach of your display advertisements beyond the Labcompare site.

Benefits

- Boosted awareness:** You can increase your awareness and engagement with your brand.
- Prompt reach/Well-timed targeting:** 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.
- Campaign statistics:** You'll have reports of how your campaigns are performing.

Features

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



BRAND AWARENESS



HIGH FUNNEL
LEAD GENERATION



TRAFFIC GENERATION

Content Marketing

WHAT CAN GO WRONG IN A LABORATORY?

Understanding Different Errors & Failures

A Life Science organization's value and reputation resides in the laboratory.

Expensive equipment and precious samples must be constantly monitored and protected.

Average cost of drug development program: \$2.6 billion*

*source: Tufts Center for the Study of Drug Development (CDD)

ERRORS & FAILURES

Laboratory Equipment Failure:

- Equipment errors and failures damage samples and distort research results
- Excessive door openings can lead to histeresis and other

HVAC Failures:

- HVAC errors and failures produce poor quality monitoring conditions
- 3 key areas for monitoring: temperature, relative humidity, VOCs

AUDITS

THE CHARACTERIZATION OF COFFEE and CHOCOLATE

Choosing the Appropriate Methods for Foodstuffs

Coffee, chocolate and beer are among the most loved foods in the world. When eating and drinking these delicacies, the consumer is thinking about the consistent texture or the perfect amount of hops, not the size or shape of the particles. But materials characterization is the backbone of the food and drink industry, with a number of analytical techniques suited to assessing the many characteristics of food. Be it particle size or shape, molecule weight or structure, or emulsion stability, analytical solutions are vital to ensuring consistent and safe foodstuffs. Check out the chart below for an easy guide on choosing the appropriate analytical method for your food and beverage sample analysis.

	Laser diffraction	Image analysis	Light scattering	Dynamic light scattering	Microscopic light scattering	Static light scattering	Gel permeation chromatography	Size exclusion chromatography
COFFEE	✓	✗	✗	✗	✗	✗	✗	✗
BEVERAGES	✓	✗	✓	✓	✓	✓	✗	✗
CHOCOLATES	✓	✗	✗	✗	✗	✗	✗	✗
FOOD ADDITIVES	✗	✗	✓	✓	✓	✓	✓	✓
DRY FOOD INGREDIENTS	✓	✗	✓	✓	✓	✓	✗	✗

Laboratory Equipment

A content marketing lead generation program helps support your marketing efforts by targeting your desired audience in the awareness phase. This effective tool will help you attract, acquire, and engage your audience by honing in on the issues that are important to them.

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

Features:

- Editorial expertise and integrity
- Accomplished design team
- Effective campaign management
- Production and design of at least 1 piece of gated content (e.g., comparison chart, timeline, infographic, list, fun facts, and more)
- Lead form registration
- Lead guarantee (based on package)
- Marketing through our network—online, email, social media, and more

Bronze Package

- Customer-provided assets (1 piece)
- 1 piece of Gated Content (original)

Silver Package

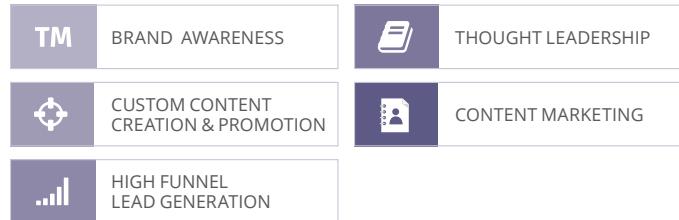
- Customer-provided assets (up to 4 pieces)
- 1 piece of Gated Content (original)

Gold Package

- Customer-provided assets (up to 4 pieces)
- 1 piece of Gated Content (original)
- Webinar

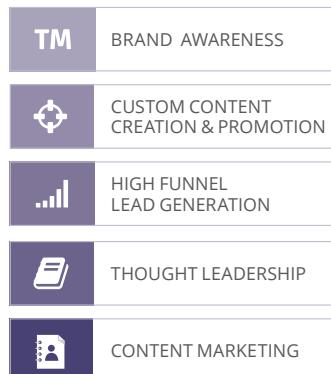
Platinum Package

- Customer-provided assets (up to 4 pieces)
- 1 piece of Gated Content (original)
- 1 Webinar
- 1 LABTalk Sponsorship



The LAB Talk webinar and video interview series puts the spotlight on hard-working scientists during this uncertain time in our world."

Michelle Taylor, Editor-in-Chief



NEW! LABTalk Speaker Series

Did you have a Key Opinion Leader set to attend a now canceled or postponed conference, tradeshow, or workshop? Do you still need to get your message out? Responding to the current state of affairs, Labcompare and Laboratory Equipment partnered and engineered a solution—our NEW LABTalk Speaker Series.

LABTalk provides both a production platform and a relevant audience for the in-booth seminars, customer talks, poster presentations, or tutorials your company may have otherwise presented at upcoming conferences that have been either postponed or canceled. Our award-winning custom content production team will create an audio webinar using the content your company provides.

Sponsorship Options:

Audio Webinar

- Up to 60 minutes PowerPoint synchronization with custom-branded interface; pre-recorded only

Video

- Client-supplied video hosting of in-booth talks, customer talks, poster presentations, or tutorials.

Video Q/A Video

- Recorded video call with an Editor and a representative from your company; questions will be provided in advance of the interview

Additional Features:

Vendor Supplied Content Hosting

- All sponsorship options include association of up to 3 hosted application notes/white papers (Gating Optional)

Benefits:

- Access to over 175,000 eNewsletter readers across Labcompare and Laboratory Equipment
- 12-month hosting on LABTalk microsite
- Inclusion in the LABTalk eNL Monthly Alert
- Marketing through our network—online, email, social media, and more

Reporting*:

- Annual hosting page views
- Lead generation (vendor-supplied content)

**Performance will vary based on topic and content type*

Webinars

The screenshot shows a webinar landing page. At the top, the Agilent Technologies logo is on the left, followed by the title 'Accelerate Sample-to-Result Through NGS Automation'. Below the title, it says 'Presenter: Jimmy Jin'. There are social sharing buttons for Twitter ('Tweet'), Facebook ('Like'), and Email. To the right are 'Bookmark' and 'Email' links. On the left, there's a sidebar with a search bar labeled 'Search chapters' and a magnifying glass icon. A list of chapters includes: Introduction, Agilent NGS Workflow & Portfolio, NGS sample prep automation, Magnis NGS prep system, H1, H2, and H3. In the main content area, there's a video thumbnail of Jimmy Jin speaking, his name, title, and location (Global Marketing Director, NGS Agilent Technologies San Francisco Bay Area). To the right of the video is an image of the Magnis NGS prep system, which is a white benchtop instrument with a blue control panel. Below the video thumbnail is a play button icon. At the bottom of the main content area are two buttons: 'More Information' on the left and 'Request info →' on the right.

On-Demand Webinars

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

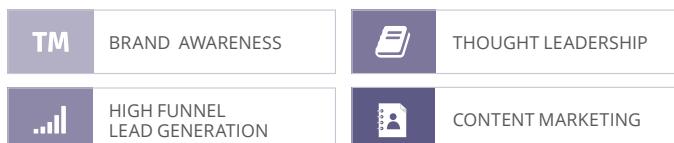
- Audio and/or video recording and editing up to 30 minutes
- Custom-branded webinar interface
- HTML5 format that is mobile compatible
- Interactive chapters and search tool
- Prominent call-to-action buttons for lead generation
- 12 months hosting on global server network
- Featured on Labcompare video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

On-Demand Webinars Filmed at Conferences

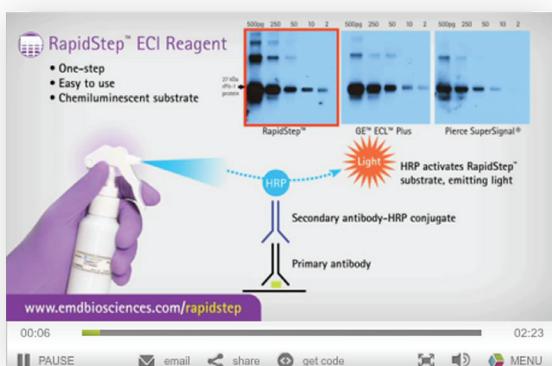
Turn your conference presentations into enduring online video content. We film at major industry conferences. Converting your presentations to On-Demand Webinars allows scientists to view seminars and presentations online long after the conference ends.

Live Webinars

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



Videos



Tradeshow Videos

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

Product Brochure Videos

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

Product Demos & Training

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

Customer Profiles & Testimonials

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

Video Features:

- Production coordination
- HD camera/lighting package
- Script development/storyboarding with client
- Video editing, motion graphics, sound design
- Professional voiceover narration/recording
- Optimized for online and mobile devices
- 6-12 months hosting on global server network
- Featured on Labcompare video pages
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time six weeks from start of project including three rounds of changes
- Client owns the copyright
- Complete reporting of views, clicks, and downloads
- Contact details of those who downloaded your poster, if gated option selected
- 3D Animation services available at an additional cost

The screenshot displays the Roche Prime Supply On-Site Shop website. At the top, there's a navigation bar with a Roche logo, a search bar, and social media links for Twitter, Facebook, and LinkedIn. Below the header, a sidebar on the left lists chapters such as 'Introduction', 'How Does RPS Work?', and 'What Are The Requirements for Placing RPS?'. The main content area features a video player for a video titled 'What are the advantages of RPS?'. The video shows a person interacting with a computer monitor displaying a software interface. To the right of the video, there's a callout box with the text 'Scientists: Increase Output'. Below the video player, there are several icons representing different services: a document icon for 'BRAND AWARENESS', a person icon for 'THOUGHT LEADERSHIP', a target icon for 'CUSTOM CONTENT CREATION & PROMOTION', a globe icon for 'TRAFFIC GENERATION', a signal icon for 'HIGH FUNNEL LEAD GENERATION', and a person icon for 'CONTENT MARKETING'.

Custom Video Solutions



KBF series:
Constant climate chambers

**Environmental simulation chambers
for constant climatic conditions**

The KBF series was specially designed for reliable stability tests and precise maintenance of constant climatic conditions. It naturally also complies with all applicable guidelines such as ICH, FDA, GMP and GLP, with respect to programming and documentation requirements. With its large reserve capacity and many optional features, it is designed to meet future challenges for many years to come.

Learn more at www.stability-test-chamber.com.

Agilent Technologies

Automating the SureSelect^{XT} workflow

The new Agilent SureSelect^{XT} Automated Library Prep and Capture System streamlines sample preparation for next-generation sequencing platforms – as well as Ltx Technologies' SOLiD sequencing system. The automated process maximizes throughput and ensures consistent, high-quality data by using validated reagents and pre-programmed protocols.

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Most Popular
NGS European UGM
Research Highlights
Product Information & Tutorials

Discover More, Faster:
How to Design Specified
All Exon Kits

Dr. Martin Korick, PhD:
Designing Customized
Enrichment for Next-Gen
Workflow Using Clinical
Settings

Wimflied Van Synden:
Designing Customized
Enrichment in Your NGS
Workflow Using Clinical
Settings

Chris Tarrant: Agilent
SureSelect XT: Next-Gen
Automation NGS

SureSelect Custom
Target Enrichment

SureSelect - Designing
kits for custom sequencing
by design

BioRobot Fxstar
Library Design
Optimization

Blockbuster applications
for Next-Gen Sequencing
Updates and Tips

Agilent BioPlex⁸⁰⁰⁰
"All-in-one" Thermal
Cycler

Automating the
SureSelect^{XT} workflow

3D Animation

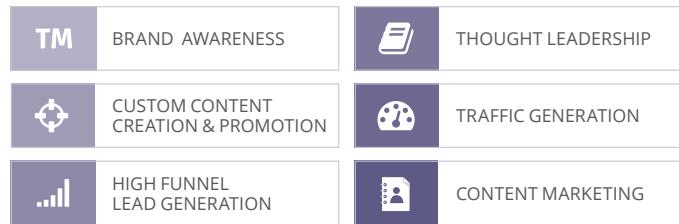
3D animation is the ideal format for delivering a visually rich, informative overview of your latest product. Take the viewer on a tour inside your product, spin your product 360°, or zoom in on a sample at the molecular level. Combining 3D animation with voiceovers and commentary from technology experts provides customers with a deep and detailed look at your technology's benefits.

Viral Video Commercials

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

Microsite

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



Product Listings

Laboratory Equipment is powered by Labcompare, the Buyer's Guide for Laboratory Equipment, providing an opportunity to place your company's products in the Labcompare product directory.

i-Series Plus Integrated HPLC Systems from Shimadzu

Be the first to write a review!

Ideal for both R&D and QC environments, the i-Series Plus is the new standard for balancing high-level performance and ease-of-use in an integrated HPLC system. Built on the highly successful i-Series, the Plus emerges in response to your requests for design evolution. Every i-Series Plus has a touch-screen LCD display for easy, intuitive system control and chromatogram viewing, built-in degassing, quaternary solvent delivery, autosampler, and UV or PDA detector. As always, sample injections are the fastest around (< 14="" s),="" with="" ultra-low="" carryover.="">/>

Features:

- 14-second injection cycle to support high-speed multi-analyte processing
- Ultra-low carryover (less than 0.0025%)

[Read More...](#)

PRODUCT DETAILS **COMPANY INFO** **USER REVIEWS** **RELATED PRODUCTS**

Product Detail

Item	i-Series Plus Integrated HPLC Systems
Company	Shimadzu
Price	Get Quote
Catalog Number	i-Series Plus
Quantity	EA
Type	Analytical
Detector(s)	UV/VIS, PDA, RI, Fluorescence
Flow Rate	Inquire
Max. Pressure	35 MPa

[Add to Compare List](#)

[See More HPLC Instruments](#)

Company Info

 SHIMADZU Excellence in Science

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Related Products


Cannabis Analyzer for Potency from Shimadzu select to compare

Get Quote Now

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

Name* First Name Last Name

Company / Institution* Company Name
 Type
 Job Title

Address* Street Address 1
 Street Address Line 2
 City Postal Code
 United States Select

Email Address* ex. name@example.com

Work Phone Number* ex. (xxx) xxx-xxxx

Purchase Timeline* Purchase Timeline

Send information for all the manufacturers in this category?

 [Click Here to Get Quote](#)

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

The Labcompare Product Directory is organized into easy-to-navigate and simple-to-read categories that enable users to quickly find and compare products side-by-side, with a view of all specifications and product information.

Features:

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

 BRAND AWARENESS

 SALES-READY LEAD & TRAFFIC GENERATION

Featured Product Listings

CO₂ Incubator / Cell Culture Incubator

A cell culture incubator is designed to maintain a constant temperature and high humidity for the growth of tissue culture cells under a CO₂ atmosphere. Typical temperature settings range from 4°C to 50°C, and CO₂ concentrations run from 0.3 to 19.9%. Non-corrosive stainless steel interiors are standard, but some newer models feature antimicrobial copper surfaces to prevent contamination. Auto decontamination using heat or UV light is another new and attractive feature available in CO₂ incubators.

Temperature in a CO₂ incubator is typically controlled either by a water bath that circulates through the walls of the cabinet (water jacketed CO₂ incubator), or by electric coils that give off radiant heat. Some units also include refrigeration for cooling. Relative humidity is maintained between 95% and 98% by an atomizer system or water reservoir. Features of cell culture incubators such as programmable controls with password protection, temperature alarms, CO₂ alarms, and door opening alarms enhance convenience and security for the user.

Products (34) **User Reviews (2)**

Showing 34 of 34 products

Company Filter ▾

Sponsored Products

CellXpert CO₂ Incubator
Eppendorf North America

Temperature Range: [RT + 4 °C] to 50 °C
Volume: 170 L
CO₂ Measurement: Inquire
CO₂ Range: 0.1 to 20 %
Reviews:

New Brunswick™ S41i CO₂ Incubator Shakers
Eppendorf North America

Temperature Range: 4 °C above ambient to 50 °C
CO₂ Measurement: IR
CO₂ Range: 0.2 to 20 %

New Brunswick™ S41i CO₂ Incubator Shakers from Eppendorf North America

Be the first to write a review!

Experimental flexibility. Eppendorf's S41i CO₂ incubator shaker is the best of both worlds: a highly reliable CO₂ incubator and a shaker. It can be used in the same way as a shaker. Fanless design and High Temperature Disinfection (HTD) protects against contamination. Sealed doors maintain temperature accuracy and uniformity while minimizing gas consumption. InfraRed CO₂ sensor offers accurate control of CO₂ levels. The result: high cell yields and viability, less contamination.

Product Detail

Item: New Brunswick™ S41i CO₂ Incubator Shakers
Company: Eppendorf North America
Price: [Get Quote](#)

Catalog Number: S41i-120-0100 / S41i230001

Temperature Range: 4 °C above ambient to 50 °C

Exterior Dimensions: (WxDxH) 83.4 x 73 x 84.8 cm

Interior Dimensions: (WxDxH) 69.1 x 44.4 x 53.3 cm

Quantity: EA

CO₂ Measurement: IR

CO₂ Range: 0.2 to 20%

Type: Benchtop

Motion: 25 to 400 rpm

Platform Size: 36 x 61 cm

[Add to Compare List](#)

See More CO₂ Incubator / Cell Culture Incubator

Company Info

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Laboratory Equipment is powered by Labcompare, the Buyer's Guide for Laboratory Equipment, providing an opportunity to place your company's products in the Labcompare product directory.

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

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

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

Features:

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



BRAND AWARENESS



SALES-READY LEAD & TRAFFIC GENERATION



Advertising Rates

Media Channels

Email Blast	Cost
Custom Email Blast (\$1,500 minimum drop)	\$0.25 per email
Creative Services	Custom Quote

eNewsletter Sponsorship	Cost
Weekly Newsletter - Primary Sponsor (Leaderboard)	\$1,500
Weekly Newsletter - TOC Sponsor Position 1 (RMR)	\$1,500
Weekly Newsletter - TOC Sponsor Position 2 (RMR)	\$1,500

Online Display Advertising	Cost
Billboard Advertisement - Run of Site (Top or Position)	\$90 CPM
Leaderboard Advertisement - Run of Site (Top or Bottom Position)	\$85 CPM
Remarketing Program	Custom Quote

Product Listing Directory

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

Content Creation Services

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

Content Advertising

Content Marketing	Cost
Content Marketing - Bronze Package	\$5,000
Content Marketing - Silver Package	\$10,000
Content Marketing - Gold Package	\$20,000
Content Marketing - Platinum Package	\$40,000
LABTalk - Audio Webinar (Pre-recorded) Package	\$3,000
LABTalk - Video Package	\$3,000
LABTalk - Q/A Video Interview	\$4,000



Contact Information

For marketing solutions, ideas, and opportunities, contact the Laboratory Equipment team with the most leadership, years of experience, and service in the industry.

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Laboratory Equipment is powered by Labcompare, the Buyer's Guide for Laboratory Equipment

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