

labcompare

The Buyer's Guide for Laboratory Equipment



Connecting buyers and sellers
through products and innovations

2021 MEDIA KIT

A Message from the Editor

Labcompare is the ultimate bridge between seller and buyer in today's fast-paced, e-commerce marketplace. Labcompare combines in-depth knowledge of the products and technologies used by laboratory professionals with expertise to provide articles, product reviews, videos, newsletters, and other content all designed to educate and inform lab professionals through every step of their buying journey.



With a database of over 2 million products, it's no surprise Labcompare's marketplace generates high-quality, best-in-industry leads—converting to sales at a rate of 10%. Labcompare not only reaches the scientists making purchasing decisions, but we reach the ones making the purchasing decisions *right now*. With Labcompare's newly extended Product Review section, users experience an even higher degree of interactivity. Not only can they submit glowing reviews of their favorite products, but they can also learn what instrumentation and equipment other researchers in their field are using.

In addition, Labcompare's directory is constantly expanding with the addition of new product categories as technology advances and new featured products on a weekly basis. In 2021, Labcompare has committed to bolstering the forensic application portion of the directory. This enhancement will see the addition of more than 10 new forensic-specific product categories!

Also new in 2021, Labcompare has revamped our editorial approach to ensure we're bringing you the products and innovations most critical to your research. We will debut two new monthly features this year: Labcompare's Buyers' Guide and LABTips. The Buyers' Guides will provide scientists with the knowledge needed to make informed purchasing decisions, while LABTips will bring users practical tips across a variety of applications, including environmental testing, food and beverage, and materials science. As part of this new resolution, we will now offer our e-newsletter—Lab Instrument News—twice a week.

In light of canceled tradeshows and postponed meetings in 2020 and beyond, the Labcompare team launched LABTalk, a speaker-forward resource hub. The program, co-sponsored by sister brand Laboratory Equipment, features 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 visually connect—an opportunity many are missing. 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.

Lastly, Labcompare is the product backbone of the *Laboratory Equipment* and *Forensic* brands. There's more to every research update, every paper submission, every DIY innovation you read on Laboratory Equipment and Forensic—and that's where Labcompare comes in. Labcompare's integration with these brands brings a synergy that covers the entire spectrum of scientific knowledge, from learning to product purchase. Labcompare continually strives to facilitate product discovery and technology education, helping lab professionals make informed decisions that are right for their lab.

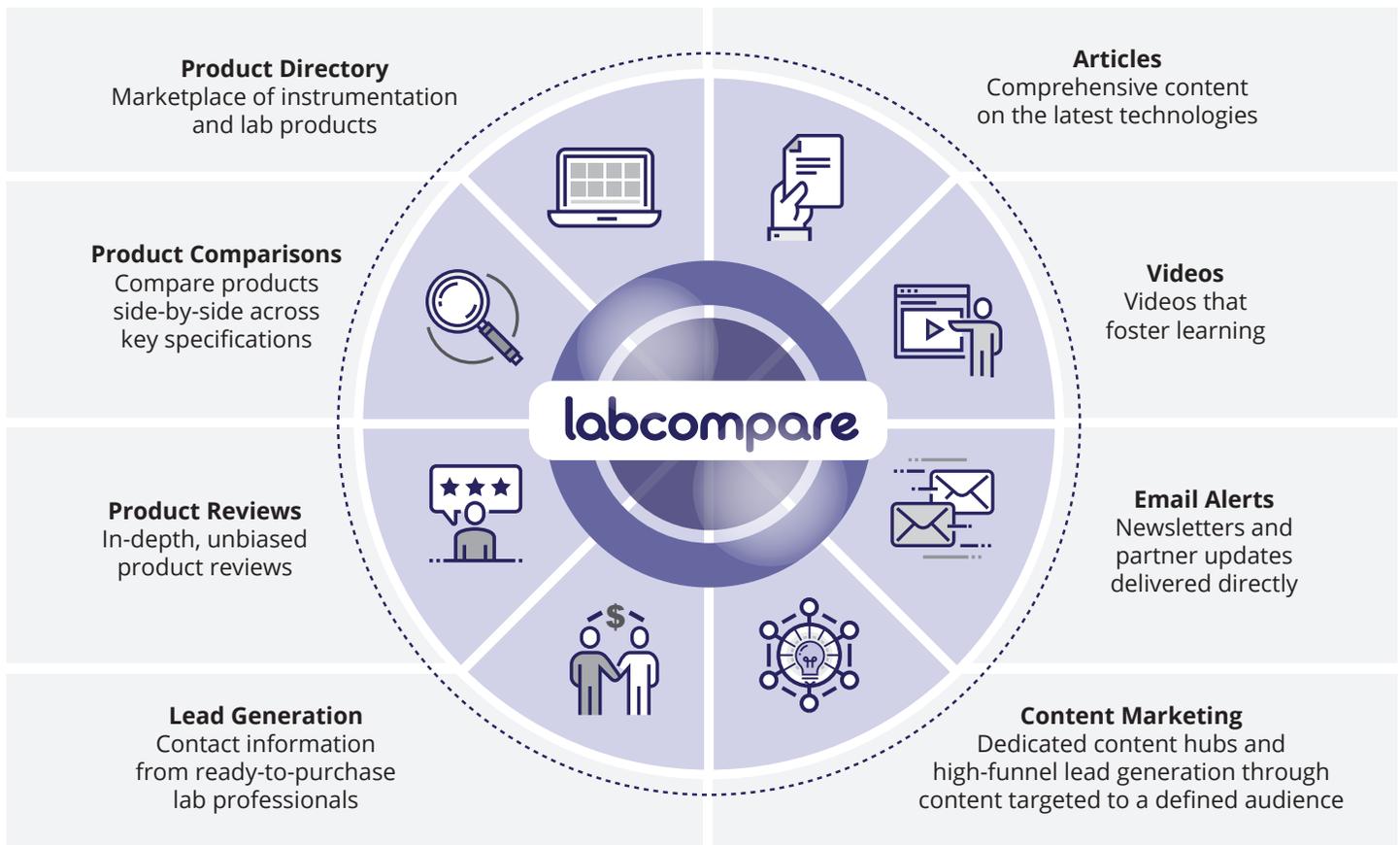
Michelle Taylor

Editor-in-Chief | Labcompare
mtaylor@comparenetworks.com

Labcompare's Mission

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

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



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

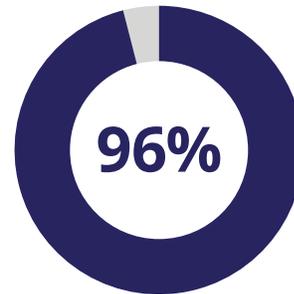
Labcompare Sale-Ready Audience

Labcompare's 1.1 Million Annual Unique Visitors are Buyers that are Open to Learning About New Vendors and Products



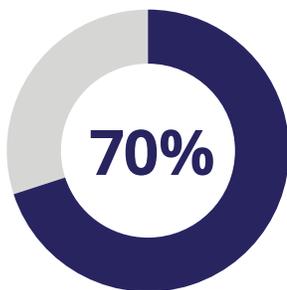
Buyers That Find Labcompare Useful

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



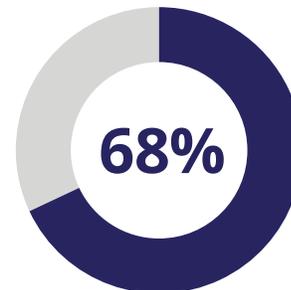
Buyers That Take Action

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



Buyers That Compare Options

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



Buyers That Shop The Competition

Are open to learning about vendors they may not have considered

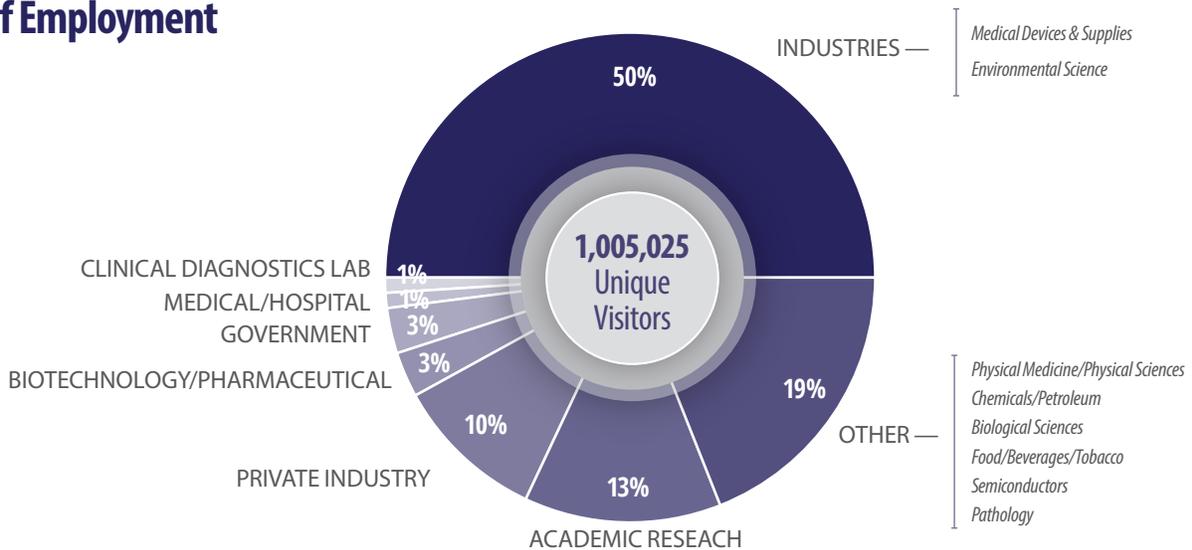
Source: "The Technology Imperative: How Scientists Learn About & Acquire Appropriate R&D Tools and Services"; Martin Akel & Associates

Demographics

Labcompare attracts a purchase-ready audience that is actively involved in the laboratory across multiple disciplines that span the entire global laboratory marketplace.

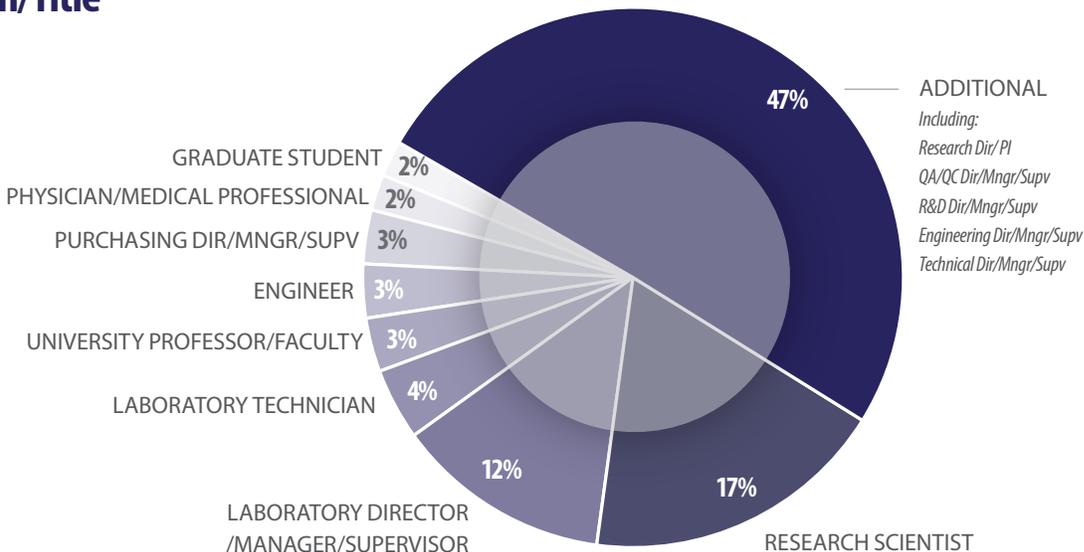
Let us connect you with our purchase-ready audience.

Place of Employment

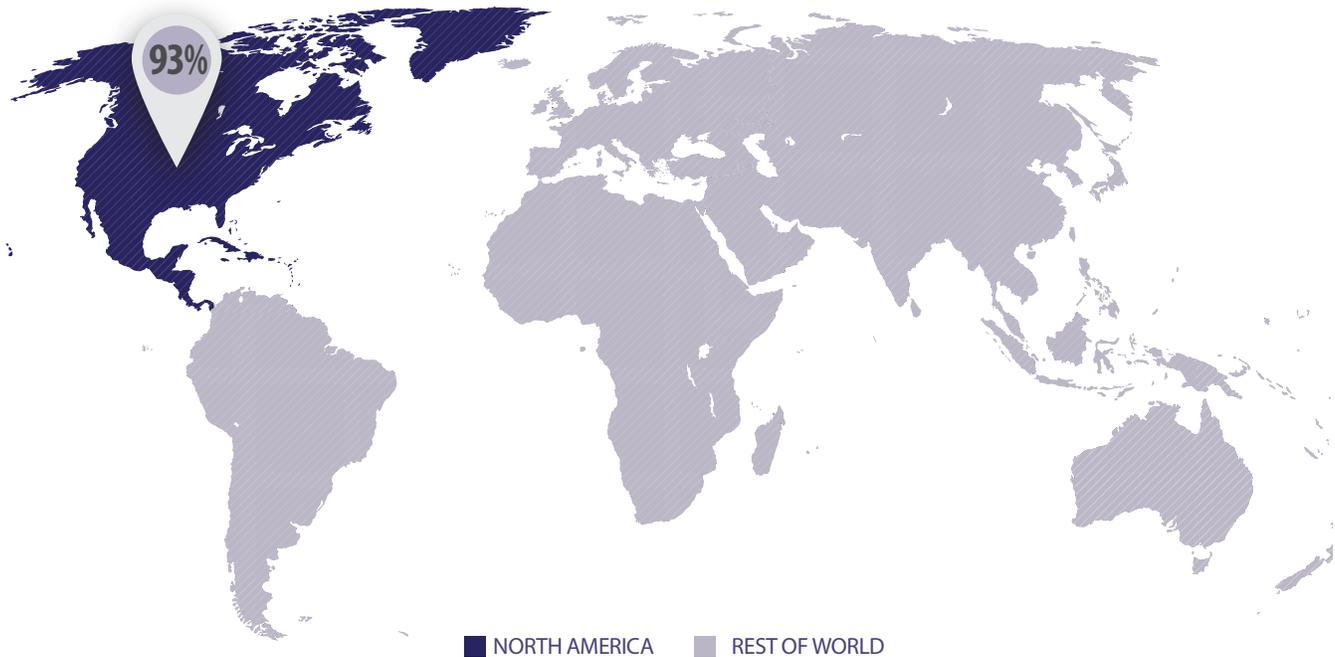


Data Source: Labcompare July 2019 - July 2020

Position/Title



Global Audience



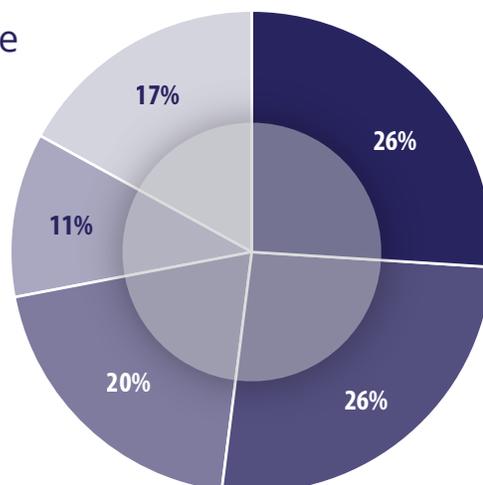
Data Source: Labcompare July 2019 - July 2020

Purchase-Ready Audience

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

Lead Purchase Timeframe

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



Industry Leading B2B Site for Leads:

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

Audience Engagement

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

Labcompare Visitors Typically...



Spend **6 minutes** per visit



Visit **2 Pages** per visit



Conduct **over 259,000** product searches

Annual Engagement



1,285,649 annual visits



2,027,926 page views



Over **12,800** product leads

Average Monthly Statistics



Over **117,000** page views



Over **72,000** total visits

Opt-in Subscribers



Over **35,100** opt-in eBlast subscribers



Over **46,700** eNewsletter subscribers

Data Sources:

Omniure Analytics: July 2019 - July 2020

Labcompare Lead Data: July 2019 - July 2020

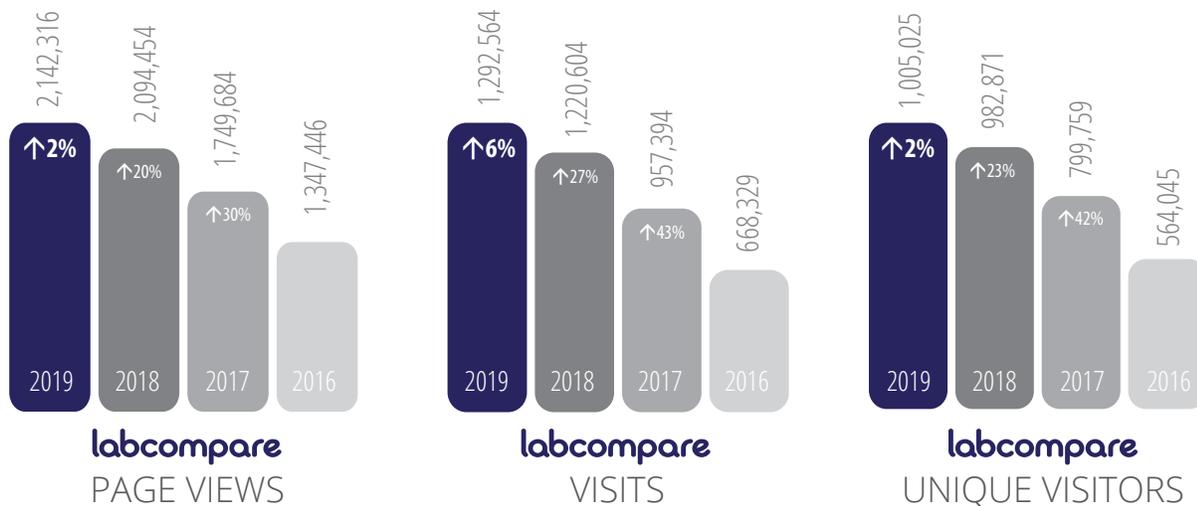
Campaign Monitor July 2019

Labcompare's Growing Audience

A Growth Story that Keeps Giving

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

Year over year, Labcompare's growing traffic increases the number of potential customers you can reach!



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

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

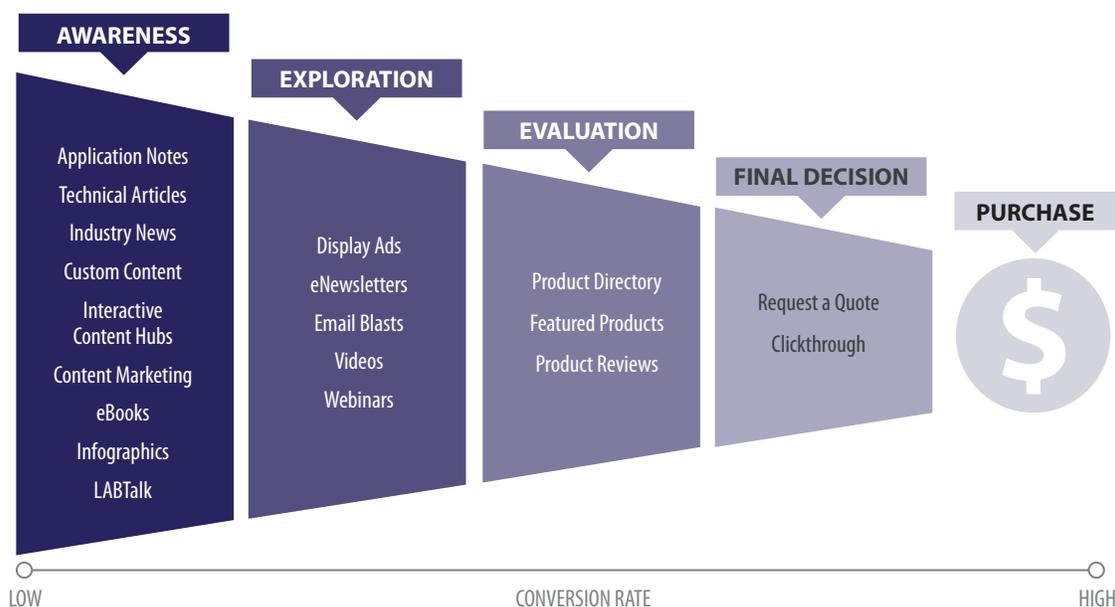
Take advantage of this significant growth trend so you don't lose brand and product awareness!

Branding & Lead Generation Offerings

Impact Each Stage of the Buying Journey

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

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



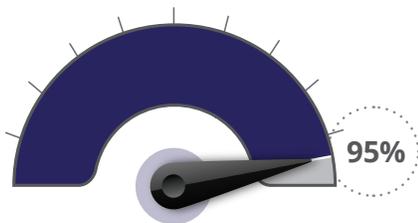
Labcompare's marketplace continues to generate superb high-quality quotation request leads converting to sales at a rate of **10%**!

Lead Generation Demand

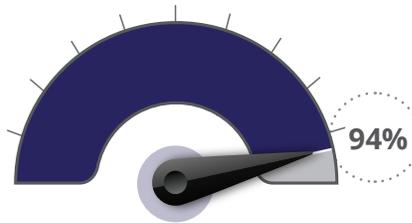
Labcompare will help you best utilize our content and media channels to ensure you gain maximum exposure and response.

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

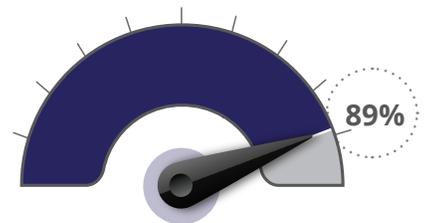
Top Labcompare Content Used by Labcompare Audience¹



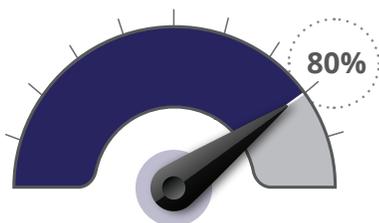
Product Comparisons



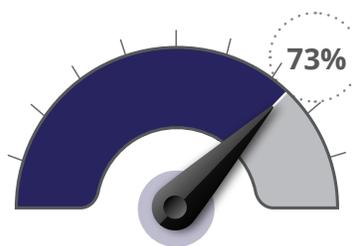
Searches in the product directory



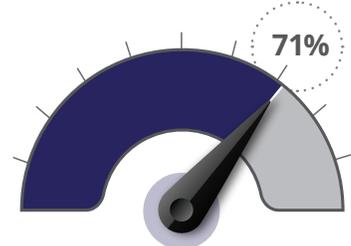
Articles about technologies/products



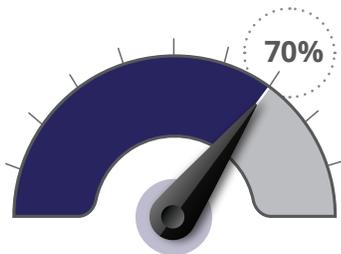
New and innovative products



Technical articles and application notes



Videos that help bring products to life



eNewsletters with updates on technologies/products

Testimonial

"Unlike print advertising, the ability to compare products at your fingertips with Labcompare provides quality driven leads direct to your email. Definitely a great return on your investment."

*John D. Peters, Assistant Marketing Director,
NuAire, Inc.*

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

Product Listings

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



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

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 <input type="text"/>	Last Name <input type="text"/>	
Company / Institution*	Company Name <input type="text"/>		
	Type <input type="text" value="v"/>		
	Job Title <input type="text" value="v"/>		
Address*	Street Address 1 <input type="text"/>		
	Street Address Line 2 <input type="text"/>		
	City <input type="text"/>	Postal Code <input type="text"/>	
	United States <input type="text" value="v"/>	Select <input type="text" value="v"/>	
Email Address*	ex. name@example.com <input type="text"/>		
Work Phone Number*	ex. (xxx) xxx-xxxx <input type="text"/>		
Purchase Timeline*	Purchase Timeline <input type="text" value="v"/>		
Send information for all the manufacturers in this category?	<input type="checkbox"/>		


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.

Sales-Ready Leads with Unparalleled ROI

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

Features:

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

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SALES-READY LEAD & TRAFFIC GENERATION

labcompare

labcompare.com | sales@labcompare.com

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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 4C to 50C, 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 [Get Quote for All](#)

Company Filter

Sponsored Products



CellXpert CO₂ Incubator
Eppendorf North America [Get Quote](#)

Temperature Range: [RT + 4 °C] to 50 °C [Compare](#)

Volume: 170 L

CO2 Measurement: Inquire

CO2 Range: 0.1 to 20 %

Reviews: ☆☆☆☆☆



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

Temperature Range: 4 °C above ambient to 50 °C [Compare](#)

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 innovative shaker and the functionality of a CO₂ incubator allowing static incubation at the same time as shaking. Fairness 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.



[Get Quote](#)

PRODUCT DETAILS COMPANY INFO USER REVIEWS FEATURED ARTICLES RELATED PRODUCTS

Product Detail

Item New Brunswick™ S41i CO₂ Incubator Shakers

Company Eppendorf North America

Price [Get Quote](#)

Catalog Number S41i-120-0100 / S41i230011

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

Eppendorf North America

102 Motor Parkway
Hauppauge, NY 11788-5178
United States
Phone: (800) 645-3050
Company Profile Website: www.eppendorf.com

Be The First To Write A Review!

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

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

TM BRAND AWARENESS

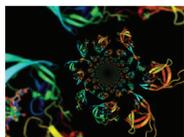
SALES-READY LEAD & TRAFFIC GENERATION

eNewsletter Sponsorship

labcompare

Laboratory Instrumentation Newsletter

Featured Content



High Resolution Ion Mobility in Today's Pharma and Clinical Research

Learn about the groundbreaking development of HRIM technology and SLIM technology. These cutting edge technologies are being used in conjunction with a high ... [Read More](#)

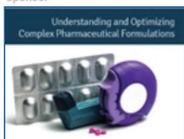


Novel Vacuum Degassing: An Interview with IDEX Health and Science

Saba Jazeeli, Senior Product Manager at IDEX Health & Science, discusses a new method by which vacuum degassing can be better controlled and the impact this ... [Read More](#)

[More Articles »](#)

Sponsor



Complimentary Download: Understanding Complex Pharmaceutical Formulations

A comprehensive ebook designed to help researchers expand and optimize their understanding of complex pharmaceutical formulation. Sponsored by Malvern Panalytical [Learn more](#)

Latest News



New High-Resolution Camera Designed for Demanding Measurement Applications

New High-Resolution Camera Designed for Demanding Measurement Applications [Read More](#)



New Laser Particle Sizer With Unique Measuring Range

New Laser Particle Sizer With Unique Measuring Range [Read More](#)

[More News »](#)

Featured Products



BOB™ Open-Design Upright Microscope

Sutter Instrument
The Sutter BOB™ — designed to eliminate the conventional microscope frame—is a simple, open-design upright microscope platform ideal for slice electrophysiology... [Learn more](#)



NanoDrop One UV-Vis Spectrophotometer

Thermo Fisher Scientific™
Prevent costly delays with an enhanced understanding of sample quality using the Thermo Scientific™ NanoDrop™ One Microvolume UV-Vis Spectrophotometers. ... [Learn more](#)

[More Featured Products »](#)

Sponsor



Humidity Control 101: Parameter's Innovative Control Method

Parameter's unique methods provide customers

With over 46,700 unique subscribers, Labcompare's twice-weekly eNewsletters are a great way to position your brand in front of a highly engaged, targeted audience.

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

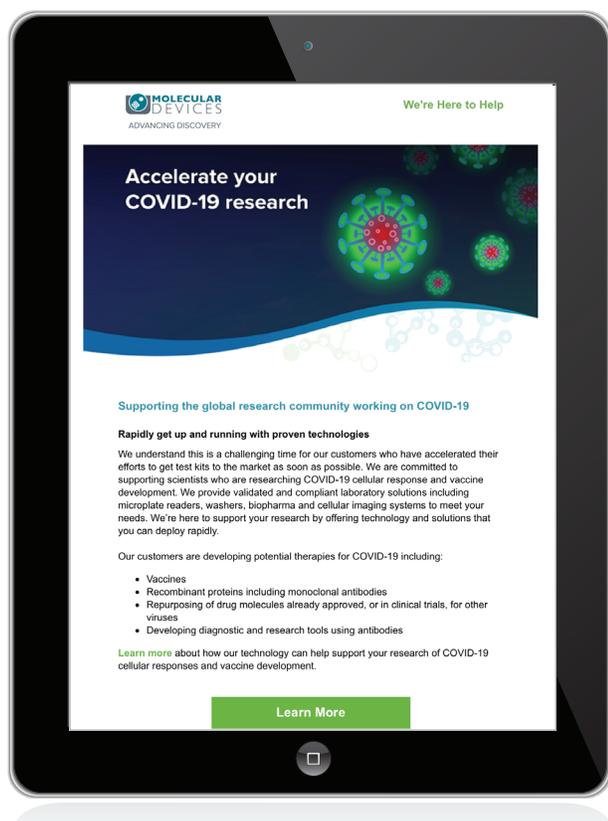
Features:

- Sponsorship is text-based to ensure high impact and engagement and includes a headline; up to 30 words of text, one image, and a click-through link.
- Primary and Secondary sponsorship positions available.
- Bottom leaderboard display ad sponsorship available.
- Reports sent one week after deployment including total sent, views, total clicks, and CTR.

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HIGH FUNNEL LEAD GENERATION

TRAFFIC GENERATION



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

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

- All of our subscribers are opt-in and have specified that they would like to receive messages from our partners. This makes our lists high-performing in terms of open rate and CTR.
- We offer the ability for you to target, as you can select from 16 research interests. Enhanced targeting available for an additional fee.
- We offer expert support and optimization advice to ensure your eBlast receives the maximum possible open rates as well as CTR.

Features:

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

Select from these 16 research interests:

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

	BRAND AWARENESS
	HIGH FUNNEL LEAD GENERATION
	TRAFFIC GENERATION

Display Ads

The screenshot shows the Labcompare website interface with several display ads highlighted. At the top, a banner ad for FUJIFILM Wako Chemicals U.S.A. Corporation is shown. Below the navigation bar, a large 'LEADERBOARD' ad is positioned. On the right side, a 'MEDIUM RECTANGLE' ad for 'SMART UP YOUR LAB' is visible. At the bottom right, another 'MEDIUM RECTANGLE' ad for '10 TIPS FOR WORKING SAFELY IN THE LABORATORY WITH YOUR NUAIR BIOSAFETY CABINET' is displayed. The website layout includes sections for featured products, articles, and user reviews.

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

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

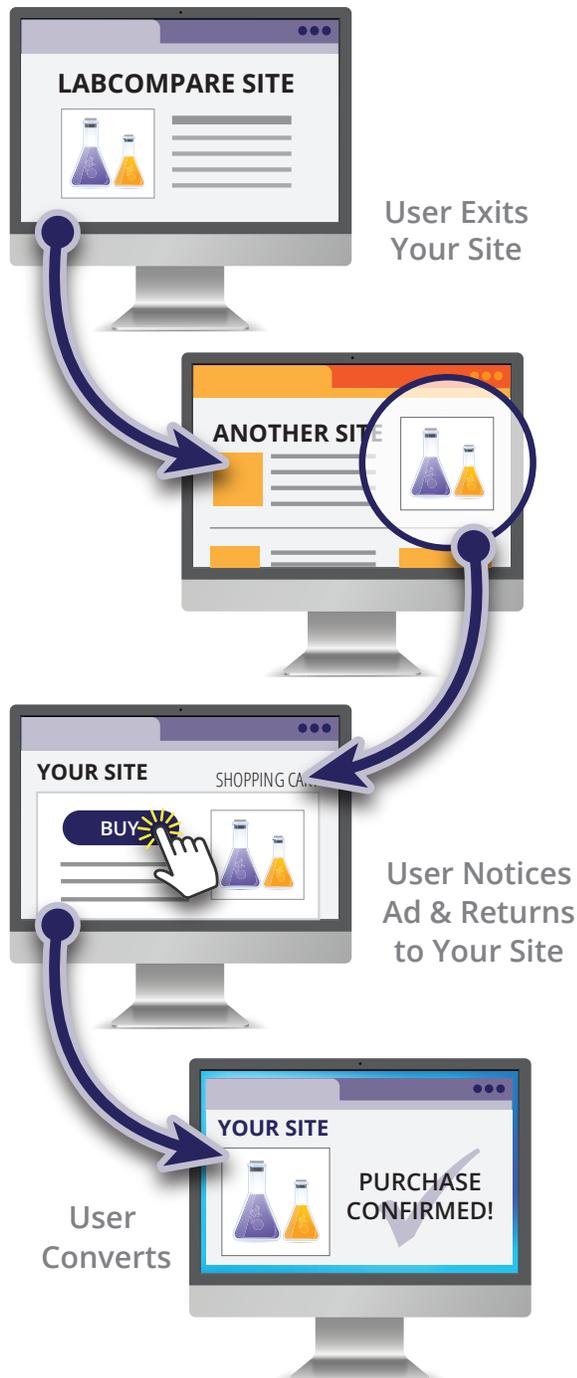
Targeting by geography and selected pages are available for an additional cost.

Features:

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

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📊	HIGH FUNNEL LEAD GENERATION
🎯	TRAFFIC GENERATION

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

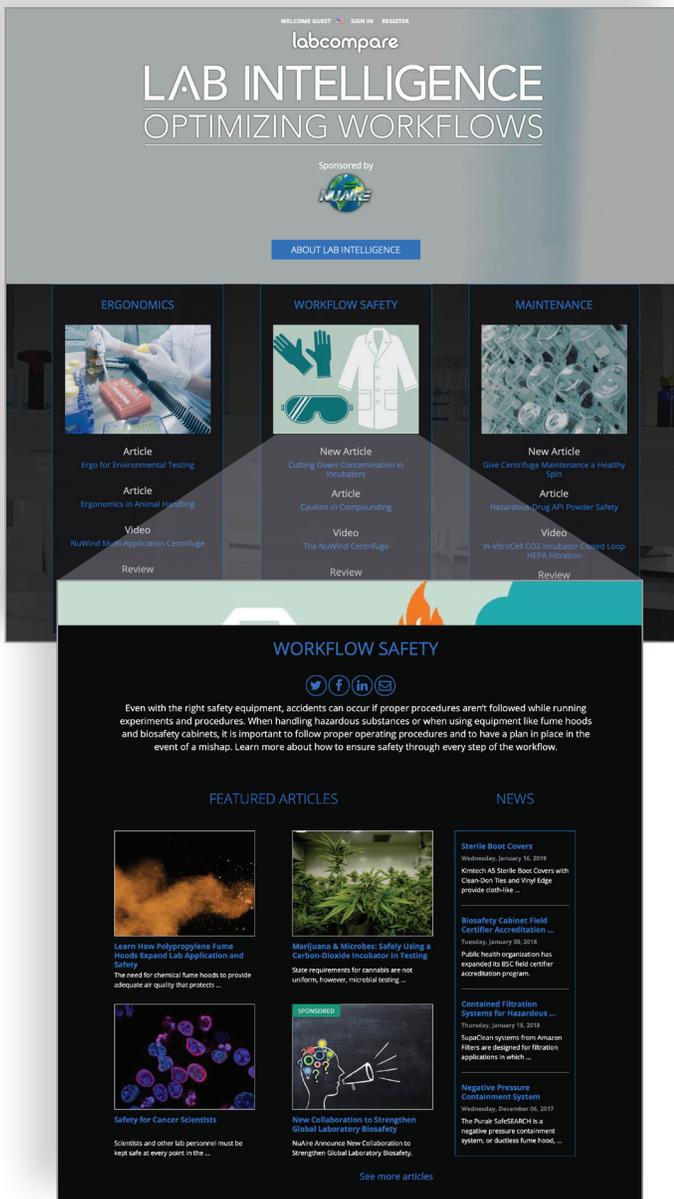
- Minimum 25,000 impression per campaign
- Creative can be swapped once per month for campaigns running longer than a month
- Select from multiple ad sizes; maximum three sizes are included
- Monthly report with the following metrics is included: number of impressions and number of clicks

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TRAFFIC GENERATION

Lab Intelligence



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

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

Content Hub Types:

Enhanced Content Hub

- 6-Month Hosting
- Exclusive sponsorship of 1 sub-topic

Full Content Hub

- 12-Month Hosting
- Exclusive sponsorship of 3 sub-topics

Multi-Sponsor Content Hub

- 6-Month Sponsorship
- Co-sponsorship of 1-3 sub-topics

Features:

- Prominent branding and recognition
- Leads generated by gated content downloads (complete contact details)
- Sponsored content placement (quantity varies on program type)
- Sponsored product highlight (quantity varies on program type)
- Dedicated sponsor showcase page
- Targeted multi-channel marketing included
- Detailed, monthly reporting to demonstrate ROI

	BRAND AWARENESS		THOUGHT LEADERSHIP
	CUSTOM CONTENT CREATION & PROMOTION		CONTENT MARKETING
	HIGH FUNNEL LEAD GENERATION		

Content Marketing

Water Purification Do's and Don'ts
Best practices for working with your water purification system

DO'S

- Find out what substances are in your water
- Compare water treatment options
 - Filtration
 - Distillation
 - Reverse osmosis
 - Microbiological
 - Ultraviolet
 - Cation exchange
- Select a water treatment system that best suits your needs
- Keep records and monitor levels regularly
- Make sure your system is certified and standard to code
- Replace water filters regularly

DON'TS

- Rely on visual inspection alone
- Depend on procedures that cannot sufficiently treat all possible contaminants (e.g., boiling).
Contaminants include:
 - Dissolved organic or inorganic compounds

5 Things to Know About Cannabis Moisture Content Analysis

- What is moisture content?**
Moisture content is the percentage of all volatile substances in a sample which are emitted during heating and can be calculated as: $(\text{starting weight} - \text{dried weight}) / \text{starting weight} \times 100\%$.
- How much moisture should cannabis products have?**
After drying, moisture content of raw cannabis should be 10-12% and certainly no greater than 15%.
- How can you measure the moisture content of cannabis?**
Moisture content of cannabis can be measured with a number of techniques and instruments, including oven drying, spectroscopy, and through use of a moisture analyzer such as the MA160 from Sartorius, in just minutes.
- What is water activity?**
Water can be stored in a bound and unbound form. Water activity is a measure of the unbound form. Moisture content can include bound and unbound water as well as other volatile substances depending on the drying temperature used.
- Why is moisture content analysis important?**
Moisture content analysis ensures consistency throughout the curing, processing and storage process of cannabis products. This in turn contributes to safety, due to the heightened risk of microbial growth in product with high moisture content. Beyond that, moisture content affects quality and performance —market pressure for the highest quality product will increase the need for analysis and control.

labcompare
The Buyer's Guide for Laboratory Equipment

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

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

Features:

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

TM	BRAND AWARENESS		THOUGHT LEADERSHIP
	CUSTOM CONTENT CREATION & PROMOTION		CONTENT MARKETING
	HIGH FUNNEL LEAD GENERATION		

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)

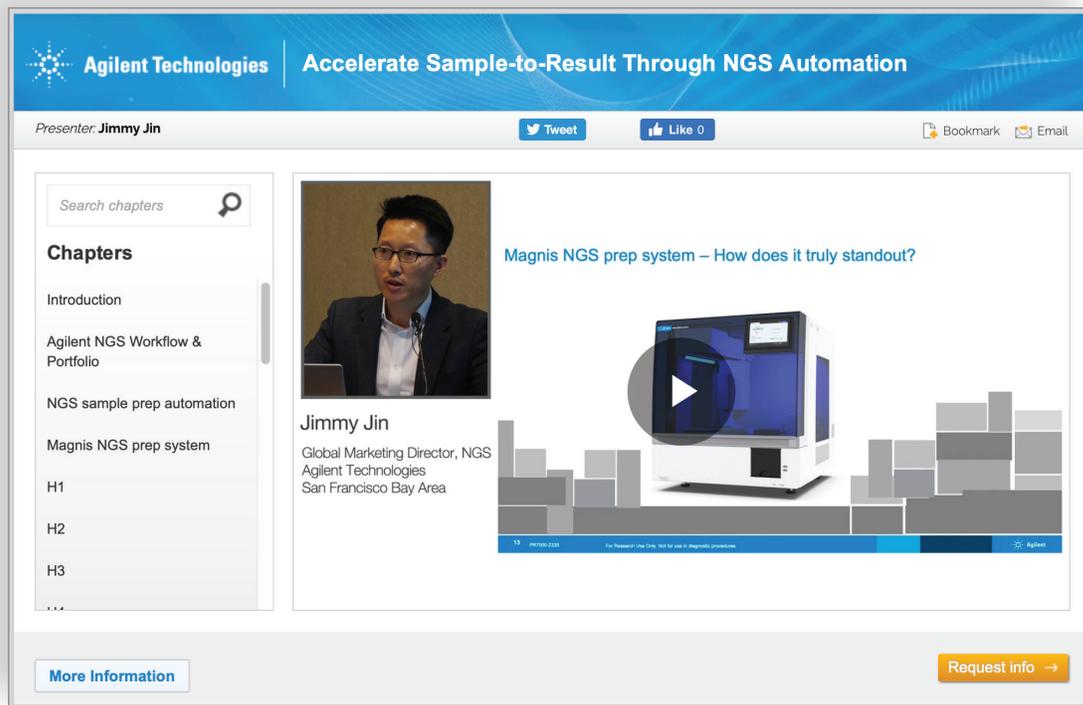
*Performance will vary based on topic and content type

The screenshot shows the LABTalk website interface. At the top, there's a navigation bar with 'labcompare Laboratory Equipment' and 'The Experts' Guide for Laboratory Equipment'. Below that, a header section reads 'LABTalk' and 'Discover new products, technologies, innovations and solutions to your most pressing scientific challenges. Through a multi-modal approach, the LABTalk channel brings scientists and researchers front and center to engage, communicate and educate across vital application areas. Search our webinars, video interviews, product demos and application notes below for more information.' The main content area is divided into four columns: 'SPECTROSCOPY', 'RAMAN & IMAGING', 'CHROMATOGRAPHY', and 'MORE LABTALKS'. Each column contains several article teasers with small images and text snippets. At the bottom, there's a footer with 'labcompare' logo and 'Practical resources for laboratory scientists. Stay up-to-date information about applications and products for the lab.'

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

TM	BRAND AWARENESS
🎯	CUSTOM CONTENT CREATION & PROMOTION
📊	HIGH FUNNEL LEAD GENERATION
📖	THOUGHT LEADERSHIP
📄	CONTENT MARKETING



On-Demand Webinars

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

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

On-Demand Webinars Filmed at Conferences

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

Live Webinars

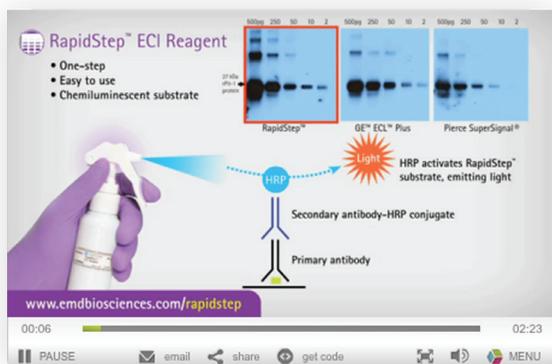
Fully customizable, live web seminars may be used for customer training, educating potential buyers on your new products, hosting online classrooms, or continuing education events. Labcompare Live Webinars put you in front of a large audience without the travel costs.

TM	BRAND AWARENESS		THOUGHT LEADERSHIP
	HIGH FUNNEL LEAD GENERATION		CONTENT MARKETING



Tradeshaw Videos

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



Product Brochure Videos

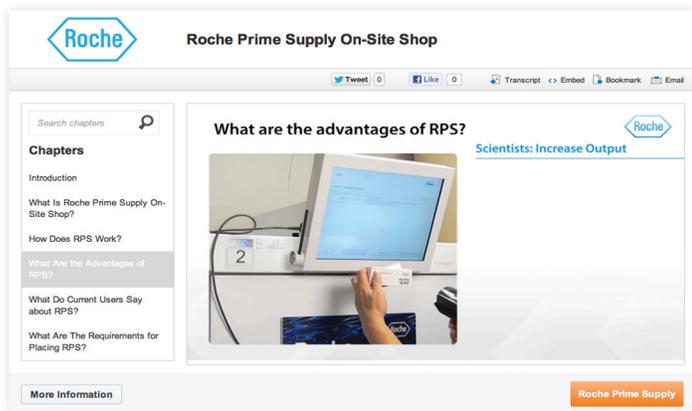
Product Brochure Videos are mini-commercials on your offerings that can be leveraged and multipurposed towards any marketing/sales needs. The video features a combination of compelling graphics, music, and audio narration.

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

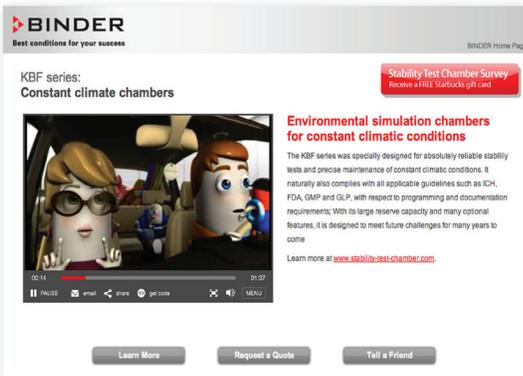
TM	BRAND AWARENESS		THOUGHT LEADERSHIP
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Custom Video Solutions



3D Animation

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



Viral Video Commercials

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



Microsite

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

TM	BRAND AWARENESS		THOUGHT LEADERSHIP
	CUSTOM CONTENT CREATION & PROMOTION		TRAFFIC GENERATION
	HIGH FUNNEL LEAD GENERATION		CONTENT MARKETING

Editorial Calendar

	January	February	March	April	May	June
Labcompare	Pharmaceutical Life Science LABTips: Food & Beverage Buyers Guide: Liquid Handling	Clinical Diagnostics Microscopy LABTips: Environmental Buyers Guide: Cannabis Sample Prep	Cannabis Materials Testing LABTips: Spectroscopy Buyers Guide: Mass Spectroscopy	Food & Beverage Life Science LABTips: Microscopy Buyers Guide: Temperature Control Instrumentation	Environmental Spectroscopy LABTips: Materials Testing Buyers Guide: Incubators & Cell Cultures	Separation Science Cannabis LABTips: Pharmaceutical Buyers Guide: HPLC
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, M	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
Labcompare	Microscopy Environmental LABTips: Clinical Diagnostics Buyers Guide: Scales & Balances	Materials Testing Separation Science LABTips: Life Science Buyers Guide: Clinical Chemistry Analyzers	Environmental Pharmaceutical LABTips: Cannabis Buyers Guide: IR/FTIR	Food & Beverage Life Science LABTips: Separation Science Buyers Guide: Chromatography Columns	Materials Testing Cannabis LABTips: Life Science Buyers Guide: UV/Vis	Clinical Diagnostics Microscopy LABTips: Environmental Buyers Guide: PCR
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

Advertising Rates

Media Channels

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

eNewsletter Sponsorship	Cost
Leaderboard Sponsorship	\$2,500
Primary Sponsorship	\$2,500
Secondary Sponsorship	\$1,500

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

Content & Native Advertising

	Cost
Editorial Article Sponsorship	\$3,500
Application Note Hosting (Annual)	\$1,000/ea
Exhibit Hall Preview	\$1,000
Video Hosting (Annual)	\$600/ea
Custom Content Marketing	\$5,000
eBooks	\$12,500
Laboratory Intelligence (Content Hub)	Custom Quote
LABTalk - Audio Webinar (Pre-recorded) Package	\$3,000
LABTalk - Video Package	\$3,000
LABTalk - Q/A Video Interview	\$4,000

Product Listing Directory

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

Content Creation Services

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

Business Intelligence

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

Contact Information

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

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