



# 2021 MEDIA KIT

Connecting buyers and sellers  
through products and innovations.

# A Message from the Editor

Dear Colleagues,

Since 2005, *Forensic*® has been committed to bringing professionals the products, news and research innovations essential to advancements in both the laboratory and the crime scene.

As scientists, we know we can't do it alone—collaboration is often the key that leads to the next breakthrough, whether that be at the bench or at police headquarters. For this reason, *Forensic* develops and curates content and voices from wide-ranging fields of disciplines. Our audience and authors include professionals in forensic chemistry, toxicology, biology, latent prints, trace evidence, computer forensics, law enforcement and medical examiners. After all, the criminal justice system relies on all its parts to make a whole. Our website and e-newsletters take readers through this entire journey, covering important milestones along the way.

Our e-newsletters are delivered to inboxes every Monday, Wednesday and Friday. Within, you will find a variety of engaging content: a breakdown of a new mass spectrometry method, the latest in a cold case investigation renewed by genetic genealogy, methods to achieve accurate cannabis measurements—the list goes on. The news we bring to you is fresh, often with interviews enabled by the voice of our experienced editorial team. We also publish exclusive Special Features each month from experts in the field. Kevin Miller was part of the FBI laboratory and now doles out “Unfiltered Tips” to help labs run effectively, while Antoinette Campbell is the founder of the Association of Women in Forensic Science. She brings a unique perspective to *Forensic* that is not available anywhere else. Finally, Danielle Green is a forensic chemist in one of the most renowned labs in the country, and she's here to update our community on their efforts to revolutionize sexual assault investigations.

We are committed to meeting the needs of our active, hungry audience. That's why, for 2021, we are excited to be launching the *Forensic Investigation Content Hub—Trends in DNA Analysis*. By combining relevant content into an informational portal, content hubs help forensic professionals keep up with the latest technological advances and the newest discoveries. The Trends in DNA Analysis hub features three subsections any DNA analyst is intimately familiar with: Human Identification, Genetic Genealogy, and Next-generation Sequencing (or Massively Parallel Sequencing).

Another part of the *Forensic* puzzle is products, because you can't operate a lab or go to a crime scene empty-handed. *Forensic* is powered by Labcompare, the buyer's guide for laboratory equipment. Labcompare visitors are actively seeking products to purchase, making them perfect sales-ready leads. 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.

Our *Forensic* webinars are also 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. What's more, panelists are just as excited as the audience members, often telling a professional to email them directly if they have a problem or a question that can't be immediately answered. Connecting an anxious purchaser to an end-user of an instrument or the manufacturer themselves is just one of the benefits of a *Forensic* webinar. These 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 criminal justice system.

You may never know what you'll find on the *Forensic* website on any given day, but you know you'll enjoy it.

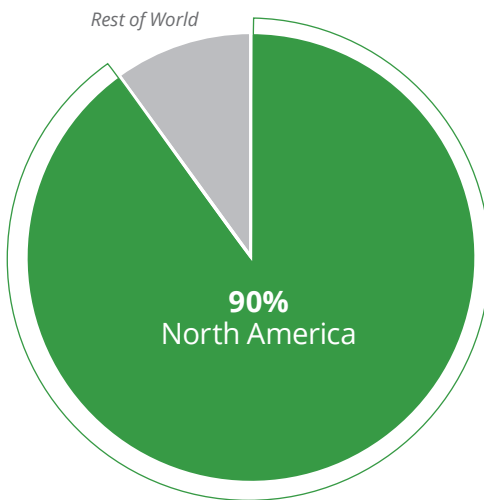
Michelle Taylor  
Editor-in-Chief | *Forensic*®  
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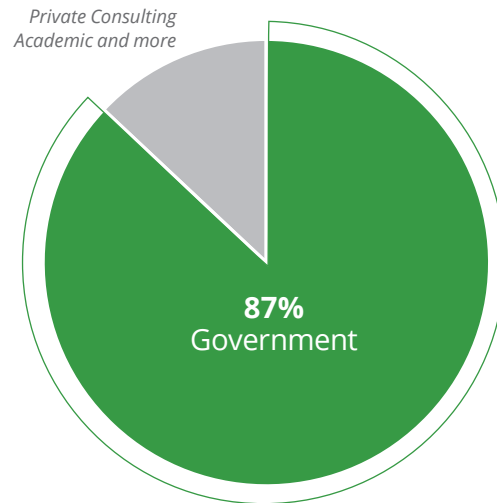
# Demographics

*Forensic®* attracts an audience that spans the entire forensic industry.

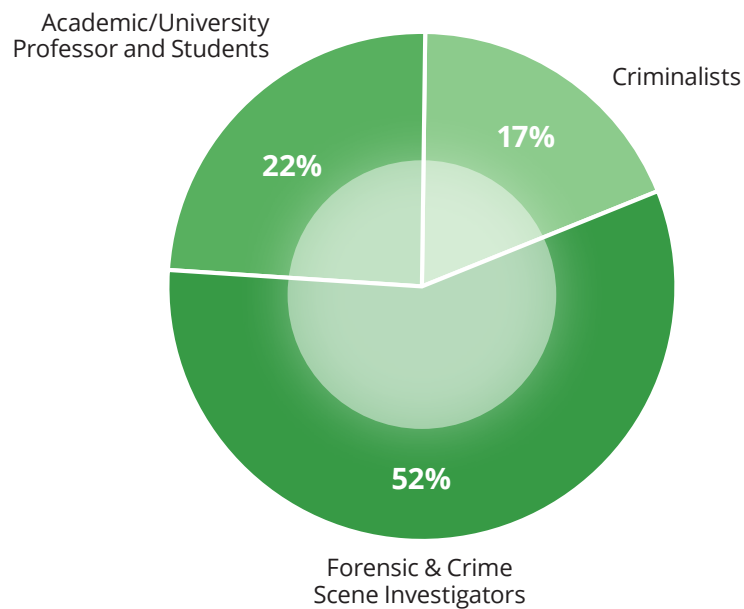
## Global Audience



## Users by Place of Employment



## Position/Title



### Industry Leading B2B Site for Leads:

*Forensic®* reaches the people in the industry you want to see your products and product applications.

Data Source: Forensicmag.com October 2019 - July 2020



# Audience Engagement

*Forensic®* attracts and engages an active audience of forensic professionals searching for the latest news and new products, services, and technologies.

## Forensic® Visitors Typically...



Spend  
**6 minutes**  
per visit



Visit  
**2 Pages**  
per visit

## Annual Engagement



> **387,000**  
annual visits



> **213,000**  
page views

## Average Monthly Statistics



Over **38,000**  
page views



Over **23,000**  
total visits

## Opt-in Subscribers



**21,900** opt-in  
eBlast subscribers



Over **23,000**  
eNewsletter subscribers

“

*“Forensic is the best source I have found for up-to-date information on the newest developments in the forensics community. Their articles are both interesting and informative. I never miss an e-newsletter!”*

Colleen Fitzpatrick, Founder, Identifinders International

”

Data Sources:  
Omniure Analytics: October 2019 - July 2020  
Campaign Monitor October 2019 - July 2020



# Editorial Special Features



## Women in Forensics

The *Women in Forensics* editorial special feature offers a look at recent forensic news from a uniquely female perspective. Written by Antoinette Campbell, esteemed forensic scientist, founder of the Association of Women in Forensic Science and the personality behind the popular #womeninforesics Twitter account, this feature profiles the forensic and non-forensic work of women in the industry who are trying to make a difference. With levity, Campbell paints a picture for all regarding what it means to be a woman of science in today's world.



## Dr. Miller's Unfiltered Tips

Kevin Miller, former forensic examiner and research biologist for the FBI, has more than 20 years of hands-on experience in forensic laboratories. Currently a Senior Market Segment Leader with Hamilton Co., Miller offers engaging, easy-to-follow tips and tricks for forensic laboratories of all sizes. In this special editorial feature, Miller discusses evidence collection at the crime scene and how that affects the lab, the future of automated separation and robotic workflows, and how to preserve evidence quickly and effectively.



## Perspectives from NCFS

The National Center for Forensic Science (NCFS) at the University of Central Florida is on a mission to provide relevant and responsive forensic science research and operational support to the criminal justice community. Part of that mission requires being on the cutting-edge of R&D and understanding the unique needs and wants of the forensic and law enforcement communities. This editorial special feature is written by Danielle Green, a forensic chemistry specialist in the Bride Group at NCFS. Candice Bridge pioneered the Sexual Lubricant Database, and her lab is continually looking for ways to improve techniques within the forensic community.



## Mobile Forensics in the 21st Century

For more than 20 years, Heather Mahalik has worked on high-stress and high-profile cases, investigating everything from child exploitation to Osama Bin Laden's media. She has helped law enforcement, eDiscovery firms, and the federal government extract and manually decode artifacts used in solving investigations around the world. She is the co-author of *Practical Mobile Forensics*, currently a best seller from Pack't Publishing. Heather also serves as a senior instructor, author and the course lead for FOR585: Smartphone Forensic Analysis In-Depth at the SANS Institute. She is currently the Senior Director of Digital Intelligence at Cellebrite. Prior to joining Cellebrite, Heather served as the Director of Forensic Engineering at ManTech International Corporation.

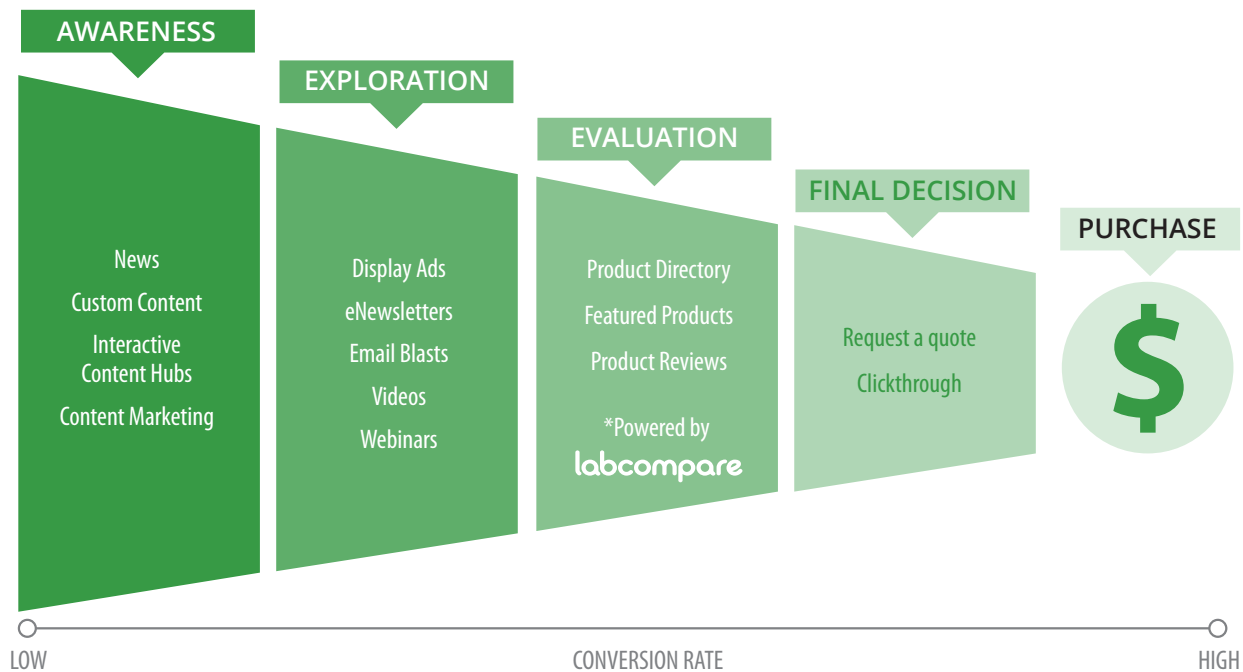
# Editorial Calendar

	January	February	March	April	May	June
<b>Bi-Weekly Spotlights</b>	NGS/MPS	DNA	Human Identification	Ballistics	Evidence Collection	Trace Evidence
	Genetic Genealogy	Toxicology	Spectroscopy & Chromatography	Crime Lab Management	Pathology	Anthropology
<b>Special Features</b>	Dr. Miller's Unfiltered Tips Mobile Forensics in the 21st Century	Women in Forensics	Perspectives from the National Center for Forensic Science Mobile Forensics in the 21st Century	Perspectives from NCFS	Women in Forensics Mobile Forensics in the 21st Century	Perspectives from the National Center for Forensic Science
<b>Events</b>		<b>AAFS</b> Feb 15-20, 2021, Houston, TX		<b>ASCLD</b> April 11-15, 2021 Boston, Mass.		

	July	August	September	October	November	December
<b>Bi-Weekly Spotlights</b>	Accident/ Crime Science Reconstruction	PCR	Footwear Analysis	Cybersecurity	Medical Examination	Latent Prints
	Digital/Mobile Forensics	Imaging	Controlled Substances	DNA	Sexual Assault Kits	Forensic Chemistry
<b>Special Features</b>	Perspectives from NCFS Mobile Forensics in the 21st Century	Women in Forensics	Perspectives from the National Center for Forensic Science Mobile Forensics in the 21st Century	Perspectives from NCFS	Women in Forensics Mobile Forensics in the 21st Century	Perspectives from the National Center for Forensic Science
<b>Events</b>			<b>ISHI</b> Sept. 14-17, 2021 Orlando, FL			

# Branding & Lead Generation Offerings

The most comprehensive selection of marketing solutions available to customize, target, and capture the right audience for you and boost your ROI. *Forensic*® media and editorial consultants will help you best utilize our content and media channels to ensure you gain maximum exposure and response.



“

*“Forensic’s topics are always relevant and timely, and the brand has wide appeal for its scientific details presented in a highly readable format. We’ve been honored to see very well-written articles that mention our products in the context of forensic applications in this publication.”*

Pamela Mansfield  
Marketing Communications Specialist, JEOL USA Inc.

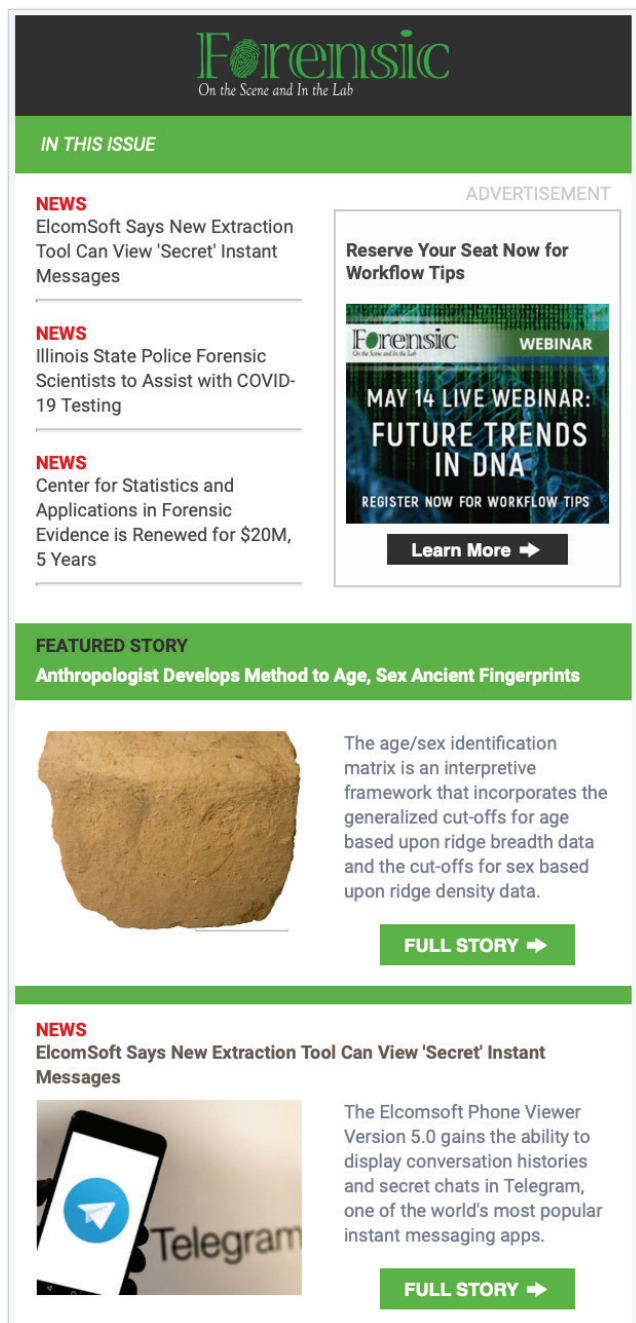
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# Marketing Objectives

			 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.8	•		•		•		
	eBlasts	p.9	•		•		•		
	Display Ads	p.10	•		•		•		
	Remarketing Ads	p.11	•		•		•		
CONTENT ADVERTISING	Content Marketing	p.12	•	•	•	•		•	
	Forensic Investigation (Content Hub)	p.13	•	•	•	•		•	
	Sponsored Live Webinars	p.14	•		•	•		•	
CONTENT CREATION SERVICES	Tradeshows Videos	p.15	•	•	•	•	•	•	
	Product Brochure Videos	p.15	•	•	•	•	•	•	
	Customer Profiles & Testimonials	p.15	•	•	•	•	•	•	
	Custom Video Solutions	p.16	•	•	•	•	•	•	
PRODUCT LISTING DIRECTORY	Product Listings	p.17	•						•
	Featured Product Listings	p.18	•						•

# eNewsletter Sponsorship



## Wrap Your Message in Alongside Groundbreaking News

*Forensic*® newsletters are highly effective for driving brand awareness and product introductions. Sent to qualified forensic professionals, our eNewsletters place your messaging alongside breaking news and other meaningful content. *Forensic*® is your 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 line to lab professionals' inboxes
- News: The chance to place your ads beside groundbreaking news

## Features:

- 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.

TM	BRAND AWARENESS
...	HIGH FUNNEL LEAD GENERATION
...	TRAFFIC GENERATION



eBlasts are an effective way to reach out personally to prospective customers and clients. A permission-based marketing option, *Forensic*®'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 forensic 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 if needed
- Custom template design and translation services offered
- Report sent one week after deployment includes; total sent, clicks, total opens, CTR, and open rate

TM	BRAND AWARENESS
...	HIGH FUNNEL LEAD GENERATION
...	TRAFFIC GENERATION



# Display Ads

The screenshot shows the Forensic magazine website with several display ads. At the top, there's a navigation bar with links like 'NEWS', 'FORENSIC LAB PRODUCT GUIDE', 'FORENSIC WEBINARS', and 'SUBSCRIBE'. A search bar is also present. Below the navigation bar, there's a large ad for 'PCR CHAMBERS' by PLASLABS, featuring an image of laboratory equipment. To the right of this ad is a 'BILLBOARD AD' for a news article titled 'Professor: Use SNPs, not STRs, to Reduce Errors in Familial Testing'. Below the billboard ad is a 'LEADERBOARD AD' for a webinar titled 'SEPT 10 LIVE WEBINAR: ADVANCEMENTS IN ANALYSIS OF HUMAN REMAINS'. The main content area on the left contains a 'FEATURED NEWS' section with a large image of a DNA helix and a 'NEWS' section with several smaller articles, each with a thumbnail image and a title. At the bottom of the page, there's a footer with the Forensic logo, a 'A publication of' section with the CompareNetworks logo, and a 'Site Map' section with links to 'News', 'Subscribe eNewsletters', and 'Advertise with Us'. There are also social media icons for Facebook and Twitter.

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

TM BRAND AWARENESS

... HIGH FUNNEL LEAD GENERATION

... TRAFFIC GENERATION

# Remarketing Ads



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

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

## Features

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



TM

BRAND AWARENESS

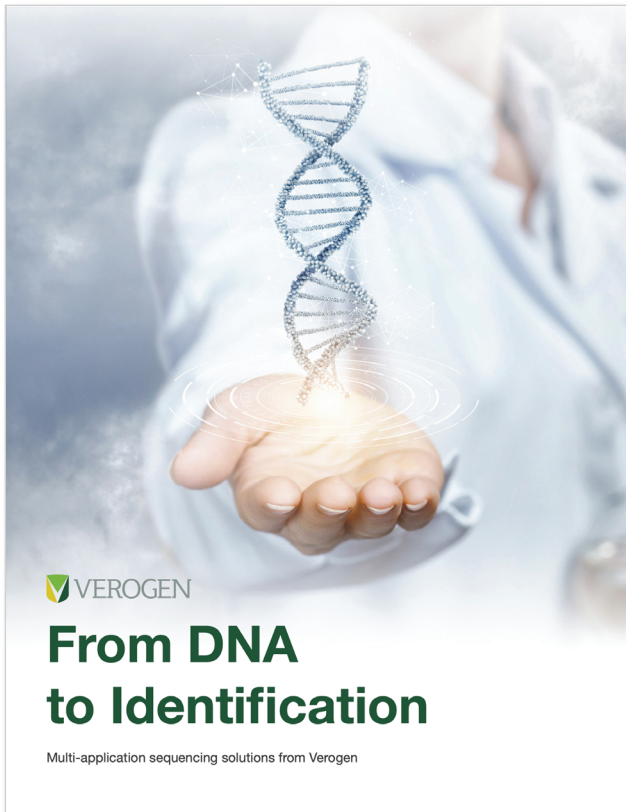


HIGH FUNNEL  
LEAD GENERATION



TRAFFIC GENERATION

# Content Marketing



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 original, 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

TM

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THOUGHT LEADERSHIP



CUSTOM CONTENT  
CREATION & PROMOTION



CONTENT MARKETING

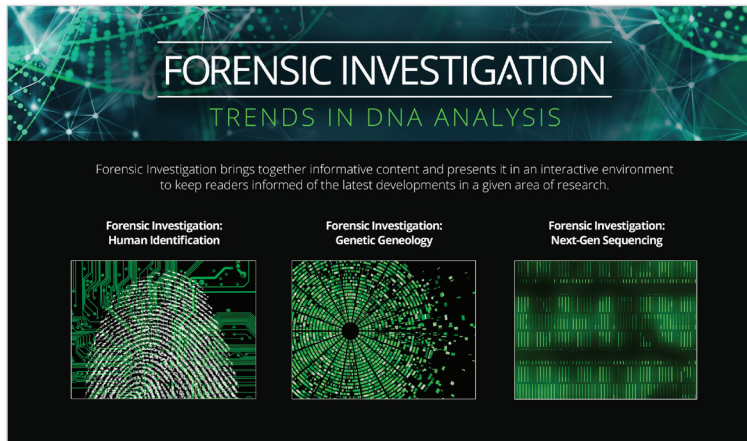


HIGH FUNNEL  
LEAD GENERATION



# Forensic Investigation

## NEW! Forensic Investigation Content Hub - Trends in DNA Analysis



Content hubs are a forward-thinking opportunity that connects with readers in a targeted and interactive format. By aggregating relevant content into an informational portal, content hubs help forensic professionals keep up with the latest technological advances and the newest discoveries.

This content hub is designed for forensic professionals involved in DNA analysis. Sponsorship benefits include thought leadership, branding, lead generation, and contextual editorial placement. Sponsorships are available per content hub subtopic:

- Human Identification
- Genetic Genealogy
- Next-Generation Sequencing

## Features:

- In addition to positioning your company as a thought leader, a Forensic Investigation sponsorship provides extensive branding and lead generation opportunities throughout the 6-month sponsorship period.
- Sponsorship includes the opportunity to associate content and products within the Forensic Investigation portal; maximizing your company's content creation investment.

## Sponsorship Includes:

- One to three sub-topic sponsorships
- Co-sponsorship for 6 or 12 months and offers prominent branding and recognition through an extensive promotional program
- Monthly vendor-supplied gated content hosting per sub-topic sponsorship per month (e.g. articles, video, application notes, etc.)
- Association to Forensic®'s developed gated content (e.g. infographics, timelines, etc.)

- Contact info for all registrants and content downloads are shared with the sponsor\*
- One featured product listing per sub-topic
- Dedicated Sponsor Showcase that includes related articles, videos, products, application notes, etc. from the sponsor

*\*Leads generated by gated sponsored content and featured product listing are exclusive to that sponsor. however, leads derived from Forensic®'s gated content are shared between all sub-topic sponsors*

## Reporting:

- Monthly reporting includes registration and content download leads, content engagement metrics; promotional effort metrics shared quarterly.

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

# Sponsored Live Webinars

## Transforming the Forensic DNA Workflow: "In for a penny...in for a pound"

**Webinar Date:** May 14, 2020  
**Time:** 11 a.m. EDT, 8 a.m. PDT

[Watch Now](#)

[Tweet](#) [Share 0](#) [Share](#)

This webinar, part 1 of a 6-part series, will detail the major updates made at the Washoe County Sheriff's Office Forensic Science Division. DNA Technical Leader Dave Jackson will describe these changes and discuss the improvement in services to the community that is expected to help solve crimes faster.


There will also be an introduction from Amy Jeanguenat, owner of mindgen, llc, who will share techniques for managing the stress and trauma often associated with forensic specialties.

**You will learn about:**


- Optimization of quantification kits for Y-screen application
- Validation processes for STR analysis on new instrumentation
- Improved data analysis and mixture interpretation methods

[Watch Now](#) [Invite Colleagues](#)

**Speakers**




**Dave Jackson**  
Supervising Criminalist; DNA Technical Leader



**Amy Jeanguenat**  
mindgen, llc Owner

**Moderator**



**Michelle Taylor**  
Editor-in-Chief  
Laboratory Equipment

Sponsored By :

**ThermoFisher**  
SCIENTIFIC

Fully customizable, live webinar are a popular way to provide customer training, educating potential buyers on your new products, hosting online classrooms, or continuing education events. Forensic® Live Webinars put you in front of a large audience without the travel costs.

- Designed to provide registrants the opportunity to learn about novel technological advances.
- Each webinar is produced by Forensic® as a streaming audio broadcast synced with a PowerPoint presentation.
- Offer sponsors an opportunity to position themselves as thought leaders through knowledge sharing and expertise.
- Sponsorship includes co-branding in all promotional materials, which provides brand exposure to the highly engaged Forensic® audience.
- Sponsorship is a great demand-gen channel, as registrant contact details are provided.

## Features:

- Expert, turnkey coordination and management of event
- Assistance with speaker recruitment and topic refinement
- Hosting of on-demand archived event for twelve months
- Comprehensive promotional program includes four eBlasts, eNewsletter sponsorships, social media postings, and website placement
- Sponsorship includes logo placement on promotional material and two custom registration questions

## Reporting:

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

## Additional Options:

- On-demand webinars also are available for non-live sponsored webinar opportunities.

TM	BRAND AWARENESS		THOUGHT LEADERSHIP
	HIGH FUNNEL LEAD GENERATION		CONTENT MARKETING

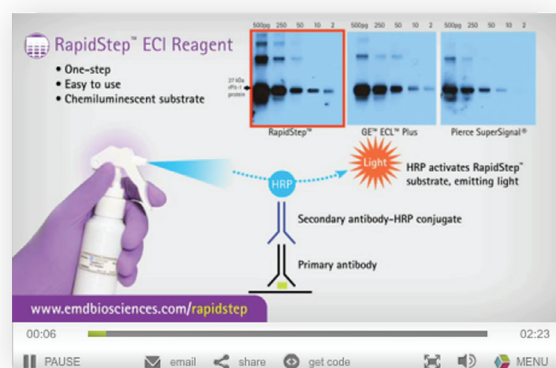


## Tradeshow Videos

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.

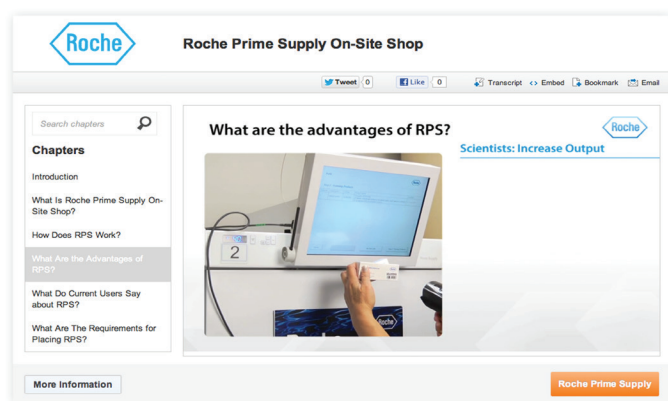


## Product Demos & Training

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 Forensic® 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
	CUSTOM CONTENT CREATION & PROMOTION		TRAFFIC GENERATION
	HIGH FUNNEL LEAD GENERATION		CONTENT MARKETING

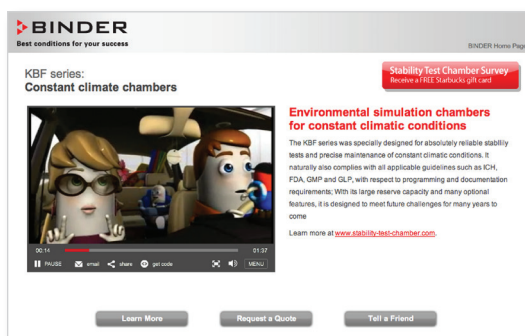


# Custom Video Solutions



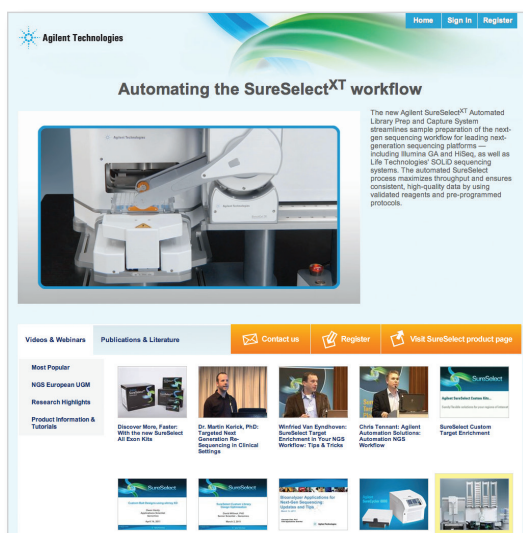
## 3D Animation

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.

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CUSTOM CONTENT  
CREATION & PROMOTION



HIGH FUNNEL  
LEAD GENERATION



THOUGHT LEADERSHIP



TRAFFIC GENERATION



CONTENT MARKETING

# Product Listings

Powered by **labcompare**

*Forensic*® now powered by Labcompare, the Buyer's Guide for Laboratory Equipment, provides an opportunity to place your company's products in the Forensic section of the Labcompare product directory.

The Labcompare Product Directory, which 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.

### Forensic Laboratory Equipment

#### FIND PRODUCT HERE

**Atomic Spectroscopy**

Arc Spark Spectrometer (Spark Emission Spectrometer)

Atomic Absorption Auto-Samplers

Atomic Absorption Spectrophotometer

+ See More

**Evidence Storage**

Evidence Drying Cabinet

Laboratory and Industrial Freezers

Laboratory and Industrial Refrigeration

**Fingerprint Analysis**

Fingerprint Development Chamber

Fuming Chamber

Cyanocrystal

Hyperspectral

**Fluorescence**

Fluorescence (FLIM) and T1 Single Photon

Fluorescence Spectrometer

Fluorescence

**Forensic**

Automated DNA Sequencing

Electrophoresis

PCR Technology

**Forensic**

Blood Chemistry Analyzers

Toxicology

**Forensic**

GC Autosampler

Headspace Analysis

GC Gas Regulation

Portable GC

**Forensic**

Histology

Laboratory

**Forensic**

Confocal Microscopy

Freezing Microscopy

Histology Tissue

#### Forensics Science: Crime Lab Revelations

Forensic lab equipment is used to detect, collect, and process samples and evidence for further evaluation and determination. Some of the key measurements that forensic labs perform are:

- Trace evidence analysis
- Fingerprinting and DNA identification
- Evaluation of body fluids
- Compound determination, such as drugs or other hazardous chemicals
- and more

#### Forensic studies

There are several key forensic science segments that study in and outside of the laboratory, which include:

- DNA Forensics
- Forensic chemistry
- Forensic geology
- Forensic serology
- Forensic toxicology
- and more

#### A Range of Instrumentation :

Depending on your type of forensic analysis there are several forensic instruments and equipment options to choose from. Central to most forensic labs are microscopes.

### DrySafe Evidence Drying Cabinet from AirClean Systems

Be the first to write a review!

Dry and store evidence with AirClean®'s DrySafe™ Forensic Evidence Drying Cabinet. The cabinet protects your evidence from airborne pathogens and cross-contamination while eliminating personnel exposure to putrid odors of decomposition and harmful bacteria or viruses. The unit is configured to clean the incoming "drying" air through pre-filtration and then filter the cabinet exhaust air through a combination of bonded carbon and HEPA filtration.

Decontamination of the AirClean® evidence drying cabinet between cases eliminates residual DNA that may affect subsequent serology. AirClean® offers a highly effective decontamination spray kit that will provide high-level disinfection of the cabinet. This spray also will help remove harmful pathogens from prefilters and HEPA filters. AirClean®'s special bonded carbon filters are designed to remove the active forensic evidence.

[Read More...](#)

[Get Quote](#)

PRODUCT DETAILS	COMPANY INFO	USER REVIEWS	RELATED PRODUCTS
<b>Product Detail</b>			
<b>Item</b>	DrySafe Evidence Drying Cabinet		
<b>Company</b>	AirClean Systems		
<b>Price</b>	<a href="#">Get Quote</a>		
<b>Catalog Number</b>	ACEVD30A / ACEVD36A / ACEVD48A / ACEVD60A / ACEVD60AS / ACEVD72A / ACEVD96A		
<b>Exterior Dimensions</b>	Varies by model		
<b>Interior Dimensions</b>	Varies by model		
<b>Quantity</b>	EA		
<b>Voltage</b>	110/220 V		
<b>Filtration System</b>	HEPA, Bonded Carbon		
<a href="#">Add to Compare List</a>			
<a href="#">See More Evidence Drying Cabinet</a>			
<b>Company Info</b>			
<p><b>AirClean Systems</b>            2179 East Lyon Station Road            Creedmoor, NC 27522            United States            Phone: 919.255.3220            Email: <a href="mailto:contact@aircleansystems.com">contact@aircleansystems.com</a>            Company Profile            Website: <a href="http://www.aircleansystems.com">www.aircleansystems.com</a></p>			
<b>Be The First To Write A Review!</b>			
<a href="#">Be the First to Write a Review!</a>			
<b>Related Products</b>			
<p>Mini DrySafe Benchtop Evidence Drying Cabinet from AirClean Systems</p>			
<a href="#">Compare All Related</a>			

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Thermo Fisher Scientific Tuesday, August 11, 2020  
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Thermo Fisher Scientific Tuesday, August 11, 2020  
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- Open architecture allows custom coupling to almost any equipment in any position.
- Research laboratory level spectroscopic performance.
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- Free-space optical coupling eliminates fiber optic losses to maximize sensitivity.

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PRODUCT DETAILSCOMPANY INFOUSER REVIEWSCOMPARISON

Product Detail

Item	iXR Raman Spectrometer
Company	Thermo Fisher Scientific
Price	<a href="#">Get Quote</a>
Catalog Number	IQLAADGABFFAHCMBJH
Quantity	EA
Type	Spectrometer
Resolution	2 cm-1/CCD pixel element
Dimensions	(WxDxH) 29 x 44 x 37 cm
Power Supply	100-240 VAC 47-63 Hz
Software	Thermo Scientific OMNIC software suite

[Add to Compare List](#)  
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Company Info



**Thermo Fisher Scientific**  
168 Third Avenue  
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United States  
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781.622.1207  
[Company Profile](#)  
[Website: www.thermofisher.com](#)

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**DXR3 SmartRaman from Thermo Fisher Scientific**  
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*Forensic*® now powered by Labcompare, the Buyer's Guide for Laboratory Equipment, provides an opportunity to place your company's products in the Forensic section of 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 *Forensic*'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 *Forensic* article and one related *Forensic* eNewsletter

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# 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 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

Forensic Investigations Content Hub	Cost
Content Hub - Sponsorship 1 subtopic	\$5,000
Content Hub - Sponsorship 2 subtopics	\$9,000
Content Hub - Sponsorship 3 subtopics	\$12,500

Content Creation Services	Cost
Video	\$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



# Contact Information

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

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