

www.ChromatographyTechniques.com Advertising Options & Rates

CHROMATOGRAPHY TECHNIQUES is the latest source for chromatography information on the Web, a perfect complement to CHROMATOGRAPHY TECHNIQUES supplement and newsletter series, including customized exposure packages.

Accessible through www.LaboratoryEquipment.com or direct, www.ChromatographyTechniques.com is a great resource for laboratory professionals involved in chromatography. Whether it's news chromatographers are searching for, or blogs, online exclusive articles and products, newsletters or multimedia, there's an eclectic mix of content devoted entirely to chromatography.

Leaderboard Banner:
728 x 90 rotating, Run-of-Site
\$1,350 net per month

Additional Custom Opportunities:

Sponsored content sections, manufacturer micro sites, multimedia opportunities and more. Contact your representative for more information to develop a custom program on www.chromatographytechniques.com.

Sponsor Button Ad:
120 x 60 rotating, Home Page and Secondary Pages
\$800 net per month

Stamp Square Ad:
125 x 125 Home Page, left column
\$800 net per month



Rich Media:
Expandable ads, peelback ads and more. Add impact to your message using special effects. Proven to deliver greater click-thru rates on average than that of typical banner ad
\$2,500 net per month

Boombox Ad:
300 x 250 rotating, Home Page and Secondary Pages
\$1,150 net per month

Additional Advertising Options & Rates

Boombox Junior Ad:
250 x 250 rotating, Home Page and Secondary Pages
\$1,300 net per month

Horizontal Banner Ad:
468 x 60 rotating, Secondary Pages
\$1,000 net per month

Tower – Large Vertical:
120 x 600, on Secondary and Content Pages
\$1,150 net per month

Tower – Half:
120 x 240 rotating, on Secondary and Content Pages
\$1,000 net per month

Vertical Skyscraper:
160 x 600 rotating, on Content Pages
\$1,150 net per month

InText Advertising:
3 keywords or phrases and static run-of-site button (maximum 3 keywords for maximum 3 months)
\$3,500 net per month

Keyword Banner Ads:
120 x 60, specified directory pages, non-rotating. Contact your representative for discounts on multiple keyword sponsorships and other directory advertising placement