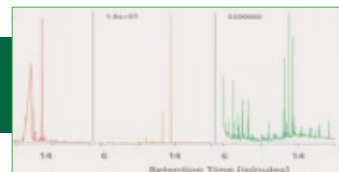


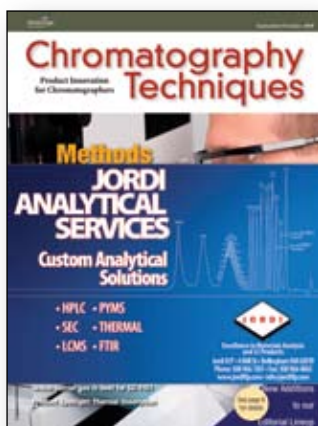
# Marketing Opportunities



## Custom Advertising Units

Want to increase your visibility or branding? Custom units are a great way to stand apart from the pack and deliver your message in a unique way.

- Belly Bands, polybags, gate-folds, french door covers, cover stickers, post-it notes, cover snipes, logo wraps, tip-in or polybag inserts, post cards, poster creative, CD inserts, and more



## Customized Advertorials

Our editorial team can work with you to create custom content on a new product, technology, corporate program, and more. These can be customized enewsletters, web content, printed pieces (any size), in-the-book sponsored content and more!



## White Paper and Case Study Posting

Your white paper and/or case study posting on the Chromatography Techniques website is an effective way to disperse pertinent information to our audience interested in learning more from you about the issues, technology and trends impacting their industry.

## Videos

ABM can help you create a product demonstration video, or promote an existing video through our Product Demo Channel, website and newsletter products. Let us help you increase your exposure to your videos and offer the industry a unique, visual way to gain critical industry information.

## Webcast Sponsorships

Our editorial team will work with you to develop a topic and select a panel including an industry expert that will tie in with your company and the informational needs of our readers. There are different webcast opportunities available:

- One-Hour Live Video & 6 Months On-Demand Sponsorship
- One-Hour Live Audio & 6 Months On-Demand Sponsorship
- 15-Minute Pre-Recorded Audio & 6 Months On-Demand Sponsorship



ABM will develop and implement a marketing campaign designed to drive sign-ups to the web cast. Lead reports are sent immediately after the event and for the following six months of on-demand viewing. Single and multiple sponsored web casts available!

## Podcasts

This popular audio format allows listeners to download content and listen to it on their audio player at their convenience. Record your own advertorial marketing message or work with our editorial staff to develop an educational presentation. ABM provides the marketing, production and execution of the podcast including the broadcast and streaming services, registration management and reporting, a dedicated marketing campaign, archive creation and hosting on [www.chromatographytechniques.com](http://www.chromatographytechniques.com) for anytime, on-demand downloading for 6-months.

**Please contact your sales representative for additional information on the above and other opportunities.**

**Chromatography  
Techniques**  
Product Innovation for Chromatographers