

## LABORATORY EQUIPMENT Website Overview – www.LaboratoryEquipment.com

LABORATORY EQUIPMENT's website covers the latest technology and tools for research laboratories around the world. The site offers a wealth of information for scientists and engineers across markets and industries. Featured content includes:

- **Laboratory News** – A comprehensive and live daily news feed delivers breaking global news on science and technology
- **New Products** – Information on new products across the laboratory marketplace
- **Community** – Scientists and engineers share their thoughts and concerns with the editors and other lab professionals through interactive blogs and discussion forums
- **Directory** – Access to a comprehensive directory of products and suppliers, including robust manufacturer storefront pages
- **Resources** – A wealth of scientific data, links and information that scientists and engineers need to do their jobs more productively including:
  - **Application Notes**
  - **White Papers**
  - **Webcasts**
  - **Newsletters**
  - **Training & Tutorials**
  - **Industry Links**
- **Markets** – Online resource for news on environmental & field testing, food & beverage, OEM, forensics, biofuels, lab safety, life sciences and pharmaceutical technologies
- **Magazine** – A fully searchable archive of current and past articles and products from LABORATORY EQUIPMENT
- **ChromatographyTechniques.com** – Links to the leading publication on product news for chromatographers
- **Twitter** – Visitors can follow us on Twitter - <http://twitter.com/LabEquipment>



See next page for www.LaboratoryEquipment.com sponsorship options and rates.

## www.LaboratoryEquipment.com Advertising Options & Rates

LABORATORY EQUIPMENT's website can help you meet your strategic marketing goals, including brand/company awareness, lead generation, traffic building, product introduction, and technological education. Sponsorships are run-of-site, with numerous options available, including customized exposure packages.

### Leaderboard Banner:

728 x 90 rotating, Run-of-Site  
\$1,950 net per month

### Additional Custom Opportunities:

Sponsored content sections, manufacturer micro sites, multimedia opportunities and more. Contact your sales rep for more information to develop a custom program on [www.laboratoryequipment.com](http://www.laboratoryequipment.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, peel back ads (shown) 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  
\$2,750 net per month

### Boombox Ad:

300 x 250 rotating, Home Page and Secondary Pages  
\$1,500 net per month

### Video:

Your video will be featured in our new multimedia section. An excellent opportunity to get your videos in front of a key audience.  
\$2,750 net per month

## Additional Advertising Options & Rates

### Boombox Junior Ad:

250 x 250 rotating, Home Page and Secondary Pages  
\$1,350 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  
\$1,500 net per month

### Tower – Half:

120 x 240 rotating, on Secondary and Content Pages  
\$1,125 net per month

### Vertical Skyscraper:

160 x 600 rotating, on Content Pages  
\$1,500 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

### Manufacturer Storefronts:

Custom page tied in with Product Directory  
\$3,900 net per year  
Contact your representative for information on directory packages available.

### Keyword Banner Ads:

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