Laboratory talk

2013 Media Information

Targeted Promotions

- Channel sponsorship
- Category advertising
- Themed newsletters
- Banner advertising
- Content promotions
- Video hosting

Targeted Sponsorship & Theme Based Advertising

Example channel page

Example newsletter

Laboratorytalk offers a range of digital advertising services on a selection of targeted channels, categories and through our theme based newsletters.

Our content is found in many different ways:

- It is found by our regular community and return visitors
- It is indexed very quickly and appears in organic search in around two days
- It is picked up on google news within hours
- It is found when people use our own internal search facility
- It is seen via our product and service categories

Channel Sponsorship

Our sponsorship packages provide a tremendous opportunity to target specific channels, ensuring maximum brand visibility and impact to a targeted and relevant audience.

You'll see a list of available channels below and sponsorship opportunities for 2013 are available now:

Techniques channels:

- Sample Preparation & Handling
- Separation Techniques
- Microscopy and Imaging
- Lab Automation
- Materials Characterisation
- Clinical Analysis

What does channel sponsorship give you?

- A 728 x 90 pixel banner advert at the top and bottom of the main page
- A 300 x 250 MPU ad unit
- Your own content displayed on the channel
- Up to 3 videos per month

What does this cost?

For £500 per month ($800) you can have **exclusive sponsorship** of your chosen channel for as long as you wish.

Category Advertising

You can place a banner and/or MPU ad on a vast number of pages within a targeted category **from just £1 per page per month**. These product and service categories are shown below. Ask us how you can reach your ideal audience today.

Product and service categories:

- Life sciences & clinical laboratory equipment
- Analytical Instruments
- Lab IT
- Laboratory equipment and wares
- Supplies and consumables

Themed Newsletters

We publish a number of regular themed newsletters sent to 23,000 opt-in subscribers, and these are focused on the same 'technique based' list shown left. So, if you would like a newsletter entry in the Separations Techniques newsletter, you can book this in advance to make sure you get your desired slot – important if you have a time-sensitive promotion.

What are the available newsletter promotion formats?

You can choose between:

- A product entry - comprising of an image, heading, 50 words of text and web link - **£400 per entry**
- A 728 x 90 pixel banner - At the top or bottom of each newsletter - **£500 per banner or £800 if you book both**
- A 300 x 250 MPU ad in a great central spot - **£600 per entry**
- A video slot with screen shot and link to your video on your site or on Laboratorytalk - **£500***.

**note: includes hosting for 12 months on the Laboratorytalk site*

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