



MEDIAPACK

- 1} OVERVIEW
- 2} BANNERS, VIDEO & PICTURES
- 3} NEWSLETTERS, LEAD GENERATION
- 4} RATECARD

} Laboratorytalk is the leading online resource for scientists and laboratory professionals.



LABORATORYTALK COVERS THE FOLLOWING AREAS:

- Analytical instruments
- Life sciences & clinical laboratory equipment
- Computer hardware
- Industry news
- Laboratory equipment & wares
- Laboratory supplies & consumables
- Pumps, Valves, Filters
- Services
- Computer software

With a library of more than 24,000 articles from more than 2,000 companies, we are the number one destination for people making purchasing decisions!

Our mission is simple: to match buyers with sellers!

We'll present your information in a format that's easy for people to understand and digest, and offer a number of ways for buyers to get in touch with you.

People come to us for the latest product information and building industry news, and we make it easy for them to find the information that they want.

By providing us with your information you're ensuring that your message gets in front of the right people, at the right time!

You can benefit from one or all of our advertising packages. They're flexible and totally transparent – you can see exactly what you're getting, and tailor the response to meet your needs.

We're here to help generate the response that you're looking for.

Banners, video & pictures.

BANNERS

Advertising slots are a high-visibility way to reinforce your brand values, tell people about product launches, and generate a good click through rate to your company website.

Taking advantage of banner advertising also allows you to add your company logo prominently on the front page of our website, putting your company in front of a vast number of people in the laboratory industry.



VIDEO

SHOWCASE: Really easy to put together, presenting you with a high quality slideshow presentation style video. All you need to do is simply provide approximately 15 images and a 100 word script. The script is then read over by a professional voice over artist and the audio is cleverly edited with music and your copy to create a compelling 1 minute video.

DIY: You are provided with an easy to use filming kit. Full instructions, tips and examples are all included, with the final footage professionally edited down to a 2-3 minute video and made available for you to add to your own website, newsletters and emails.

PROFESSIONAL: Includes a cameraman travelling to a location of your choice in the UK for 1/2 a day to do all the filming for you and your business. This is followed up by professional editing to a 2-3 minute video, with input from you. The final approved video is then made available for your website, newsletters and emails.

Prices available on request.



PICTURES

Attaching a colour image to your story will enhance your published message, and reinforce your brand. This is a great way to illustrate the functions of your product/service and improve your presence on [Laboratorytalk](http://Laboratorytalk.com).

IEF solution features peptide-based PL marker kit

A Beckman Coulter [More from this company](#) [More from this category](#) product story

Edited by the Laboratorytalk editorial team Jan 19, 2010

[Ads by Google](#) [Peptide HPLC](#) [Food Testing](#) [PCB Test](#) [Chemistry Lab](#)

Beckman Coulter has introduced advanced isoelectric-focusing (IEF) technology, featuring a peptide-based PL marker kit for the charge-heterogeneity analysis of biotherapeutics.

The calibrators are packaged as a set containing markers for PL 4.1, 5.5, 7.0, 9.5 and 10.0, each in sufficient quantity for 100 tests.



Beckman Coulter has introduced advanced isoelectric-focusing technology, featuring a new peptide-based pI Marker Kit for the charge heterogeneity analysis of biotherapeutics.

Based on capillary-electrophoresis methods, this solution enables biopharmaceutical researchers and technicians to easily implement quantitative isoelectric focusing in a QC environment.

} Newsletters & Lead generation.

NEWSLETTERS

The **Laboratorytalk** newsletter is a great way to get your message direct to the inbox of more than **18,000** people.

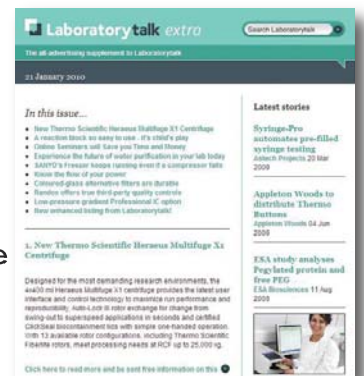
Whether it's a product launch, exhibition, or a special offer, our fully subscriber audience is who you want to engage to get instant results.

Each newsletter consists of approximately 10 stories with the option to include a colour image and a URL link, directing traffic to your chosen website - this could be the full story on www.laboratorytalk.com, your company website or a data caption page.

Over 80% of our readership make or influence purchasing decisions so you can be sure you're getting in front of the right people!

Our premium newsletter slots are a fantastic, cost-effective way to both raise your profile and generate response. Newsletter sponsorship is also available.

Once a month the newsletter has a headline theme - to find out more about the themes email admin@pro-talk.com.



LEAD GENERATION

To get the most out of people who are reading your articles, you need to know who they are. You need to catch people at the point of interest and influence their purchasing decision.

We make it easy for buyers to contact you. By giving them a one-click path to find out more about your products, we can generate a steady stream of interest throughout the year.

We'll work with you to generate response from the material you already have.

We can even write it for you - we recognise you don't always have time, so you can engage our professional team of editors to produce your articles for you.

Professional marketing is about engaging the right people at the right time, and the Lead Generation Service helps you do exactly that!



} Laboratorytalk Ratecard

Lead Generation Service	£1300 p/a
Newsletter entry	£400
Display advertising	
Banner advertising	£100/100 pages
pcm	(minimum 600 pages)
Directory Package	£599 p/a
200 word Company profile	
Logo	
Web link and full contact details	
Banners on own stories	
Unlimited Pictures	
Value Package	£2400 p/a
Lead Generation Service	
3 newsletter slots	
100 pages of banner advertisements	
Standard Package	£3600 p/a
Lead Generation Service	
6 newsletter slots	
200 pages of banner advertisements	
Standard Package Plus	£6000 p/a
Lead Generation Service	
12 newsletter slots	
400 pages of banner advertisements	
Premier Branding Package	£6000 p/a
Lead Generation Service	
6 newsletter slots	
400 pages of banner advertisements	
Company micro-site	
Video hosting	£599
Picture charge	£120

To find out more contact:

Advertising

Michael Turner
T: 0207 970 4539
E: Michael.turner@centaur.co.uk

Customer services:

Kate Redmond
T: 0207 970 4944
E: Kate.redmond@pro-talk.com