

If you haven't used Biocompare for a while, here's some **new stuff**

- Pay **ONLY** for the Views, Clicks and Leads delivered to you
- Get **ADDITIONAL** clickstreams to your Products from GeneCards, JoVE, Quartzzy & LabGuru via your Biocompare product listings
- Get an Intro Package of listings & eblasts

No Risk Pay-for-Performance-Only

Take all the traffic you can get, or fix a cap to the amount of business you want to get from us.

Either way it's a no-brainer. Ask us for an ROI calculator with a traffic estimate for your type of products

Or a great little Trial Package – Product Listings to generate Sales Leads / Clicks plus an eBlast to your chosen targets. Another no-brainer

If you don't have time to look at all the data (aka blurb) you are sent..... (and, who does?..)

You're really busy – never been busier, but that's how work is these days. Not enough time, and too many people trying to sell you stuff. With all that's going on I'm going to guess saving time is pretty important for you?

And, if you're like most people I talk with buying advertising isn't high on your list of fun activities. It's not like planning a holiday or shopping for a new car.

Knowing how busy you are, I have an idea that might save us both a good bit of time when it comes to your advertising. Would you like to hear it?

Here's what I propose that could save us both time. I'd like to know exactly what it would take in order for you to use us to get more customers. I mean, that's the whole point, isn't it? If I can't do something you require I'll let you know right away and remove myself from the quoting process and save us both time. How does that approach sound?

Just drop me a line (hturnbull@comparenetworks.com) with your key needs, and if we meet those needs, then great, let's have a conversation about how we can give you a sensible, ROI-based solution. And if not, I'll say. We are not a fit for everyone, so if you don't have a need, or you don't want any more info from us, that's totally fine, too.

July Editorial Preview

- Jul 1: Label-free protein interaction analysis
- Jul 3: Whole body small-animal imaging
- Jul 8: Microfluidics
- Jul 10: Scaling up to bioreactors
- Jul 15: RNA sample prep
- Jul 17: Western blotting II (gel doc systems)
- Jul 22: UV/Vis spectrophotometry
- Jul 24: Molecular Diagnostics
- Jul 29: Super-resolution microscopy
- Jul 31: Single-cell genomics

Remember, you can send in editorial at any time:

You can send in editorial at any time to Editor Jeff Perkel. There's no charge to submit these and, if they're selected for inclusion, they're a very effective branding tool with no associated cost. Please submit any press releases or editorial content to news@biocompare.com

New Clickstreams to your Products

Biocompare's Scrazz! Article Analysis Engine is now powering links from Biocompare product listings to associated article citations, adding valuable usage data to your product listings on Biocompare, and helping scientists to better evaluate products they are planning to buy from you.

This, in return, gives you access to new, previously untapped clickstreams from Biocompare's network partners - GeneCards, JoVE (Journal of Visualized Experiments), Quartzly and LabGuru. They now have embedded links where products are mentioned in their online content that direct readers to detailed product information on Biocompare, delivering more customers to your products listed there.

Events and other Useful Items

1. Webinar:

Improving Scientific Reproducibility In The Life Sciences: The Role Of Research Resource Vendors, Scholarly Publishers & Researchers. In recent years the role that scientific vendors, publishers and researchers can play in improving research reproducibility has come into increasing focus. Research resource traceability, providence and appropriate documentation in literature have all been identified as areas that, if improved, can make a significant contribution. Watch out for this webinar on 23rd July 2014

- This year's **Annual Meeting of the ACP-LS**, examines how technological change is impacting life science product and service suppliers and what marketers and sales professionals can do to leverage these changes to their greatest advantage. <http://www.acp-ls.org/agenda>

If you have any specific questions or would like information on any of these items or would like us **never** to send you any more info, ever (it's OK, we get how that feels)... let us know:

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