



2025

MEDIA KIT

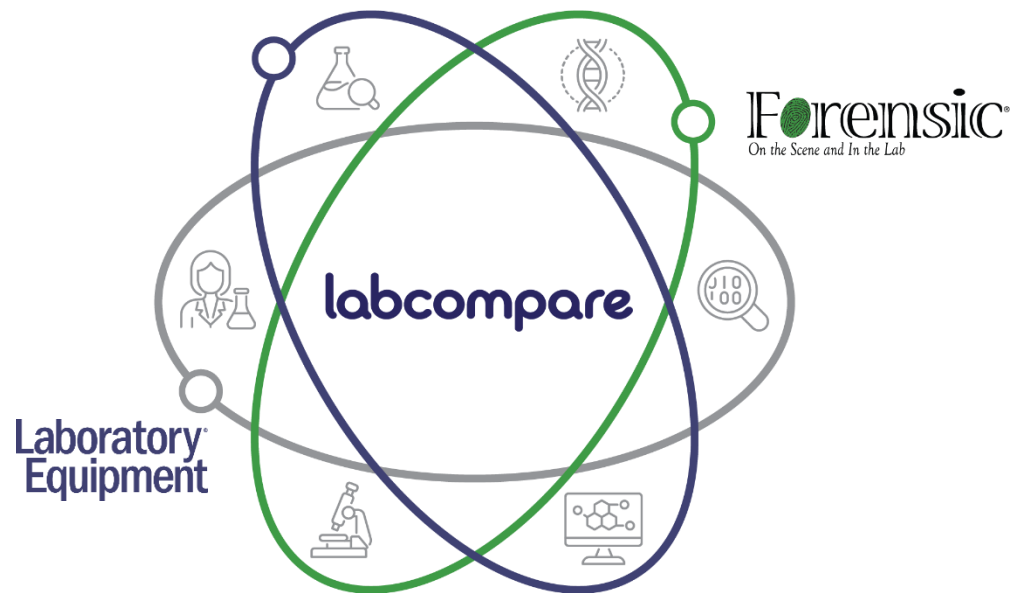
Multi-Channel Marketing
Solutions for Connecting with
Laboratory Professionals
Worldwide

labcompare
The Buyer's Guide for Laboratory Equipment



Lab Group Network

Lab Group Network provides direct reach to key decision-makers from various sectors across the applied science, laboratory, and forensic industries. Anchored by [Labcompare](#) and extension through complementary brands of [Laboratory Equipment](#) and [Forensic®](#), our multichannel platform ensures the delivery of vital information precisely when and where it is needed most. Our commitment revolves around fulfilling the needs of our audience and partners through innovative solutions, enabling us to readily adapt and navigate during times of change.



For targeted opportunities across Forensic®, ask your Sales Executive for more details and tailored partnership solutions with www.forensicmag.com!



2.8M
Page Views



2M+
Visitor Sessions



104K
Email Reach



15K+
Leads

Our Mission

To empower lab professionals with the tools they need to make informed purchasing decisions. Labcompare is a central resource that allows for searching of specific products, includes unbiased peer-written product reviews, references journal articles that cite specific products, enables detailed product specification comparisons, and facilitates requesting price quotes or product demonstrations or visiting product-specific pages on supplier websites.

Multi-Channel Marketing to Help Drive Informed Purchasing Decisions



Labcompare's Audience Makes Purchasing Decisions

76%

Buyers Are Urgent to Hear Back

Are expecting a supplier response time of less than 3 days regardless of purchase timeframe

92%

Buyers Who Shop the Competition

Are open to learning about suppliers/vendors they may not have considered

92%

Buyers Who Compare Options

Are open to learning about specific, alternative products and equipment

92%

Buyers Who Seek New Products

Are looking for new types of products and technologies

92%

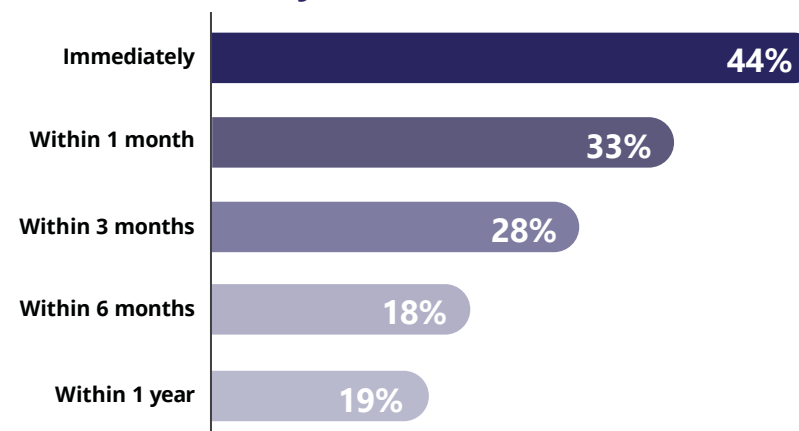
Buyers Who Take Action

Are budget/funds-ready for the purchases

Our extensive network and deep industry expertise enable us to deliver sales-ready leads and opportunities to our partners.

Up to \$3.5B in Sales Opportunities Generated!

Sales-Ready Lead Purchase Timeframe



Labcompare reaches the leading institutions across several industries.



Audience Demographics

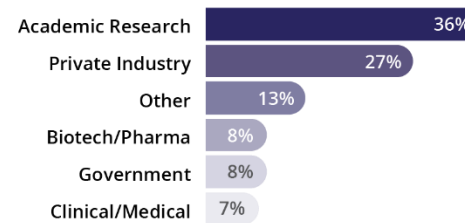
labcompare

The Buyer's Guide for Laboratory Equipment

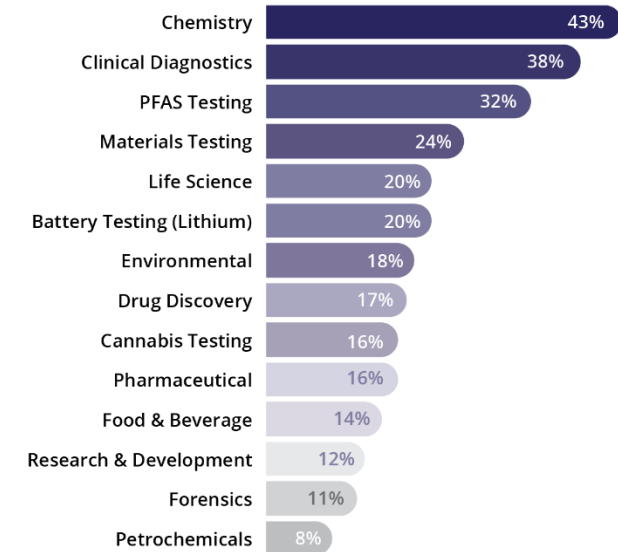
Leverage our audience to build your custom base. Labcompare attracts and engages an active audience of laboratory science professionals searching for the latest products, applications, services, and technologies they need to purchase for their laboratory. Labcompare provides you direct access to an influential group of professionals in the laboratory marketplace around the world.



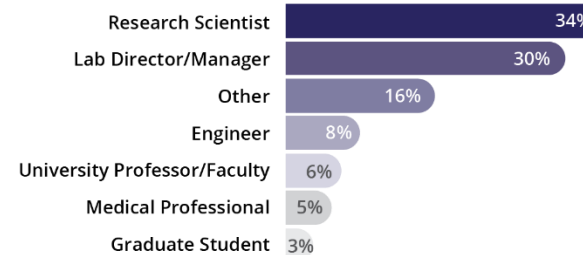
PLACE OF EMPLOYMENT



RESEARCH INTEREST



JOB TITLE



GLOBAL AUDIENCE



Audience Demographics

Reach Across Key Market Segments

Labcompare attracts a diverse and highly engaged audience from leading institutions worldwide, ensuring your products and solutions reaches key decision-makers in the most relevant market segments. This data highlights the global influence of our platform and its alignment with key markets—including examples of our audience’s institutional reach.

Market Segment	Geography	Institution Reach (Examples)
Cannabis Testing	<ul style="list-style-type: none"> North America: 30% Europe: 10% Rest of World: 59% 	<ul style="list-style-type: none"> USDA UC, Davis Oregon State University Mayo Clinic
Clinical Diagnostics	<ul style="list-style-type: none"> North America: 25% Europe: 8% Rest of World: 66% 	<ul style="list-style-type: none"> Mercy Health Children’s Hospital Colorado Alberta Health Services Lucile Packard Children’s Hospital of Stanford
Environmental	<ul style="list-style-type: none"> North America: 30% Europe: 10% Rest of World: 60% 	<ul style="list-style-type: none"> US EPA CERN Texas A&M University Intertek
Food & Beverage	<ul style="list-style-type: none"> North America: 28% Europe: 9% Rest of World: 63% 	<ul style="list-style-type: none"> Pepsi-Cola University of Cambridge Unilever General Mills

Market Segment	Geography	Institution Reach (Examples)
Life Science	<ul style="list-style-type: none"> North America: 32% Europe: 8% Rest of World: 60% 	<ul style="list-style-type: none"> Korea Research Inst. Of Bioscience & Biotechnology Stanford University Kings College NIH UT, M.D. Anderson Cancer Center
Lithium Battery Testing	<ul style="list-style-type: none"> North America: 36% Europe: 8% Rest of World: 55% 	<ul style="list-style-type: none"> Pacifica Northwest National Laboratory LG Energy Solution Samsung SDI Massachusetts Inst. Of Technology
Materials Testing	<ul style="list-style-type: none"> North America: 38% Europe: 10% Rest of World: 52% 	<ul style="list-style-type: none"> Oak Ridge National Lab Stanford University Massachusetts Inst. Of Technology NIST
PFAS Testing	<ul style="list-style-type: none"> North America: 32% Europe: 10% Rest of World: 58% 	<ul style="list-style-type: none"> EPA Harvard University Berkely Water Center Pace

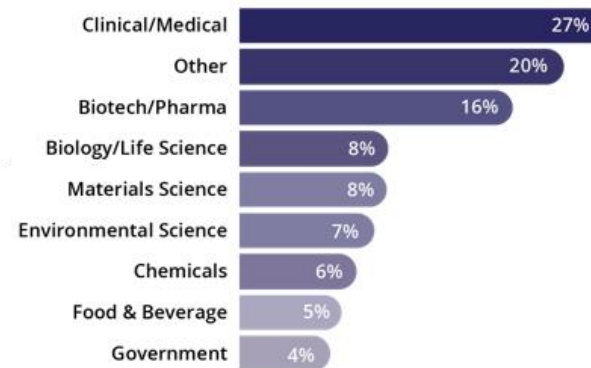
For insight into other applications and segments—contact your Sales Executive.

Audience Demographics

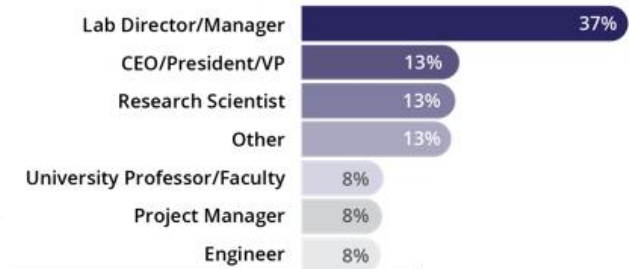
Laboratory Equipment

Laboratory Equipment, Labcompare's news outlet, attracts and engages an active readership for leading research news in the scientific community. These newswire reads include important updates on recent research studies, scientific papers, and analysis of the discoveries and innovations.

PLACE OF EMPLOYMENT



JOB TITLE



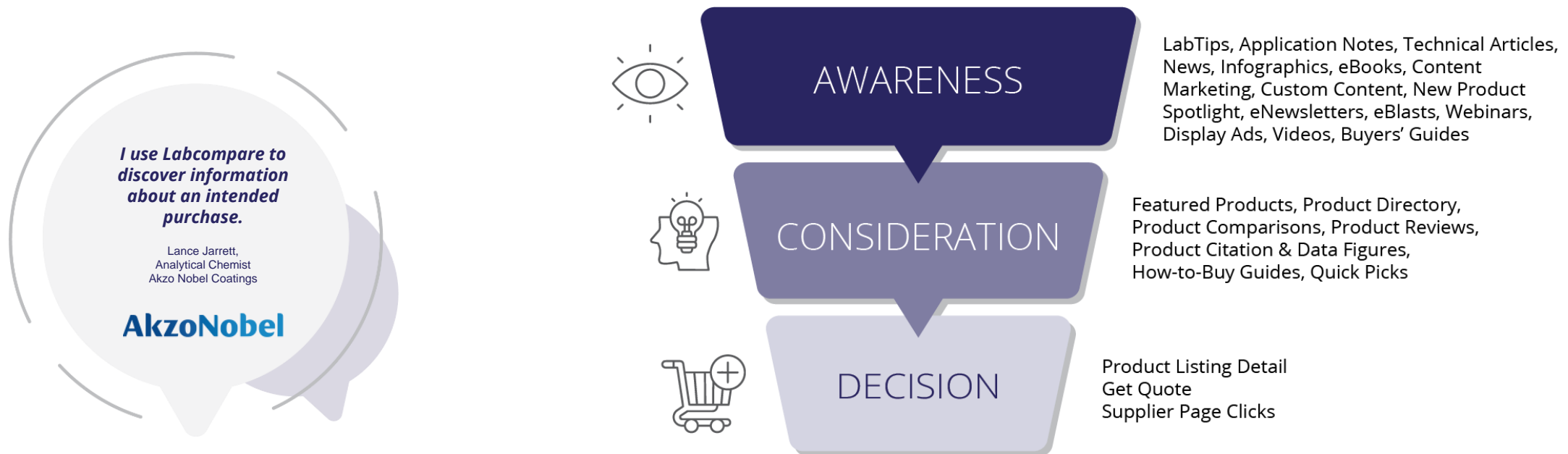
GLOBAL AUDIENCE











Choose the Right Channels to Reach Your Marketing Objectives

Labcompare will help you match our marketing tactics to your business objectives and form a plan that is right for your company. Target your customers during all stages of the buying cycle from awareness to purchase, across a network of top brands trusted by the scientific community!

Influence Decisions at Each Stage of Product Awareness, Purchase, and Usage



Marketing Goals

			Brand Awareness	Sales-ready Lead & Traffic Generation	High Funnel Lead Generation	Traffic Generation	Content Sponsorship	Thought Leadership	Custom Content Creation & Promotion
									
PRODUCT LISTING DIRECTORY	Product Listings	p.10	●	●					
	Product Listing Enhancements: Citations & Figures	p.11	●						
	Product Listing Reviews	p.12							
	New Product Spotlight	p.13	●	●					
	Featured Product Listing	p.14	●	●					
	Corporate Profile	p.15	●	●	●	●	●		
MEDIA CHANNELS	eBlasts	p.16	●		●	●			
	Multi-touch Email Campaign	p.17	●		●	●			
	eNewsletter Sponsorship	p.18	●		●	●			
	Application Focus eNewsletter	p.19	●		●	●			
	Display Ads	p.20	●		●	●			
	Retargeting Ads	p.21	●		●	●			
CONTENT CHANNELS	Content Hosting	p.22	●		●	●		●	
	Editorial Advertising Program	p.23	●				●	●	
	Content Marketing	p.24	●		●		●	●	●
	eBooks	p.25	●		●		●	●	●
	Custom Content Creation	p.26	●		●	●	●	●	●
	Webinars	p.27	●		●		●	●	
	 Webinar to Article Conversion	p.28							
Videos	p.29	●		●	●	●	●	●	

Product Listings



Labcompare's Product Listings program prominently features your products in our Product Directory, which is visited by Labcompare's sales-ready audience. This effective exposure not only amplifies awareness of your products, but also ensures they are top of mind for consideration and purchase by our engaged audience.

Benefits:

- Exposure to a sales-ready audience with lead generation at the core.
- We enhance your product listings by associating journal articles and figures that mention use of your product—at no cost!
- We offer two tailored listing programs based on your product type, ensuring instrument and equipment drive sales-ready inquiries while consumables drive sales-ready traffic.


Features:

- A basic company profile that includes contact information and your related product categories. Enhanced versions are available for an additional fee and are designed to maximize exposure of your company and related assets.
- Related product category links to your products
- Product data can be updated quarterly
- Monthly, detailed summary reports include product page views, clicks to your website, and the number of leads generated. Comprehensive end-of-campaign reporting is provided and reviewed with you by your Sales Executive.

Instrumentation & Equipment

Get Quote = Sales-qualified leads

- Leads include full contact details and purchase timeframe delivered automatically to you
- Leads can be delivered daily, as they are received, with full contact details and purchasing timeframe.



IRTracer-100 FTIR Spectrophotometer from Shimadzu

★★★★★ Be the first to write a review!

Citations: 0 (0)

[Get Quote](#)

Combining high speed, sensitivity and resolution with enhanced expandability and easy-to-use software, the IRTracer-100 quickly and easily obtains high-quality spectra for samples in such fields as pharmaceuticals, foods, chemicals and electronics.

Key features include:

- Up to 20 spectra/second acquisitions
- Best-in-class 60,000:1 S/N ratio
- Resolution of 0.25 cm⁻¹, which provides for highly accurate quantitation and identification
- Easy maintenance – a stable, airight interferometer incorporates a built-in automatic dehumidifier, while the Advanced Dynamic Alignment provides enhanced stability and shorter warm-up times.
- Quick, easy instrument management with self-diagnostics and monitoring technology


Optimized for network applications, LabSolutions IR Software features an intuitive user interface, an extensive library of spectra, and a high-performance search function. User-friendly macro functions automate routine work for enhanced work efficiency. In addition, numerous optional programs, including [Read More...](#)

PRODUCT DETAILS	COMPANY INFO	CITATIONS
Product Detail		
Item	IRTracer-100 FTIR Spectrophotometer	
Company	Shimadzu	
Price	Get Quote	
Catalog Number	IRTracer-100	
Quantity	EA	
Wavelength Range	7,800 to 350 cm ⁻¹ (Standard); 12,500 to 240 cm ⁻¹ (Optional)	
Resolution	0.25, 0.5, 1, 2, 4, 8, 16 cm ⁻¹ (Middle/Far IR); 2, 4, 8, 16 cm ⁻¹ (Near IR)	
Optical System	Single-beam optics	
Signal-to-Noise Ratio	60,000:1	
Applications	60,000:1	
Max. Test Speed	7,800 to 350 cm ⁻¹ (Standard); 12,500 to 240 cm ⁻¹ (Optional)	
Add to Compare List		
See More Infrared Spectrophotometer		
Company Info		

Supplies & Consumables

Supplier Page = Sales-qualified clicks/traffic

- Cost-per-click, which means you only pay when someone clicks
- Unique tracking codes can be added Supplier Page clickthrough to track product performance
- Offered for consumables, such as : Assay Kits, Forensic Supplies, Lab Chemicals, Lab Consumables, Life Science Supplies, Pipette Tips, Lab Software




ICP-MS Multi-Element Solution 2 with Mercury, 10 µg/mL (10 ppm), 125 mL from Spex CertiPrep

★★★★★ Be the first to write a review!

Citations: 0 (0)

[Supplier Page](#)

Clartas PPT® Grade ICP-MS Multi-Element Solution 2 with Mercury, 10 µg/mL (10 ppm) in 5% HNO₃, 125 mL.

PRODUCT DETAILS	COMPANY INFO	CITATIONS
Product Detail		
Item	ICP-MS Multi-Element Solution 2 with Mercury, 10 µg/mL (10 ppm), 125 mL	
Company	Spex CertiPrep	
Price	Supplier Page	
Catalog Number	CLMS-2	
Quantity	1 EA	
Applications	ICP, ICP-MS, IC	
Format	Liquid	
Add to Compare List		
See More Controls and Standards		
Company Info		
		<p>Spex CertiPrep 203 Norcross Avenue Metuchen, NJ 08840 United States Phone: 732-549-7144 Company Profile Website: www.spex.com</p>

Product Listing Enhancements



Product citations and published data figures offer scientists and researchers an additional informative and data-driven approach to product selection for the lab. Labcompare is committed to improving how scientists find and evaluate products. We will enhance your product listing program with product citations and published data figures. When a product is cited in a journal article, citations and figures from the paper where the product is referenced will be incorporated into a newly redesigned image gallery on product pages.

Benefits:

- No additional cost!
- Quick and easy access to other researchers' experimental results with a specific product

Features:

- New image gallery to accommodate both figures and supplier images
- Buttons to toggle between figures and supplier images
- Users will be required to login to view figures
- No login required to view supplier-provided images
- Figure details include:
 - Journal name, article title, publication date, authors
 - Figure caption and excerpt from article where the product is mentioned

Contact us to learn about the additional citations we've found for your company and products.



DS-11 Series Spectrophotometer / Fluorometer from DeNovo Inc.

★★★★☆ (1) Write a review

Citations: 484

Figures: 2

Get Quote

Twice winner of Reviewer's Choice Product of the Year: The DeNovo DS-11 Spectrophotometer / Fluorometer. The DS-11 Series combines fluorescence, microvolume absorbance and optional cuvette absorbance methods in a single, compact instrument. Rapidly quantify nucleic acid and protein samples over the broadest dynamic range of any microvolume spectrophotometer available.

Fluorescence Freedom!

Citations (532)

(1) *The Oatpamine receptor OAA1 influences oogenesis and reproductive performance in Rhodnius prolixus*
PLoS One
 December 29, 2023
 Luca Finetti, Ian Orchard, Angela B. Lange
 protocol (Thermo Fisher Scientific, Waltham, Massachusetts, USA), quantified in a spectrophotometer **DS-11** + (DeNovo Inc agarose gel electrophoresis. One µg of RNA

(2) *Effect of Mechanical Stimuli on the Phenotypic Plasticity of Induced Pluripotent Stem-Cell-Derived Vascular Smooth Muscle Cells*
ACS Applied Bio Materials
 December 18, 2023
 Elana M. Meijer, Rachel Giles, Christian G. M. van Dijk, Ranganath Maringanti, Tamar B. Wissing, Ymke Appels, Ihsan Chrfi, Hans Smits, et al.
 Bioline as described above. The purity and concentrations of RNA were quantified using spectrophotometry (DS-11; DeNovo cDNA synthesis was performed according to the protocol

(3) *A Population-Based Cross-Sectional Study of Paediatric Coeliac Disease in Catalonia Showed a Downward Trend in Prevalence*
Nutrients
 December 13, 2023
 Beatriz Arau, Beatriz Dietl, Emma Sudrià-Lopez, Josefa Ribes, Laura Pareja, Teresa Marqués, Roger Garcia-Puig, Francisco Pujalt Bañares, et al.
 (Qiagen, Düsseldorf, Germany). The DNA obtained was quantified by using the spectrophotometer **DeNovo DS-11** and the by the commercial kit (15 ng/µL). PCR and reverse

Wavelength Accuracy 0.5 nm (UV-Vis)

Wavelength(s) UV-Vis: 190-840 nm
 Green LED: 525 nm (490-558 nm Excitation), 565-650 nm (Emission)
 Red LED: 635 nm (613-662 nm Excitation), 665-740 nm (Emission)
 Blue LED: 470 nm (442-497 nm Excitation), 514-567 nm (Emission)
 UV: 375 nm (361-389 nm Excitation), 435-485 nm (Emission)

7 inch Hi-Definition, glove-compatible touchscreen

87% of Labcompare's Audience finds citations very useful in enabling them to move through the evaluation and selection process.

Product Listing Reviews



Labcompare offers the tools you need to help encourage your customers to review your products today. Your Product Review Marketing Toolkit includes the following free resources. This is a no-cost program made available to complement your product listing program on Labcompare. In addition to generating qualified leads, you will be able to feature your customer reviews with your product listings.

Benefits:

- No additional cost for these free resources!
- Builds credibility and trust with potential customers
- Improves decision-making with insights into performance and features
- Encourages engagement and shows you value customer feedback
- Increases conversion rates better than those without reviews
- Provides competitive advantage to differentiate from competitors

Features:

Select from all the available tools to help encourage your current customers:

- Email Blast Invitation
- Promotional Postcard
- Promotional Flyer
- Labcompare Review Badge
- Banner Ads
- Social Ads
- Email Signature Ad

NO COST!

labcompare VALIDATED REVIEWS ★★★★★

Submit Your Product Review at www.labcompare.com/review

Write a Product Review
Review a lab product and share your \$20 Amazon.com gift card!

- ✓ Help millions of scientists like resources
- ✓ Make better, informed decisions the lab
- ✓ Help manufacturers improve helpful feedback to manufacture

SHARE YOUR EXPERIENCE
Review our products on Labcompare.com and get a \$20 Amazon.com gift card!

START YOUR REVIEW

BetterSize
BETTER PARTICLE SIZE SOLUTIONS

87% of Labcompare's Audience prefer to read product reviews before making a purchase.

New Product Spotlight



Launching a new product and looking to promote it to the Labcompare audience? Our New Product Spotlight offers an excellent opportunity for maximum exposure and visibility. Building on the success of our Featured Products, this program provides an effective way to showcase your new products to our engaged and targeted audience.

Benefits:

- Spotlight to generate excitement with 10X more brand and product awareness
- Prominent placement to increase awareness & visibility
- Front-facing to reach decision-making audience
- Sales-qualified leads and/or sales-ready

Features:

- A 400-word New Product Spotlight article written by our Editor based on the company-supplied product press release and your answers to questions provided.
- Includes a summary and link to the product
- Placement in a dedicated New Products section within our site where these new product stories will reside.
- Promotion in at least two eNewsletters
- **BONUS!** Product will be placed on the site as a Featured Product alongside the New Product Spotlight article feature
- Inclusion and association of 2 supporting content items (whitepaper, application note, technical articles or poster) on the product's dedicated page
- Metrics reported at the end of the 12-month program include New Product Spotlight article, views; Featured Product page views, clicks, leads generated; and impressions delivered from all promotional channels.

New Product Spotlight:

The Mastersizer 3000+: Redefining Particle Size Analysis



Wednesday, June 26, 2024

Particle size analysis plays a pivotal role across various industries, including pharmaceuticals, food, and materials science. It influences the quality, stability, and performance of products, making precise measurement crucial for research and development. The importance of accurate particle size distribution cannot be overstated, as it affects everything from drug efficacy to the texture of food products. Malvern Panalytical has long been a leader in this field, and their latest innovation, the Mastersizer 3000+, sets a new standard in particle size analysis.

The Mastersizer 3000+ builds on Malvern Panalytical's market-leading platform, offering groundbreaking features that enhance usability and reliability. At the core of the Mastersizer 3000+ is its laser diffraction technology, which measures particle sizes ranging from 10 nm to 3.5 mm. This system offers superior accuracy, excellent measurement reproducibility, and exceptional resolution for multimodal size distributions. Its compact design (69 cm x 30 cm) optimizes bench space, making it a practical addition to any laboratory.

Key features of the Mastersizer 3000+ include the Smart Manager, which leverages the Internet of Things (IoT) to ensure instrument health and connectivity. This feature allows for proactive maintenance and real-time troubleshooting, minimizing downtime. The Data Quality Guidance system provides immediate feedback and troubleshooting advice, enhancing confidence in the results. Additionally, the SOP Architect guides users in developing optimized settings for their methods, while the Size Sure algorithm ensures certainty in size results. The OmniTrust software supports compliance with regulatory requirements, ensuring data integrity and facilitating 21 CFR Part 11 compliance.

The Mastersizer 3000+ is particularly beneficial in various applications, including pharmaceuticals, chemicals, food and beverages, and materials science. In pharmaceuticals, precise particle size distribution is critical for drug formulation and bioavailability. In the chemical industry, it ensures consistent product performance. Food and beverage industries benefit from improved texture and stability of products. Materials science applications include the development of advanced materials with specific properties.

Compared to other systems on the market, the Mastersizer 3000+ stands out with its intelligent features and user-friendly design. Its automatic alignment and cell location features ensure accurate and repeatable results without manual intervention. The sample measurement cells are designed for easy access and cleaning, improving productivity and maintenance. The Mastersizer Xplorer software simplifies the measurement process with an intuitive interface, expert advice, and streamlined method development.

In addition, the Mastersizer 3000+ offers unparalleled flexibility with three versions: Lab, Pro, and Ultra. Each version caters to different needs and budgets while maintaining the same high-performance hardware and software. The Ultra version, for instance, includes advanced features such as Adaptive Diffraction technology and the Size Sure measurement mode, providing deeper analysis and smarter insights.

Mastersizer 3000+ from Malvern Panalytical is a revolutionary product in particle size analysis, offering unmatched performance, ease of use, and compliance support. Its intelligent features and flexible options make it an invaluable tool for various industries, setting a new benchmark in precision and reliability. Whether in pharmaceuticals, food production, or materials science, the Mastersizer 3000+ ensures superior particle size analysis, enhancing product quality and performance across the board.



Mastersizer 3000+ Ultra / Pro / Lab Particle Size Analyzer

Mastersizer 3000+ builds on the trusted and market leading Malvern Panalytical platform to define the next evolutionary step in particle size analysis.

Key Benefits

Quality data you can rely on

...

[Learn More](#)

94%

of Labcompare's Audience finds new products and featured products useful in their evaluation and selection process.

Featured Product Listing

Featured Product Section



Our Featured Product Listing is designed to enhance product exposure and visibility, helping it stand out and get noticed. By leveraging targeted media channels, it extends your product's reach and increases the frequency of exposure, boosting the chances of engagement.

Benefits:

- Products that maintain a high level of brand awareness are likely to generate more sales.
- 10X more brand awareness compared to standard product listings
- Priority ranking in search results so your product rises to the top and stands out
- Dynamic and compelling visual presentation of your product

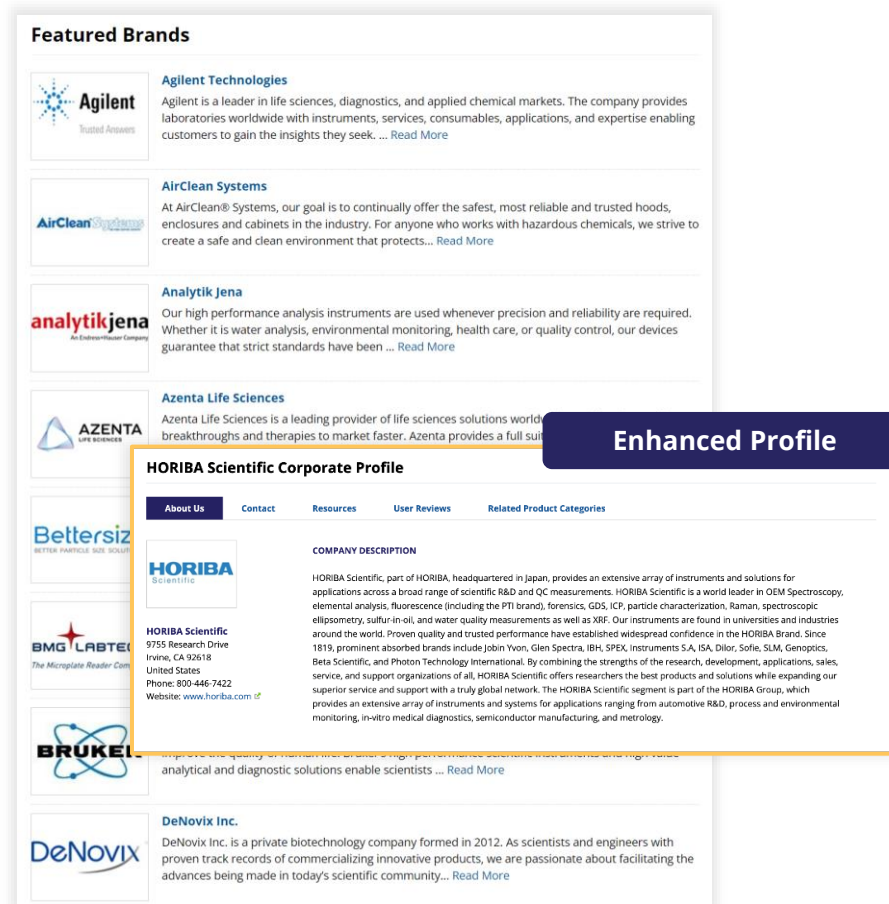
Features:

- Sponsored product status (highlighted at the top of a category page) in Labcompare's product directory for one year
- Rotation within Labcompare's homepage carousel for 3 months
- Image gallery that can include up to 5 images or video
- Inclusion in a dedicated Featured Product section for one year
- Published in Featured Product section of Labcompare eNewsletters
- **NEW!** Inclusion in one dedicated Featured Product eNewsletter
- Includes a Bonus Mini Product Brochure Video featured in the listing
- Metrics reported at the end of the 12-month program include Featured Product page views, clicks, leads generated, and impressions delivered from all channels.

94% of Labcompare's Audience finds new products and featured products useful in their evaluation and selection process.

Corporate Profile

A Corporate Profile is a prominent resource for companies aiming to enhance their brand visibility and showcase integration of their listing program. Many of our visitors are eager to learn more about the companies behind the products they are considering. We offer a variety of custom options to help distinguish your company and showcase its core mission. Choosing one or two of our premium upgrades can significantly impact whether your product or service is chosen for further consideration.



	BASIC	ENHANCED	PREMIUM
About Us section - includes your company's contact details, address, phone and website URL, and social media profiles URLs.	●	●	●
Related Product Categories - includes all relevant product categories so users can quickly and easily access the products your company has listed within our product directory.	●	●	●
Contact section - includes a Request More Information lead form for general inquiries as well as a link out to your home page, facilitating lead and traffic generation.		●	●
Embedded Company Video - an area to link to a corporate profile video, should your company have one. If your company does not have a corporate video, we can create one at a special rate when purchased with the Enhanced Corporate Profile.		●	●
Searchability - link to your profile will appear at the top of search results so your company name is visible when a user conducts a search for your company name on Labcompare.com		●	●
Featured Product - showcases any Featured Products you may have purchased from us for maximum exposure		●	●
Product Reviews - displays all of the product reviews your products may have received from our audience, helping your company to establish instant credibility and product usage validation.		●	●
Resources - highlights any content you are hosting on our site; in addition to any Labcompare content you may have sponsored, providing additional opportunities to showcase your content.		●	●
Company Profile Article - features a Q/A interview article. A PDF of the article will be provided for your own use..			●

eBlasts

eBlasts enable advertisers to connect with an audience that has purchasing authority. Our subscribers have opted in to receive third-party communications, guaranteeing an engaged and interested audience. By aligning research interests with website activity, our eBlasts achieve top industry engagement metrics, enhancing ROI. Additionally, we offer expert advice to ensure optimal performance of your eBlasts.

Benefits:

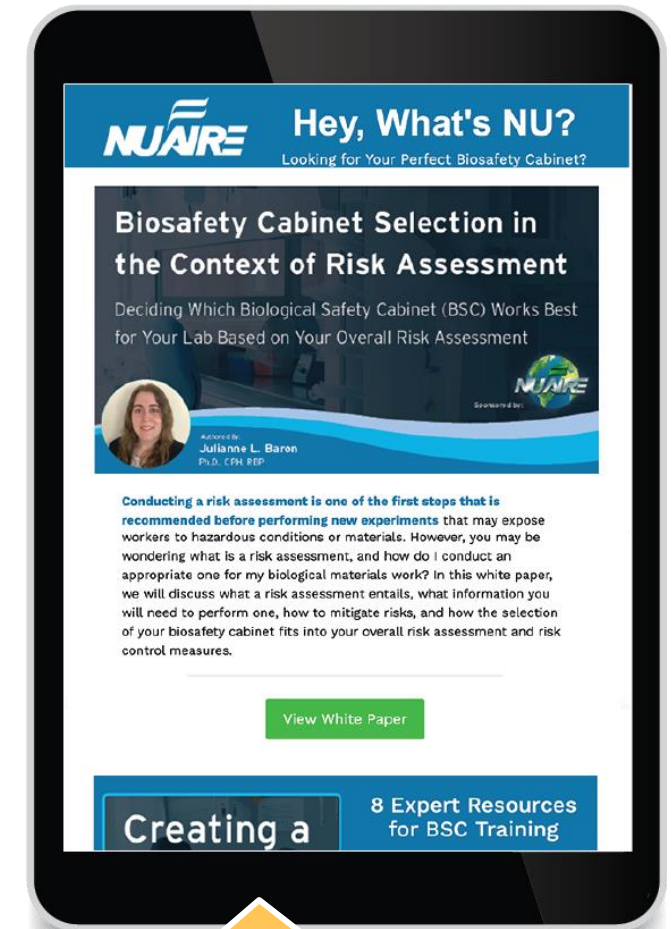
- Connect with an engaged audience who has opted in to receive our partner alerts.
- Reach a large audience with targeted messages
- A direct line to laboratory professionals' inboxes
- Keep your brand top-of-mind and reinforce your messaging.

Features:

- Free optimized email templates are available, should your resources be limited.
- Custom template design and translation services offered, should you require expert consultation and development support.
- Metrics available one week post deployment (total sent, opens, clicks, etc.) and link activity

Select from key research interests:

- Animal Research
- Battery Testing
- Cannabis Testing & Analysis
- Chemistry
- Clinical Diagnostics
- Drug Discovery/ Clinical Trials
- Environmental
- Forensics
- Food & Beverage
- Informatics & LIMS
- Life Science
- Mass Spectrometry
- Materials Testing & Research
- Image Analysis / Microscopy
- Petrochemicals
- PFAS Testing
- Pharmaceutical
- Research & Development
- Separation Science / Chromatography
- Spectroscopy



29% Average Open Rate
(Lab Group Network)

Multi-touch & Drip Email Campaigns



Multi-touch Email Campaigns are engagement-focused email campaigns tailored to the responses of your email audience. A multi-touch campaign delivers your message over the course of several emails based on the initial engagement of the first email to maximize overall campaign engagement.

Whether the goal is increasing company awareness, drive traffic, or increase leads— through consistent touch points, these top-of-mind campaigns will help you get there. Multi-touch programs have demonstrated an increase in email metrics such as open rates, click-through rates, and conversions. Our specialists will assist in the design of the program to increase engagement and help ensure the success of your campaign.

We offer 2 types of multi-touch email campaigns:

Contacts are re-engaged according to their level of interaction and campaign type.

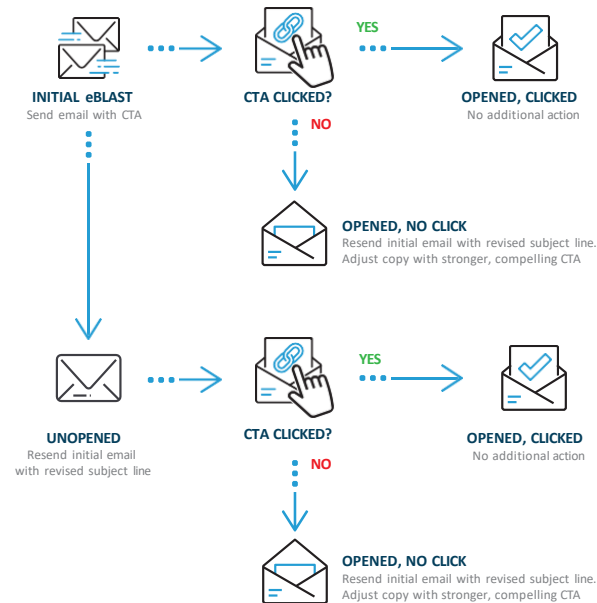
- Re-Engagement Email Campaign
- 3-Touch Drip Email Campaign

Benefits:

- Reach your audience with a series of targeted messages over time.
- Tailor content to individual preferences and behavior for maximum relevance.
- Guide leads through the sales funnel with strategically timed emails.
- Save time and resources with automated scheduling.

Re-Engagement Email Campaign

How a Re-Engagement Email Campaign Works:

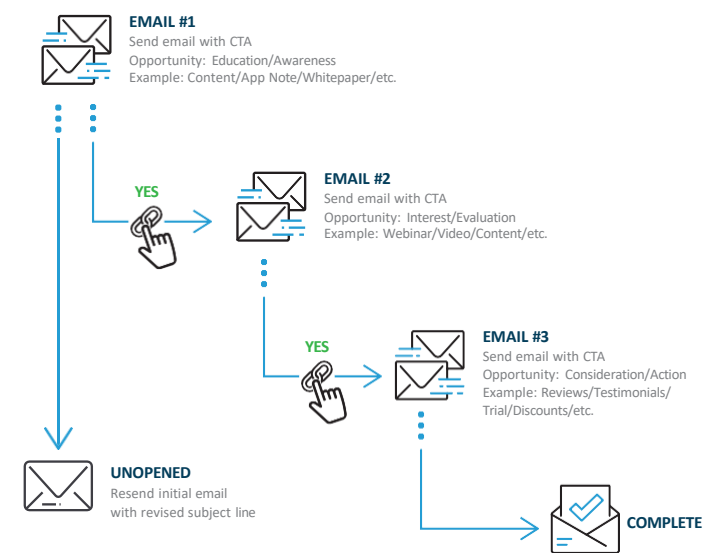


Features:

- Single creative (CTA) to be sent per campaign with re-engagement to those who:
 - Did not open the email
 - Opened/no click
 - Opened/clicked
- Each name is contacted at least two times.
- Reports sent two weeks post completion of the full campaign; includes total sent, open rate, views, total clicks, and CTR

3-Touch Drip Email Campaign

How a 3-Touch Drip Email Campaign Works:



Features:

- Three different creatives (CTAs) to be sent per campaign:
 - 1st Email includes a reblast to unopens
 - 2nd Email sends a different CTA to those who engaged with the 1st Blast
 - 3rd Email sends a different CTA to those who engaged with the 2nd Blast
- Each name is contacted at least three times.
- Reports sent two weeks post completion of the full campaign; includes total sent, open rate, views, total clicks, and CTR

eNewsletter Sponsorship



We keep our trusted brands top-of-mind with our engaged audiences by notifying our readers of products, articles, and news that interest them. Our eNewsletters are highly effective for driving brand awareness and product introductions. Sent to qualified lab professionals, our eNewsletters place your messaging alongside breaking meaningful and informational content.

Benefits:

- Boost brand recognition within the newsletter's readership
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- Metrics available on newsletter total sent, opens, and sponsorship clicks

The image displays two eNewsletter templates. The left template is for 'labcompare' and features sections like 'Mapping the Cell Journey' (complimentary infographic), 'Featured Content' with articles on NGS technology and single-cell research, 'Chemical Resistant Fume Hoods' (sponsored), 'Latest News', and 'Featured Products' including the Sutter BOB microscope. The right template is for 'Laboratory Equipment' and features a 'Raising the Bar on (U)HPLC Capabilities' article, a 'Featured Story' about climate change, and a 'Sponsored by Entegris' section for nanoparticles. A callout box in the center of the right template states '22% Average Open Rate'.

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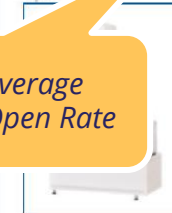


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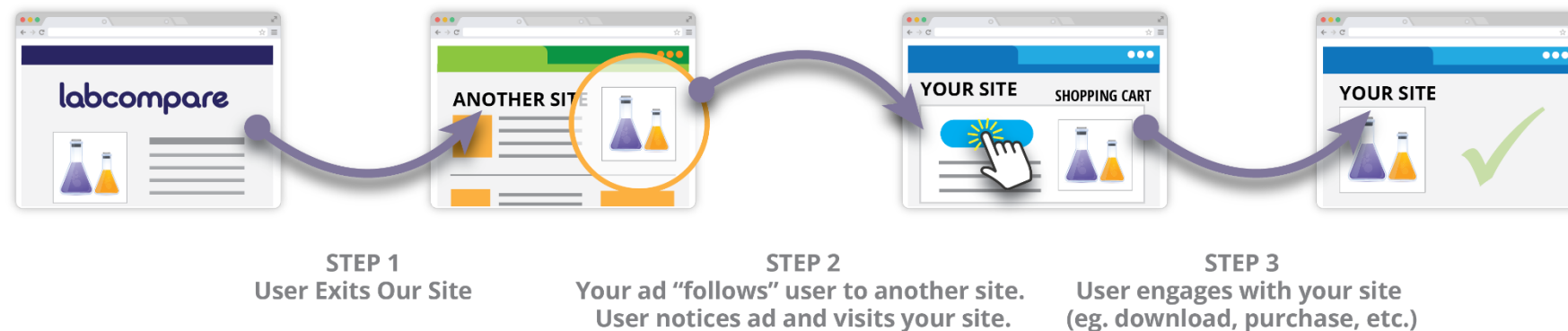
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- Reporting of leads generated by gated content includes full contact information

*Eligible Content Hosting includes Application Notes, Whitepapers, Technical Article, Posters, or Video.

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- Leads are sent as received & article page views report upon campaign completion
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Do's and Don'ts of Cell Culturing

Monday, September 16, 2024 | Michelle Taylor



By very precisely regulating CO₂, humidity and temperature, cell culture incubators produce *in vivo* conditions *in vitro*. Creating the ideal environment for cell and tissue work, however, is an extremely sensitive process that requires optimum and reproducible growth conditions.

DO: Ensure optimal starting conditions

Scientists need blank canvases to begin the difficult cell cultivation process. Trying to cultivate a new batch of cells in an incubator with *E.coli* still hanging around from the last run is a disaster waiting to happen. Dry heat sterilization is an effective decontamination method for CO₂ incubators. By killing all life through denaturing of all proteins, destruction of cell membranes, and destruction of DNA, it ensures that no organisms will survive. It is a death through denaturing of all proteins, destruction of cell membranes, and destruction of DNA, it ensures that no organisms will survive. It is a death through denaturing of all proteins, destruction of cell membranes, and destruction of DNA, it ensures that no organisms will survive.

...cultures and maintain appropriate feeding and media changes to ensure optimal growth, and

...ices of an incubator chamber, such as the undersides of shelves are unavoidable; the fewer contamination hiding spots help provide an easy-to-clean environment that ensure quick routine cleaning, giving scientists back valuable

...orphology, growth rate or contamination. If you observe contamination, if necessary. Avoid prolonged storage of media during your experiment to ensure you are opening the incubator uniformly for the samples left within. While double-check that the incubator door did indeed close



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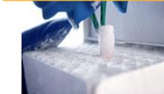
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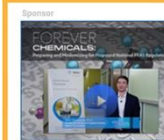
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Features:

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- Content hosted for 12 months
- High-funnel, information-qualified leads delivered by email as received
- Marketing through our network, including social media, email campaigns, etc.

ENSURING A 'Quality' Future: Lithium-ion Batteries for Electric Vehicles

The production, sale and use of electric vehicles is on the rise. In the United States, 5.7% of car sales in 2022 were fully electric vehicles, up from 1.4% in 2019. In Europe, electric cars are even more popular, accounting for 12.1% of market share last year. China is the frontrunner in the electric vehicle market, accounting for 29% of domestic car sales in 2022, up from 16% in 2021. But the technology behind electric vehicles is complex. A single EV lithium-ion battery pack contains hundreds of individual cells wired together. A single flaw in only one of the cells can reduce performance and cause internal short circuits that could ignite a battery's flammable electrolyte. That's why quality control (QC) in the production of lithium-ion batteries for electric vehicles is of the utmost importance. There are three general steps for manufacturing Li-ion batteries: preparing the electrodes, assembling the battery cells, and finishing the battery assembly. Each step has multiple QC checks along the way—let's review a few of them.

QC Testing 1: Optical Inspection

Battery manufacturers use optical cameras and other imaging solutions to QC the electrodes. For example, optical cameras can inspect electrode films for macroscopic defects like cracks and irregular geometries at the edge of the films, while X-ray imaging can monitor if the anode and cathode films are precisely aligned with one another in a cell.

QC Testing 2: Moisture analysis

Maintaining minimal water content is a strict requirement for producing Li-ion batteries, as the liquid can react with lithium hexafluorophosphate in the electrolyte and destroy battery components. Thus, researchers use vacuum drying to remove residual moisture before a cell is assembled. Thermogravimetric moisture analyzers, like the Sartorius MA 160, can be employed at multiple points during the vacuum drying process to ensure evaluation of moisture. Moisture analyzers can also be used to assess moisture content of anode and cathode components to prepare the electrode slurries.

QC Testing 3: Precision weighing

Once the electrodes are sufficiently dry, the electrochemical cell can be assembled. The electrode is loaded into a case and high-throughput dispensing heads are used to dispense the liquid into the unit. Dispensing heads must be metrologically and regularly controlled. For this application, precision weigh cells with a resolution of up to 0.01 mg are recommended. The weigh cells should also have a robust internal calibration system for easy checks and necessary adjustments, as well as a small footprint and data interface. Finally, the last step of the QC process is for the cells to go through electrical performance checks, with researchers measuring the stability of a cell's output voltage over several weeks.

labcompare The Buyer's Guide for Laboratory Equipment

THREE AREAS to Focus on in Your Lab's Sustainability Journey

Embracing sustainable practices is not always an easy one, especially for laboratories. By nature, laboratories are energy-intensive, with clinical laboratories using up to 10 times more energy than an equivalent-sized business. For example, a single temperature freezer can use as much energy per year as an entire household. At the same time, temperature stability in an ultralow temperature freezer is imperative, as are any backup systems emergency.

So, how do you maintain a sustainable laboratory without compromising the quality of data? Experts at ELGA LabWater suggest focusing on three key areas that create a disproportionately sized impact: power consumption, plastic and paper waste and energy usage.

Plastic/Paper Waste
To minimize the risk of waste, consider replacing laborious and error-prone manual tasks with precision automation. Devices like liquid handling robots, PCR machines, chromatography and incubators can help automate intricate workflows from end-to-end, reducing human error—and thus waste. Embracing automation in the lab can undoubtedly enhance personnel can strategically employ specialized liquid handling robots, thereby minimizing plastic waste. Furthermore, in many instances, laboratory glassware offers a durable and eco-friendly alternative to single-use plasticware.

Energy Usage
As a function of its purpose, laboratory equipment often operates 24/7, resulting in abnormally high energy usage. Manufacturers, however, have become more cognizant of this and are now considering their product's ecological impact when designing new models. If a system is at the end of its operational impact when managers should look for updated models which tend to be more energy efficient than their predecessors. Some newer devices even include a power-saving or eco-friendly mode, which allows them to continue operations while consuming less energy and reduced CO2 emissions. Beyond overall energy efficiency, scientists should consider the materials used to create the instrument, equipment, consumables, etc., as well as the packaging materials sent with the product.

Water Consumption
Water conservation strategies in the lab are surprisingly simple, requiring little effort to see essential or substantial results. For example, while pure and ultrapure water generate large quantities of wastewater, these systems can sometimes be sufficient and scientists should look for the units that are equipped with efficient reverse osmosis systems that recycle wastewater. A high-performance RO can help reduce 20% of water going to drain. (Bottlers in the lab, be sure to run water-sensitive devices more efficiently. Dishwashers and autoclaves should only be used when they are full, which maximizes efficiency, lowers operating costs, and saves on both water and electricity use.)

ELGA LABWATER
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5 Questions TO ASK WHEN PURCHASING A VACUUM PUMP

Vacuum pumps are used throughout research labs for a variety of applications. Because of the broad array of uses and different pump technologies available, selecting the right pump for your application can be a challenge. Before you decide on a specific solution, asking yourself these five questions will help you select the most appropriate pump for your laboratory needs.

- 1. How much vacuum do I need?**
Defining how much vacuum, or pressure below atmospheric pressure, is needed is the first step to selecting the most appropriate pump. Knowing the depth of vacuum your process requires, will determine your pump technology options. For minimum pressure differential between its inlet and outlet, in most applications, you need to move air, gases, or vapors under vacuum conditions so the pumping speed you need is not the maximum rated pumping speed but the pumping speed required for your application. To learn this, you need to look at the performance curve of the pump or consult your manufacturer's rep. If you get this incorrect, your process may take longer than anticipated.
- 2. How much pumping speed do I need?**
The rated pumping speed is the maximum flow that the pump produces, which occurs when the pump generates the maximum pressure differential between its inlet and outlet. In most applications, you need to move air, gases, or vapors under vacuum conditions so the pumping speed you need is not the maximum rated pumping speed but the pumping speed required for your application. To learn this, you need to look at the performance curve of the pump or consult your manufacturer's rep. If you get this incorrect, your process may take longer than anticipated.
- 3. How noisy will it be?**
Noise generated by equipment can be disruptive and make for a challenging working environment. While many think of all vacuum pumps as noisy, different design priorities can make some less noisy than others. Generally speaking, a diaphragm pump will be quieter than an equivalent piston pump. Additionally, well-designed pumps tend to run more quietly and more efficiently by ensuring that the pump is isolated properly, and that air leakage into the vacuum lines and pump is minimized. Pump noise level can be further mitigated.
- 4. What maintenance is required and how often?**
Maintenance requirements—or lack thereof—have a significant impact on product lifecycle costs. For example, some pumps need to be sent out to specially trained technicians when in need of maintenance, while others can be serviced in-house by lab personnel. For pumps that require frequent maintenance, also consider the cost of downtime when the pump is unavailable. Make sure to factor in maintenance and service considerations when selecting your new lab vacuum pump.
- 5. Do I need vacuum control?**
Picking the right pump for your vacuum process also means considering whether you need the full design vacuum level of the pump or whether you need to set the vacuum to a range of values. Unless you are using vacuum for uncontrolled evaporation, the best vacuum for your application is not always the deepest but the right vacuum level. Vacuum that is too deep may cause unwanted bumping or bumping or evaporate process liquids. Insufficient vacuum may lead to extended process times. To achieve the right vacuum, you may need a pump with control capabilities.

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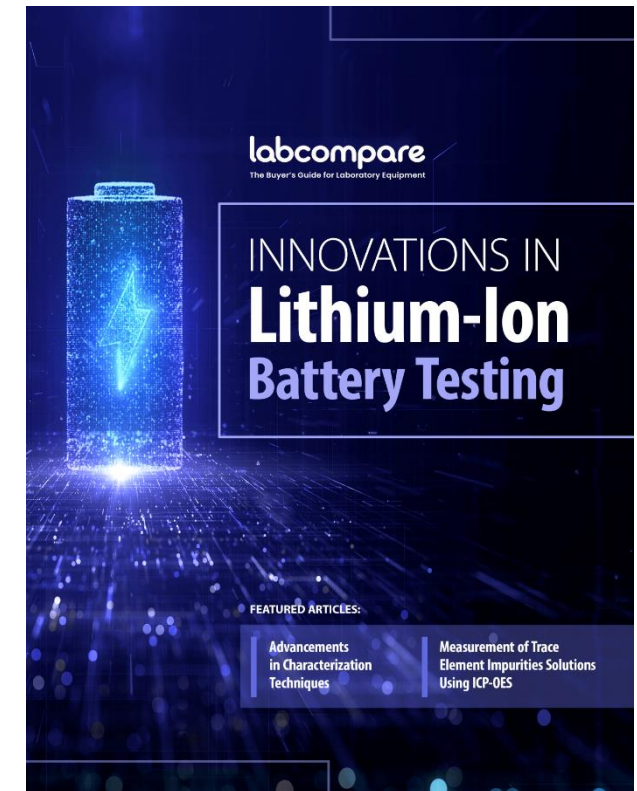
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- Infographics
- Thought leadership interviews
- eBooks
- Company/Product profiles
- Infographic Creative Services

Are you looking for help creating an infographic to visualize your data and/or information? Given that 90% of information transmitted to the brain is visual, there are many types of infographics, each with its own purpose and used to showcase different types of data or information. Our specialists will assist in the design of the infographic (you own content rights).

Trust Your Data: One Less Instrument Can Improve Integrity

In recent years, the number of data integrity violations in the pharmaceutical industry has risen significantly. In 2019, over 45% of all FDA Warning Letters addressed data governance and data integrity deficiencies. Therefore, an increasing number of companies are turning to integrated informatics solutions to manage their data handling and ensure integrity. In response, manufacturers are streamlining workflow solutions featuring cross-instrument data integration that not only reduces the potential for error, but also limit data redundancy while covering all GMP/IGLP regulations. As an example, Sartorius and Zymark Analytix have developed a seamless solution that integrates IQS wireless modules into Cubiis balances for measurement of parameters, such as pH. This enables, for example, the preparation of a buffer solution according to a weighting recipe of different substances with a pH value determination. Let's take a look at the workflow in action.

When you connect demarcated years to connect records-based H-transfer that is integrated into a manual solution.

1 Integration and Workflow

In this solution, the balance becomes the central instrument. The direct connection between balance and sensor frees up bench space by eliminating the need for a second unit. The integration also streamlines compliance as the sensors can wirelessly send data—such as the pH value of the sample—to the balance for display. The values can be recorded directly or together with associated weighing values and documented compliant through various electronic or paper-based systems. This simplifies data management and the integration of the two instruments into a laboratory system that minimizes errors, reduces operating costs, simplifies documentation and increases analysis speed.

Case Study

York College of Pennsylvania: Expanding Its Science Program with VACUU-LAN® local vacuum networks

By BrandTech Scientific, Inc

Summary: York College of Pennsylvania was facing a challenge. The college was expanding its science program to serve more niches, pharmaceutical technology and forensic chemistry students. The expanded lab curriculum had to serve 160 general chemistry students, as well as organic, chemistry classes, with lab sections that included as many as 20 sections of classes. The aging central vacuum system—installed in 1972—could keep up with the substantial demands of so many students. The college turned to VACUU-LAN® local vacuum networks for the solution.

HISTORY: York College and its location are steeped in history. The town of York served as the temporary capital of the Continental Congress during the American Revolution. It was the site of the signing of the Articles of Confederation, which pre-dated the US Constitution in an effort to establish a government of the United States. The college itself traces its roots to a charter from the General Assembly of Pennsylvania in 1787.

By the year 2000, the private college was expanding its laboratory science program to meet the growing demand for nursing, pharmaceutical technology, and forensic and clinical chemistry education. There were 20 sections of general chemistry (two per week), 4 per day. Lab courses included organic chemistry from color change, methylene chloride and ether, extracting phosphorus from fertilizer, organic synthesis reactions that required solvent addition, and crystallization exercises that also required filtration. With three lab run programs simultaneously, the vacuum was so inadequate that in some cases, lab sections had to be cancelled. In an effort to prevent the curriculum from disruption, the lab coordinator began turning to water aspirators to provide emergency vacuum.

There was no practical way to increase the capacity of the central vacuum system. The older pump was located in a small room that could not easily accommodate a larger pump. Further, the plant system was designed for a maximum demand of 100 gpm. Further, the plant system was designed for a maximum demand of 100 gpm. Further, the plant system was designed for a maximum demand of 100 gpm. Making matters worse, maintenance was an issue. If a pump needed service beyond the scheduled summer shut-down, the work couldn't be completed at lunch time. Two to four lab sections would be disrupted or lost. Facing the need to expand capacity, but unable to get that capacity from the installed system, the school searched for alternatives and learned of VACUU-LAN® local vacuum networks.

VACUUBRAND.
Experts in Vacuum for Science

LABTips: Mitigating Common Errors in Particle Analysis

Tuesday, July 16, 2024

By Candace Kastanis, Science Writer

Used in many diverse industry applications, particle analysis (PA) is a methodology used in laboratory settings to isolate and characterize particulate matter. Common methodologies used in PA activities include the traditional sieve method, DIA (dynamic image analysis), laser diffraction, TEM (transmission electron microscopy), and DLS (dynamic light scattering). Each PA method tends to come with its own set of nuances. Modern methodologies such as DLS and TEM (transmission electron microscopy) offer some measurable advantages in predetermining particle size and details about its shape but demonstrate some limitations in certain application types.

Nanoparticle isolation in particular is surging in popularity because nanoparticles possess strategic attributes that assist in creating more efficient drug delivery systems in molecular drug development. However, nanoparticle characterization is known for problems in reproducibility. Below are some tips on optimizing sample preparation and avoiding common errors in specific particle analysis application types.

Consider Using Various Methodologies and Techniques for Isolating Nanoparticles in Whole Blood Samples

DLS or dynamic light scattering sometimes called quasi-elastic light scattering is a common technique that is ideal for determining size and measurements for smaller molecules (0.5 nm to 5 µm), but it is not suited well for larger particles. In whole blood samples, the number of large particles (e.g., platelets—1 µm, red cells at ~7-8 µm, and white blood cells at ~12 µm) makes the range too difficult to identify the individual contributions and, in many cases, the color is often too opaque to deliver optimal results. Alternatively, consider using plasma instead of whole blood for characterization purposes.

Plasma is free of large particles and cellular debris, and it allows researchers to gain more information about the smaller particles. Also in plasma, the clotting factors are intact and a crucial element in achieving particle surface interactions, including them in the assay is recommended.¹

For plasma, consider using these parameters for best results:

...lation curves
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VACUU-LAN® NETWORK INSTALLATION

The first VACUU-LAN® network was installed in 2008 in an existing lab, leaving two labs on the central system. This provided the means to pull some labs off of the central system to reduce competition for vacuum resources during simultaneous lab sections. The college chose manual systems that required the lab aspirator to run on the pumps when needed. This is a common approach in teaching labs, since the vacuum will only be used when the lab is in session, and the lab instructor will always know when vacuum is needed. A gas is vented only at those times. This reduces energy use as well as wearing of filter elements.

As the York College science program continued to grow, in 2009 the college elected to convert classroom space into a lab with 15 fume hoods. Their experience with the VACUU-LAN® technology in the existing labs led the college to choose VACUU-LAN® networks again in the new lab.

A small team of installers—some experienced, some inexperienced—began the installation at 8 AM. The project included the on-site installation of the vacuum system in each of the fume hoods, the connection of the hoods to the distribution lines, and the installation and connection of three vacuum pumps in adjacent cabinets to serve the 15 fume hoods. The installation was completed by 1:30 pm the same day.

For the new lab, the college elected to install automated, 2 Torr pumping systems. Despite the lack of using manual systems for teaching labs, explained previously, the contractor's experience was that the students usually target that the vacuum system had to be turned on when needed, and so would complain to the lab instructor that they weren't getting any vacuum. The automated systems in the new space respond to demand, and go on standby when not needed. While more expensive than the manual systems, the vacuum is always available without user intervention, while still providing the energy and maintenance savings of vacuum on-demand. In addition, the 2 Torr vacuum networks also made it possible for the college to use their vacuum network to operate rotary evaporators for undergraduate and graduate research work.

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Experts in Vacuum for Science

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11 Bokum Road, Essen, CT 06428 | 888-522-2726
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Webinars



Webinars are a vital tool for fostering thought leadership, building credibility, and providing in-depth product insights in an interactive setting. Collaborate with the Lab Group for expert project management support tailored to smoothly navigate you through the entire webinar journey. In addition to handling webinar production, we'll collaborate on a multi-channel marketing strategy to attract registrants and maximize engagement.

Benefits:

- Deliver compelling content through live or pre-recorded presentations, demonstrations, and discussions to captivate audience attention.
- Foster audience participation and engagement by allowing attendees to ask questions and interact with presenters in real-time.
- Position your brand as an authority in your industry by sharing valuable insights, expertise, and innovative ideas during the webinar.
- Capture leads by collecting attendee information through registration forms and follow-up surveys, nurturing prospects through the sales funnel.
- Provide valuable educational or supplemental content to for attendees in the webinar console.

The screenshot shows a webinar registration page for 'Leveraging Advanced Analytical Technologies to Expedite the Development of Antibody Drug Conjugates'. The page features the Labcompare logo at the top left and the Waters | WYATT | ABZENA logo at the top right. The main title is 'Leveraging Advanced Analytical Technologies to Expedite the Development of Antibody Drug Conjugates', with a subtitle 'Previously Aired on February 28th, 2024'. Below the title, there are three circular portraits of the speakers: Eric Miller, Ph.D. (Sr. Scientific Leader for Analytical Development, Alzocna), Colette Quinn, Ph.D. (Director of Marketing and Strategy, Waters | Wyatt Technology), and Michelle Taylor (Moderator, Sales & Chief, Laboratory Equipment & Forensic®). The page also includes a 'LIVE WEBINAR' badge, the date and time 'February 28, 2024 8 A.M. PT / 11 A.M. ET', and logos for sponsors Waters, WYATT, ABZENA, and Labcompare. On the right side, there is an 'Overview' section with a play button icon, a 'ASK A QUESTION' button, and a 'PRESENTERS' button. The overview text describes the webinar's focus on establishing scientifically sound analytical methods for ADC development and provides a list of topics to be covered, including thermal stability, light scattering, and mass spectrometry. It also lists who should attend, such as biophysical scientists, biopharm method development, and biopharm process development.

Features:

- Expert, turnkey coordination and management of event
- Prominent logo placement on registration page and promotional material
- Up to two custom registration questions; optional
- Content hosting in the webinar console Resources section accessible to webinar registrants.
- Multi-channel promotions across email, social, etc.
- Hosting of on-demand archived event for twelve months
- Comprehensive reporting includes contact information for all registrants as well as engagement metrics including time engaged, assets downloaded from the Resources section, questions asked and polling question responses.

Webinar to Article Conversion

NEW!



Transform Your Webinar Content into Engaging Articles

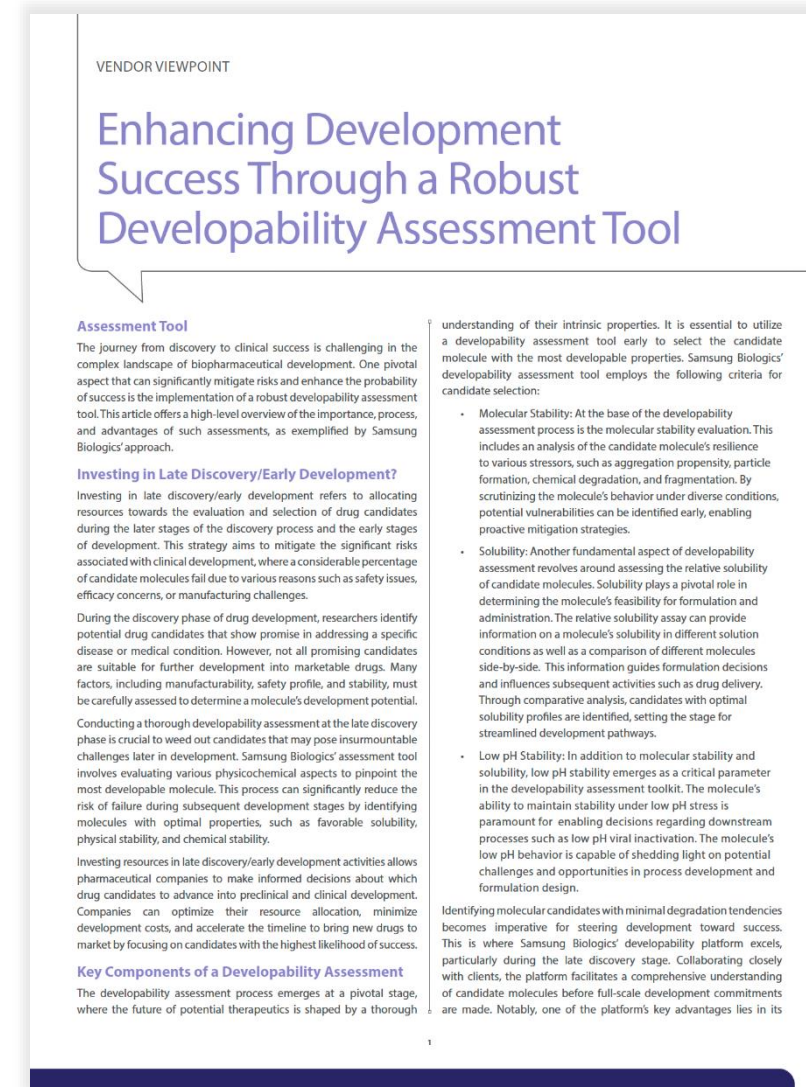
Maximize the value of your webinars with our comprehensive conversion service. We transform your webinar recordings into high-quality, engaging articles that capture key insights, provide actionable takeaways, and extend the reach of your content.

Benefits:

- Extended Content Lifespan: Convert your presentation into a timeless resource that can be referenced long after the webinar is over.
- Increased Reach and Visibility: Articles attract new audiences who prefer reading over watching and improve your content's discoverability.
- Enhanced Engagement: Provide additional value to your audience through well-crafted articles that deepen their understanding of the webinar topics.
- Lead Generating: Articles can be used as lead magnets or gated content to capture contact information and generate new leads.
- Expanded Brand Authority: A high-quality article positions yourself as a leader and expert in your field.

Features:

- Upcycle an on-demand webinar and turn it into a downloadable highlight piece (gating optional)
- We take key highlights from the event to write a summary article
- We design and format the article, giving you full ownership once the program is complete.
- Article is hosted on the site for 12 months
- Includes eBlast promotion to Labcompare 5K+ min names, and inclusion in 2+ relevant eNewsletters
- Contact information for leads generated from gated content only



Videos



Video Production & Services

Our award-winning in-house video team leverages talent and specialties across a spectrum of custom video styles, with the ability to deliver a truly unique video fine-tuned for an individual client's specific needs and goals.

Here are a few reasons why many leading suppliers use our team for their video needs:

- **Quality**—We are highly regarded for delivering the highest quality productions in the pharma industry
- **Service**—Known for our collaborative approach and the customer service we provide at all stages of the project, from planning to filming to post-production—making sure the final video is something our clients are excited about.
- **Technical Knowledge**—Access to numerous PhDs and editorial resources relating to our marketplaces that can provide important technical perspective and talent that we leverage to help develop ideas and a storyboard that resonates with your audience and company brand.
- **Speed**—Ability to turn around projects quickly to meet your specific timetables
- **Trust**—Deep history of producing a wide range of videos for the pharma industry and for companies who demand the best and require absolute confidence in all materials
- **Complimentary Video Hosting** on APR website will be included for your video(s) for 12 months.
- **Anytime, Anywhere**—Creative offices in San Francisco and Portland, OR, but we frequently travel on location all over the world depending on your specific needs.

Poster Videos

If you are looking for a way to get additional mileage out of your poster presentation, then poster videos are the perfect solution. These videos allow industry professionals to view presentations at their convenience.

Tradeshow & Booth Videos

These days, it's not enough to just have a great product or service. You need proof that your company has what it takes, which is why interviews with thought leaders are so important! These videos are typically filmed at your exhibit booth using a Q&A-style format extending your trade show investment.

Product Brochure Videos

Studies have shown that customers would rather watch a video about a product than read about it. Videos are much quicker and easier to digest, which means you can get your message across in a fraction of the time! Our team produce product videos that demonstrate the benefits of your products, using a compelling combination of graphics, music, and audio narration.

Customer Profile/Testimonial Video

Testimonials are a great way to show customers why your product surpasses the competition. Customer Profiles or Testimonial videos will give potential buyers an inside look at how research has been done, what people think about it when they use this particular solution and more!

Product Demo Videos

Product Demo Videos are a great way to demonstrate your product's key features. Let us create engaging videos that showcase the unique benefits of your products in order make them stand out among competitors' offerings.

Entertainment & Viral Videos

The content you produce and post online is a key component of your marketing program. We help take the guesswork out by providing award-winning, high-quality video production services that are both entertaining as well informative for audiences on any device.

3D Animation Videos

3D animation can be utilized help to illuminate the inner workings of your products and the underlying technologies that power them. Examples include molecular animation or 3D models animating your instruments—how they function and how end-users might engage with them a virtual 3D space.

Animation Story Videos

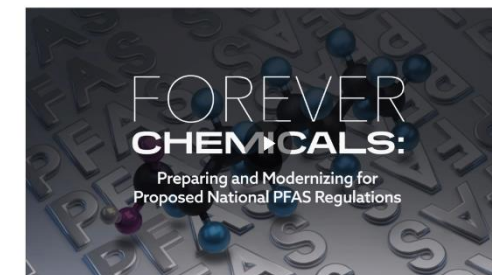
2D animation can help to bring your technologies and story to life using unique animated characters, scenes and backdrops that we create for you. Often used in videos where education is at the forefront. We can also use humor to bring levity and emotion to these videos in a light-hearted, entertaining, yet informative way.

Video Documentary

Professionally produced, offering in-depth coverage of the most pressing topics and critical issues facing the industry. Featuring interviews with consultants, subject matter experts, and industry professionals.

Forever Chemicals: Preparing and Modernizing for Proposed National PFAS Regulations

Growing research has revealed not only the persistence and bioaccumulation of PFAS, but also the wide scope of PFAS pollution and its potential impact on human health. Through compelling interviews with chemists, researchers and environmental specialists, this documentary highlights and discusses the need for sensitive testing and thorough analysis to not only meet regulations, but to ensure the health of humans.



Produced With Support From Our Sponsors

Each have provided us with content that addresses this important issue. Be sure to check out their stories!

Gold Sponsors



Silver Sponsors



With Additional Participation From



2025 Editorial Calendar

	Jan	Feb	Mar	Apr	May	Jun
Focus	Lab Automation	Food Safety & Analysis	Environmental Analysis & PFAS	Lithium Battery Testing	Cell & Gene Therapy	Separation Science
How to Buy & Best Practices	Liquid Handling Robotics	LC-MS/MS for PFAS Analysis in Food	Interferences in ICP-MS Analysis	Thermal Analyzers XRD vs. XRF	Cryopreservation and Storage of Cells	HPLC Column Storage HPLC Troubleshooting
Quick Picks	Microplate Readers Liquid Handling Robotics	Viscometers Balances	ICP-MS Thermal Analyzers	Elemental Analyzers SEM	PCR Cold Storage	HPLC MS
Topics	Sample Prep LIMS Assay Development Flow Cytometry Data Analysis AI Solutions	Food Testing Sample Prep HPLC GC MS / LC-MS Handheld Spectrometers ICP NMR	Water & Wastewater Temperature Monitoring Spectroscopy Contamination Testing Quality Control	AI & Machine Learning Lithium Battery Technology Electrochemical Analysis Elemental Analysis Material Characterization	Genomic Research NGS Cell Culture Microscopy Flow Cytometry Stability and Storage Quality Control	GC/MS, LC/MS Columns SPE Drug Discovery & Development Environmental Analysis Metabolomics Quality Control
Shows	SLAS2025 (Jan 25-29, 2025)		Pittcon 2025 (Mar 1-5, 2025)	Battery Show South (Apr 16-17, 2025)	ASGCT 2025 (May 13-17, 2025)	ASMS 2025 (Jun 1-5, 2025) HPLC 2025 (Jun 15-19, 2025)
Laboratory Equipment News	Environmental Sequencing Biotechnology Imaging Spectroscopy	Genomics Sustainability Materials Research Cannabis	Vaccine Research Pharmaceutical Biomedical Animal Lab News	Spectroscopy Chromatography Life Science Cannabis Microscopy	Pharmaceutical Clinical Chemistry Diagnostics Environmental	Biological Systems Nanoparticles Imaging Chromatography

*Show dates listed are as of Aug. 2024. Dates and topics are subject to change without notice. Some shows have not announced dates at the time of publishing and are estimated

- To submit editorial for online publication or for author guidelines, connect with our Editorial Team at: editorial@labcompare.com
- Share your press releases and product announcements with us at: news@labcompare.com

Discover topic options to reach your target audience—contact your Sales Executive for customized partnership solutions!

2025 Editorial Calendar

	Jul	Aug	Sep	Oct	Nov	Dec
Focus	<i>Image Analysis</i>	<i>Clinical Chemistry & Molecular Diagnostics</i>	<i>Materials Testing & Characterization</i>	<i>Pharmaceutical & Biopharma</i>	<i>Analytical Chemistry</i>	<i>Life Science Research</i>
How to Buy & Best Practices	Confocal Microscopes	Blood Chemistry Analyzer	Characterization of Nanoparticles	Ensuring GLP Compliance in Pharma Labs Stability Testing of Drug Substances	Maintaining Metrological Traceability in Lab Balances	Avoiding Cell Culture Contamination
Quick Picks	Raman Microscopes Confocal Microscopes	Clinical Analyzers Pipettors	Nano Particle Size Analyzers Mills	Spectrophotometers Bioreactors	GC AAS	Flow Cytometers Cell Incubators
Topics	Surface Analysis Particle and Contaminant Analysis Pharmaceutical Research	Microarray Analysis Personalized Medicine Separation Science Clinical Assays Mass Spec	AI & Machine Learning Atomic Spectroscopy Battery Testing Sustainable Lab Semiconductor Characterization DSC ICP-MS / OES	Drug Discovery Microbial Testing QA/QC HPLC/UHPLC LC-M Sample Prep	Sample Prep Energy and Fuel Testing Lab Design Air Quality pH Meters Semiconductors	Image Analysis Cell Culture Informatics Spectrophotometry AI & Machine Learning
Shows	<i>ADLM 2025</i> (Jul 27 -31, 2025)	<i>M&M 2025</i> (TBD)	<i>MST</i> (Sep 28 - Oct 1, 2025)	<i>GCC (TBD)</i>	<i>EAS (TBD)</i> <i>SfN</i> (Nov 15-19, 2025)	<i>Cell Bio 2025</i> (Dec 6-10, 2025)
Laboratory Equipment News	Spectroscopy Energy Genomics/Proteomics Battery Research Animal Lab News	Microplastics Infectious Disease Proteomics Sequencing	Life Science Food & Beverage Cannabis Biotechnology Materials Testing	Microscopy Chemicals Environmental Clinical Diagnostics	Vaccine Research Pharmaceutical Biomedical Energy & Climate Cell Therapy	Spectroscopy Biomedical Imaging Molecular Science Life Science

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Contact Information

Our team is equipped with market's leading industry service experience.
We partner with you to develop integrated marketing solutions that meets the goals of your business.
Call or email today to learn more about advertising opportunities, or to speak with a sales representative!



Matthew Gray McClosky
Sales Director
650-416-0510
mmcclosky@comparenetworks.com



Terri Porch
Account Executive
772-777-0415
tporch@comparenetworks.com



Emily Watson
EMEA Account Executive
eosullivan@impressmedia.com



Lucy Taylor
EMEA Account Executive
ltaylor@impressmedia.com



Jeanelly Hunt, MS, MBA
General Manager
216-200-8022
jhunt@comparenetworks.com



Michelle Taylor
Editor in Chief
650-226-8429
mtaylor@comparenetworks.com



Jake Chiles
Web Content Manager
jchiles@comparenetworks.com



Jessica Clevenger
Senior Content Marketing Coordinator
jclevenger@comparenetworks.com



Andrew Scouten
Senior Account Coordinator
ascouten@comparenetworks.com



Jenna Van Copenolle
Account Coordinator
jvancopenolle@comparenetworks.com



Website: www.labcompare.com
Press Releases: news@labcompare.com
Sales & General Inquiry: sales@labcompare.com



Corporate Office
164 Townsend Street, Unit 2
San Francisco, California 94107
(650) 243-5600