

# 2025 Media Kit

**SEQanswers**  
the next-generation sequencing community

---

Powered by

 **BioCompare**

[SEQanswers.com](http://SEQanswers.com)

# Mission

## Advancing science through shared knowledge and collaborations

.....

Since SEQanswers was established in 2007, we have fostered a diverse and open-access community by encouraging transparent and constructive discussions among end-user scientists. SEQanswers is dedicated to advancing scientific research and innovations by disseminating knowledge and enabling collaborations.

In 2022, SEQanswers merged with Biocompare, further amplifying the resources and scientific expertise to better the community. This collaboration is in line with Biocompare's mission of providing free, educational services that help accelerate scientific discovery.

With these combined efforts, SEQanswers has grown into an indispensable resource for scientists worldwide.



# Editorial Strategy

Our editorial strategy focuses on meeting the educational needs of our members while sharing important and up-to-date information within our community. We build our content based on insights from conversations with leading researchers and industry experts, highlighting the most relevant advancements in technology and research for our audience.

Recent additions to our site include news and editorial articles, eBooks, infographics, webinars, vendor-provided resources, and our bi-monthly eNewsletters. Each of these comprehensive resources is designed to provide our members with scientific knowledge and support the next generation of scientists. Member feedback has shown that the community is keenly interested in educational content such as technology articles, product insights, and instructive eBooks and guides. The success of our recent webinars, eBooks, and infographics reflects our members' engagement and dedication for scientific learning.

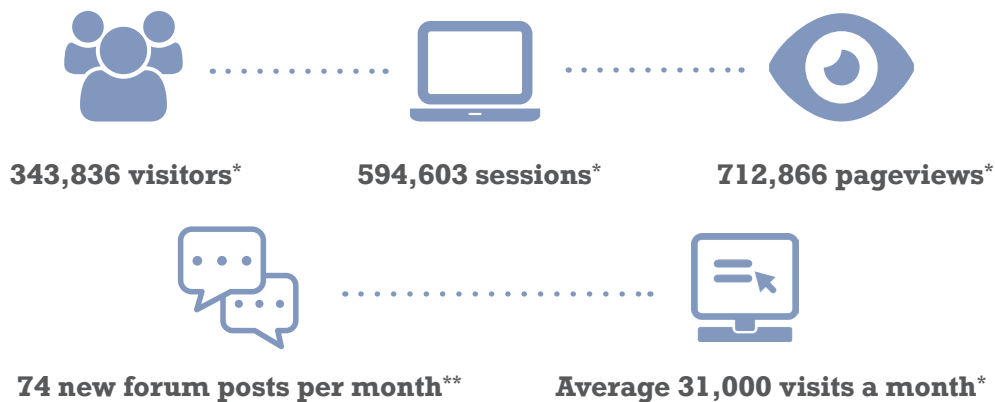
**Serving our members through  
engaging, educational content guides  
SEQanswers' editorial strategy.**



# Membership Engagement

Originally created as a knowledge exchange for scientists, SEQanswers has since grown into a platform where members can share expertise, ask for advice, and present their research to get valuable feedback. Our community spans a diverse set of scientific disciplines, with members ranging from lab technicians to lab directors as well as developers of key analysis tools. The platform's ability to connect scientists worldwide and provide real-time feedback is an invaluable resource that has driven SEQanswers' success. Through careful curation of the platform, SEQanswers has built the trust of their community while consistently working to keep members informed. Within this community, tool providers will find a unique opportunity to foster genuine relationships with scientists and position themselves as thought leaders.

## Site Statistics



\*Source: Google Analytics (Aug 1, 2023 - Jul 31, 2024)

\*\*Source: SEQanswers' platform, average monthly new posts (Aug 1, 2023 - Jul 31, 2024)

*"It's my go-to site when I need help troubleshooting or trying to understand a concept."*

*"It has helped me understand some of the bioinformatics and data analysis that I have needed to do for my Ph.D."*

*"SEQanswers has been helpful in troubleshooting specific library prep issues that come up. The community discussions regarding certain approaches/technologies has helped in our review"*

*"SEQanswers has been beneficial in at least two ways regarding DNA sequencing: SEQanswers keeps users informed about the latest trends, technologies, and breakthroughs in DNA sequencing, helping them stay competitive in their research. Second, the community supports by sharing the experience and troubleshooting."*

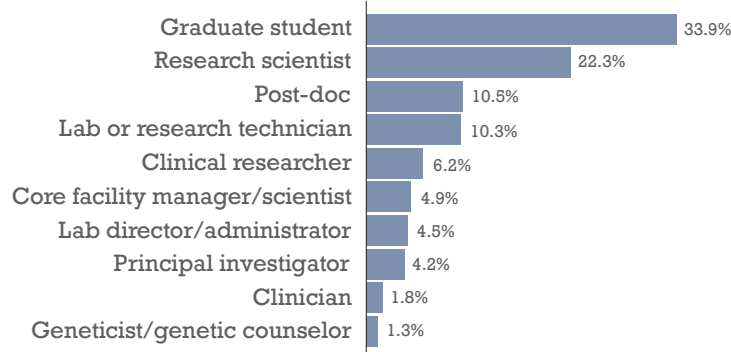
*"SEQanswers has been very helpful when I'm to code or analyze data by giving valuable suggestions and answers to any questions. It creates a united community of bioinformatics across the globe which is also quite motivating!"*



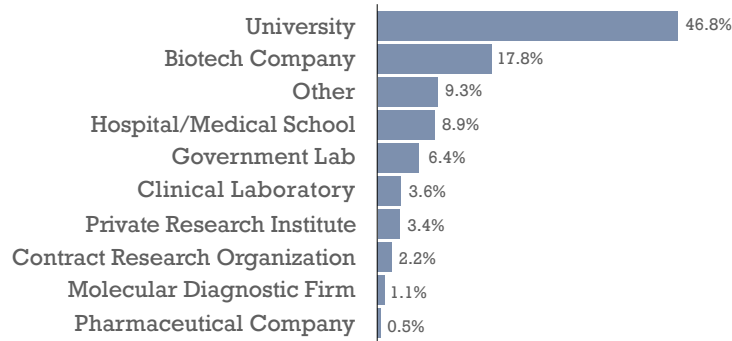
# Membership Demographics

SEQanswers maintains an active global audience that spans across many scientific disciplines. Our diverse community provides new perspectives and insights to advance science.

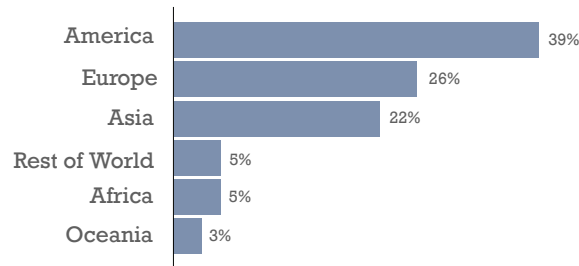
## Current Position\*



## Place of Employment\*



## Region\*

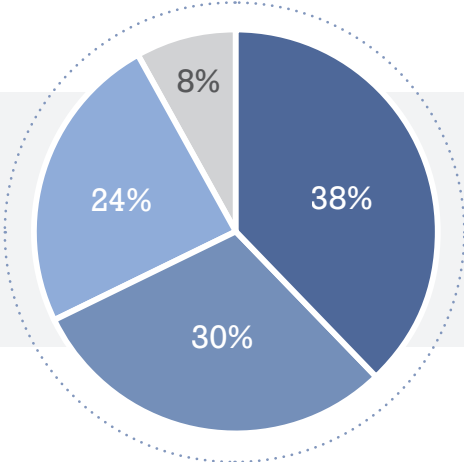


\*Source: New Member Data, Aug 1, 2023 - Jul 31, 2024

# SEQanswers members drive technology adoption

**92% of SEQanswers members influence their labs' new technology adoption†**

During the adoption of new technologies and tools, how involved are you in leading the process?



- Very heavily involved
- Heavily involved
- Moderately involved
- Not very involved

### Research Interests\*







Next-Gen Sequencing	83.9%
NGS Library Prep	58.8%
NGS Target Enrichment	43.6%
PCR	43%
Single-Cell Analysis	38%
qPCR/Real-time PCR	37.1%
Gene Editing/CRISPR	36.3%
Nucleic Acid Isolation/Purification	35.9%
Genotyping	34.5%
Spatial Biology	25.7%







\* Data source: New Member Data, Aug 1, 2023 - Jul 31, 2024

† Data source: Membership survey, Aug 2024

# Tool Provider Engagement Opportunities

We've created several high-impact opportunities for you to engage with our membership

	<b>Brand Awareness</b>	Brand awareness campaigns are the first step in any marketing campaign—strengthening your company’s image and defining how your company and products are perceived.
	<b>Content Sponsorship</b>	SEQanswers’ sponsored content and native advertising opportunities associate your brand with highly relevant and compelling content, positioning your brand with our expert content mission—to educate scientists about the technology that fuels their research.
	<b>High-funnel Lead Generation</b>	Through placement on our site or through our content channels, a prospective buyer has either requested information on your company, shown interest in your product or services, engaged in your content, and has requested additional information. This high-quality lead may require further nurturing and additional qualification.
	<b>Thought Leadership</b>	Thought leadership/educational channels offer your company the opportunity to create and be associated with credible content that can be used for lead nurturing, while positioning itself as an expert and authoritative resource.
	<b>Traffic Generation</b>	Traffic generation campaigns are designed to drive traffic to your website or content landing pages for additional engagement.
	<b>Custom Content Creation &amp; Promotion</b>	Let our award-winning writers, video producers and editors create compelling content to support your marketing efforts. SEQanswers can help promote your content through our various channels for a true turnkey solution.

Engagement Opportunity	 Brand Awareness	 Content Sponsorship	 High-Funnel Lead Generation	 Thought Leadership	 Traffic Generation	 Custom Content Creation & Promotion
eNewsletter Sponsorship	■	■			■	
eBlasts	■		■		■	
Banner Ads	■		■		■	
Retargeting Ads	■		■		■	
eBook Sponsorship	■	■	■	■		
Webinar Sponsorship	■	■	■	■		
Sponsored Forum Posts	■		■	■	■	
Custom Content Solutions						■
Video Production Services						■

# eNewsletter Sponsorship

SEQanswers maintains a bi-monthly newsletter for its members in an effort to keep the community informed on developing technologies, educational articles, news, and sponsored resources. Products included in the newsletter must be relevant to sequencing users.

SEQanswers eNewsletter sponsorships offer a great way to position your brand in front of our highly engaged and targeted audience.

## Reach:

20,000+ members

## Frequency:

2x per month on every 2nd and 4th Tuesday

Three sponsorship opportunities are offered with each eNewsletter:

- Primary Sponsorship
- Leaderboard Banner Sponsorship
- Entry in Helpful Resource section

## Reporting:

Reports sent one week after deployment including total sent, total opens, total clicks, and CTOR (Click to Open rate).


## SEQanswers

the next-generation sequencing community

Stay up to date with the latest sequencing news!

### Primary Sponsorship

**Sponsored**



**GENEWIZ Week, September 16-20, 2024**

Apply for 1 of 25 funding awards totaling \$50,000, register for educational workshops, access exclusive prizes & promotions, and more during this year's GENEWIZ Week, September 16-20, 2024!

[Learn More](#)

**Latest News:**


[New Single-Molecule Sequencing Platform Introduces Advanced Features for High-Throughput Genomics](#) – A new sequencing platform could significantly boost long-read genomic data accuracy.

[New DNA Code Discovered Revealing Complex Gene Regulation Mechanisms](#) – Researchers uncover a complex DNA code that challenges gene regulation theories.

[Epigenetic Clocks Derived from Retroelements Offer New Insights into Aging](#) – DNA markers in ancient viral sequences could change how we measure aging.

### Leaderboard Sponsorship

**Advancing RNA Liquid Biopsy Technology via Nanopore Sequencing** LIVE WEBINAR | SEPT. 12, 2024

Sponsored by 

**SEQing Answers:**

A new user is struggling with getting any alignments using featureCounts on their HISAT2-aligned RNA-seq data. They've provided details on their workflow, including the commands and files used, but are stuck with 0% alignment.

Another community member is facing issues with sequencing a CO1 metabarcoding library on Illumina MiSeq, ending up with only PhiX reads. They've successfully done this with 16S and ITS but are stuck with CO1.

[Can anyone help them troubleshoot this issue?](#)

[If anyone has tips or protocols for CO1 metabarcoding, please share!](#)

**Recent Article:**

[Addressing Off-Target Effects in CRISPR Technologies](#)



Learn the important techniques and technologies for assessing CRISPR off-targets.

[Read More](#)

**Community Updates:**

We recently sent out our member survey! You can take the survey [here](#) to help our community and be put in a drawing for a \$50 gift card to Amazon. We also have two new webinars! Don't miss our next webinar on [RNA liquid biopsy technologies](#) and our following event on [pathogen surveillance](#).

### Helpful Resources


**Sponsored**

**Helpful Resources:**

[The Long and Short: When to Use ONT and Sanger Sequencing for Plasmid Validation](#)

Choose the best approach for your plasmid validation with the help of our new infographic.

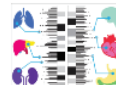
[Download Now](#)



[Uncovering the Genetic Basis of Rare and Complex Diseases through Whole Genome Sequencing](#)

Learn about whole genome sequencing and its role in understanding complex diseases.

[Download Now](#)



**Upcoming Webinar:**

**Advancing RNA Liquid Biopsy Technology via Nanopore Sequencing**

**Advancing RNA Liquid Biopsy Technology via Nanopore Sequencing**

Join our webinar to discover how RNA liquid biopsies and nanopore sequencing are advancing cancer detection.

[Register Now](#)

# eBlasts

eBlasts provide a direct channel to a highly engaged audience with buying power. Our opt-in subscriber base is open to third-party outreach, and our strategic approach ensures optimal engagement and returns.

## Features:

- **Email Templates:** Choose from free, professionally optimized templates or enhance your campaign with custom design and translation services.
- **Expert Guidance:** Maximize your eBlast's impact with tailored guidance and strategies.

## Key Advantages:

Achieve superior engagement, broad reach, and enhanced ROI with industry-leading performance metrics. Engage with a receptive, opt-in audience open to third-party messages.

## Reporting:

Reports are generated one week after deployment and include key metrics such as total sends, clicks, opens, CTR, and open rate.

**SEQanswers**  
the next generation sequencing community

**NANOPORE**

**Reveal more cancer biology**

Discover how cancer researchers are using nanopore sequencing for comprehensive characterisation of cancer samples, delivering accurate and rapid analysis of structural variants (SVs), methylation, full-length isoforms, fusion transcripts, and splice variants — all from a single technology.

[Download white paper](#)

**Long-read sequencing identifies novel structural variations in colorectal cancer**

Nanopore technology transforms cancer genomic data into actionable insights for all stages of discovery.

Read how researchers have used nanopore sequencing to comprehensively characterise colorectal cancer samples to detect novel gene fusions and reveal previously hidden SVs.

**Tumour-normal sequencing workflow**

Our end-to-end workflows provide you with answers to questions you didn't even know you had.

This workflow provides a method to detect somatic variation between tumour-normal paired research samples using the family of PromethION sequencing devices.

[Download workflow](#)

**SEQanswers**  
the next generation sequencing community

Explore the Benefits of ddPCR™ and Save Now!  
[Request your special price >](#)

**BIO-RAD**

**Look Again: ddPCR Is Affordable**

Now is the perfect time to take advantage of the new price and implement digital PCR into your research. With a new special pricing\*, transitioning to digital PCR can provide a new level of precision and enable absolute quantification of DNA and RNA in your work.

While various options are available, switching to digital PCR may be more financially accessible.

Bio-Rad's Droplet Digital PCR offers a unique droplet technology for exceptional performance, ensuring that the best possible data is generated with every plate and run.

With several models to choose from and special pricing available until the end of the year, this is an opportune time to explore the benefits of ddPCR™ for your work.

[Request your special price now](#)

\*The discount applies to the list price. Limited-time exclusive offers cannot be combined with other promotions. This offer is valid exclusively for purchases made between August 1, 2024, and December 30, 2024. Terms and conditions apply.

Trademarks | Privacy Policy | Copyright © 2024 Bio-Rad Laboratories, Inc.  
2000 Alfred Nobel Drive, Hercules, CA 94547, USA | C24-0167-EM3



# Banner Ads

Elevate your brand's visibility with the deeply engaged SEQanswers community by placing a banner ad in prominent areas of our platform. SEQanswers' banner ads are available for purchase on an impression basis, ensuring you are only paying for actual views. Two sizes are available: 728 x 90 or 300 x 250.

**Reporting:** Reports, generated upon completion of ad campaign, include number of impressions and number of clicks.

The screenshot shows the SEQanswers website interface. On the left, there are several forum categories with their respective post counts and member counts:

- Service Providers:** 79 posts, 481 members. Description: Discussions about next gen sequencing service providers, reviews & experiences, etc. No overly commercial content permitted without prior approval.
- Sequencing Resources:** 337 posts, 807 members. Description: SEQanswers sponsors/vendors can post commercial content here with approval from admin. Please support our sponsors!
- Archived Forums:** 1,361 posts, 7,278 members. Description: A place for discussion of older forums and sequencing technologies.
- Sub-Forums:**
  - UK - Cambridge (3787)
  - Open Genomics Engines Project (839)
  - 454 Pyrosequencing (7433/366)
  - The Pipeline (81587)
  - Polarator (656)
- Bioinformatics:** 21,975 posts, 102,912 members. Description: Discussion of next gen sequencing related bioinformatics: resources, algorithms, open source efforts, etc.
- Jobs Forums:**
  - Industry Jobs:** 222 posts, 253 members. Description: Job listings at companies that sponsor SEQanswers.com! Interested in posting a job? Contact admin@ for access.
  - Academic/Non-Profit Jobs:** 1,593 posts, 1,810 members. Description: Post and look for academic, non-profit, or other non-industrial jobs here.
- Applications Forums:**
  - Sample Prep / Library Generation:** 2,174 posts, 9,805 members. Description: Techniques and protocol discussions on sample preparation, library generation, methods and ideas.
  - Single Cell Sequencing:** 1 post, 1 member. Description: Discussion of single cell sequencing section by seqadmin.
  - Genomic Resequencing:** 277 posts, 990 members. Description: Variant discovery in previously sequenced genomes/regions.
  - De novo discovery:** 341 posts, 1,700 members. Description: Wandering without a reference? Post here.
  - Metagenomics:** 265 posts, 837 members. Description: Ever wonder what's growing in that hot spring or glacier?
  - Epigenetics:** 355 posts, 1,576 members. Description: Key non-genomic sequence heritable modification of genetic material: ChIP-Seq, DNA methylation (Bisulfite-Seq), chromatin modifications (methylation, acetylation, etc), non coding RNA.
  - rNA Sequencing:** 2,848 posts, 11,368 members. Description: Application of sequencing to RNA analysis (RNA-Seq, whole transcriptome, SAGE, expression analysis, novel organism mining, splice variants).
  - Clinical Sequencing:** 39 posts, 104 members. Description: Discuss issues unique to clinical sequencing.
  - Personalized Genomics:** 57 posts, 290 members. Description: Efforts to understand one's own genome. Companies such as 23andme, Navigenics, 23andme, DNADirect, and private efforts like the Personal Genome Project. Ethics, privacy, security, all of it goes here.
- Site News:**
  - Site Announcements:** 48 posts, 198 members. Description: Announcements regarding SEQanswers.
  - Site Feedback/Suggestions:** 47 posts, 656 members. Description: Please post all feedback or suggestions about the site in this forum.
  - Webinar Series:** 26 posts, 41 members. Description: Planning and feedback subforum for planning sequencing webinar episodes.

**Bottom Leaderboard**  
Real-time sequencing, anywhere, by anyone.

The screenshot shows the SEQanswers website interface. At the top, there is a search bar and navigation links for Forums, Technologies, Articles, and News. Below the navigation, there is a "Top Leaderboard" banner with the text "COMPLETE SEQUENCING SOLUTIONS FOR EVERY LAB" and a "LEARN MORE" button. The main content area shows "Latest Topics" and "Trending" sections. The "Latest Topics" section includes:

- FINAL CALL: A Practical Introduction to NGS Data Analysis (February 01-03, 2023)** by seqadmin. Description: Online Course - A Practical Introduction to NGS Data Analysis Quality Control, Read Mapping, Visualization and DNA Variant Ana... Channel: Bioinformatics. Today, 01:39 AM.
- Attending AGBT 2023 General Meeting** by seqadmin. Description: I'm excited to announce that I'll be attending the AGBT 2023 general meeting in Hollywood, Florida! If anyone from the community ... Channel: Site Announcements. Yesterday, 01:07 PM.
- I am looking for a dataset of cancer mutations in Introns** by seqadmin. Description: I am looking at COSMIC database https://cancer.sanger.ac.uk/cosmic/download/ I looked at the Noncoding dataset and it seems to ha... Channel: General. 01-20-2023, 02:12 PM.

The screenshot shows the SEQanswers website interface. On the left, there is a "Tag Cloud" section with various tags like "assembly", "bioinformatics", "bowtie", "bwa", "cutadapt", "cutffix", "fastq", "illumina", "mapping", "mismatches", "ngs", "ma-seq", "mseq", "samtools", "sequencing", "tophat". Below the tag cloud, there is a "SEQanswers Statistics" section showing: Topics: 85,596, Posts: 222,008, Members: 135,465, Active Members: 294. Welcome to our newest member, piagudi.

On the right, there is a "My Subscriptions" section with a table of topics:

Topics	Posts	Last Post
to yourself. Where you	4,824	6,992
and discoveries in	17	17
it fit into the subcategor	2,578	7,776
data, and the challenges	127	579
ferences that may be of	738	1,250
related to high content	41,652	42,328
panies	3,010	16,596
a protein nanopore,	106	571
vation of DNA	384	2,178
of proteins released upon	389	2,166
Genomics)	50	158
nger) chemistries	76	270
sequencing service	79	481
can post commercial	337	807
forums and sequencing	1,361	7,278

**GENEWEEK**  
NOVEMBER 6-10  
Join the event

**Recent Articles**

- Introduction to Single-Cell Seq...** Channel: Articles. 01-09-2023, 03:10 PM
- AVTI from Element Bioscience...** Channel: Articles. 12-29-2022, 10:44 AM
- ESPRESSO: Quantifying transcript isoforms from long-read sequencing** by seqadmin. 0 responses 11 views 0 likes. Last Post: Yesterday, 12:48 PM
- Top 11 Takeaways from JP Morgan Healthcare 2023** by seqadmin. 0 responses 57 views 0 likes. Last Post: 01-18-2023, 04:23 PM
- Long-Read Sequencing: Nature's Method of the Year 2022** by seqadmin. 0 responses 25 views 0 likes. Last Post: 01-15-2023, 03:34 PM

**Tag Cloud**

assembly bioinformatics bowtie bwa cutadapt cutffix fastq illumina mapping mismatches ngs ma-seq mseq samtools sequencing tophat

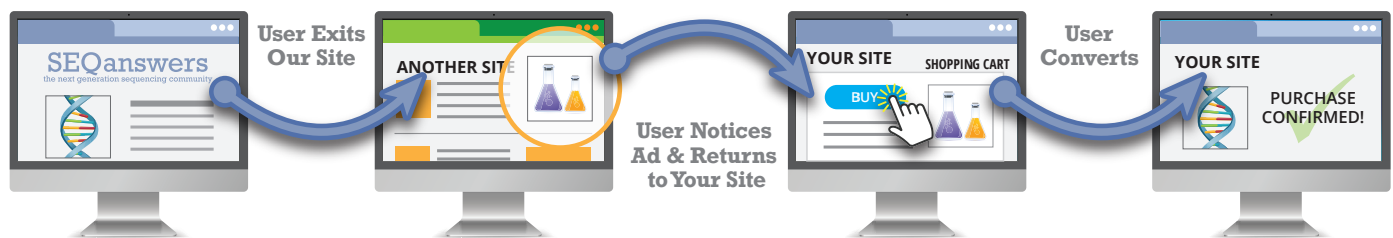
**SEQanswers Statistics**

Topics: 85,596 Posts: 222,008 Members: 135,465 Active Members: 294  
Welcome to our newest member, piagudi.

# Remarketing Program

Remarketing, also known as retargeting, is a way to connect with SEQanswers visitors after they have visited the SEQanswers website. Strategically position your ads in front of SEQanswers visitors as they browse off our site through Google or its partner websites and mobile apps.

Remarketing is a great way to increase your brand awareness or remind those audiences to make a purchase. Whether you're looking to drive sales activity, increase registrations, or promote awareness of your brand, remarketing can be a strategic component of your digital advertising strategy.



## How it works:

- **Boosted awareness:** You can increase your awareness and engagement with your brand.
- **Dynamic following:** You can show your ads to people who've previously interacted with our site right when they're searching elsewhere to stay top-of-mind.
- **Large-scale reach:** You can reach people across their devices as they browse over 2 million websites and mobile apps.

## Features:

- Minimum 10,000 impression per campaign.
- Creative can be swapped once per month for campaigns running longer than a month.
- Select from multiple ad sizes; maximum 3 sizes are included with each campaign.
- Available sizes offered:
  - Square (250 x 250 pixels)
  - Small Square (200 x 200 pixels)
  - Banner (468 x 60 pixels)
  - Leaderboard (728 x 90 pixels)

**Reporting:** Reports, generated upon completion of ad campaign, include number of impressions and number of clicks.

# eBooks – Multi-Sponsor

Are you looking to increase the visibility of your content? Our multi-sponsor eBooks provide your company with an effortless opportunity to establish thought leadership and generate leads in targeted areas.

You send us relevant content—such as an application note, protocol, white paper, or technical blog post as well as an ad and asset link—and we bundle it with SEQanswers and other sponsor-submitted content into a lead-generating eBook.

Once completed, the eBook is promoted to our entire audience in a multi-pronged approach proven to generate high-quality leads.

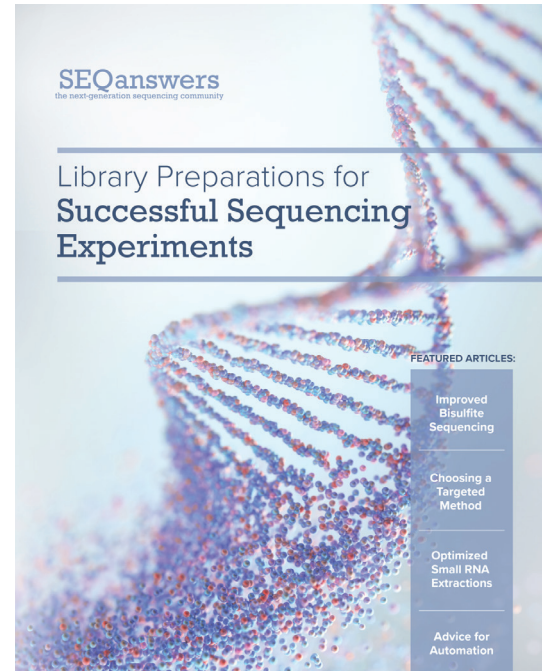
## **SEQanswers Provides:**

- One relevant SEQanswers article.
- Editorial and design expertise to steer creation of high-quality and valuable co-branded content.
- Multi-channel promotion to drive registrations, which includes dedicated eBlasts and social promotion.

## **Sponsor Provides:**

- One application note (or white paper or technical blog post) about 1,000 words in length. Educational and non-promotional content is highly recommended.
- One ad (8.5 x 11 inch) to appear with your application note in the eBook.

**Reporting:** Contact leads delivered to you at a time frame you select. End of campaign report will include total number of leads delivered as well as visit information.



eBook Topic	Publish Date
Guide to Choosing the Right -Seq Assay	March 2025
Multi-Omics Methods for Life Science Research	May 2025
Latest Developments in Library Preparations	September 2025

# eBooks – Exclusive Sponsorship

SEQanswers' exclusive eBook sponsorship offers the ability to showcase your company as a thought leader, build awareness and generate leads. Exclusive-sponsored ebooks combine content created by our editorial team with content from the sponsor to educate scientists about a particular subject.

Promoted across all SEQanswers' channels, eBooks are gated and require registration for the first 4 months to drive leads. With 1 year exclusivity and a PDF for your own distribution post our promotion, you'll have guaranteed visibility.

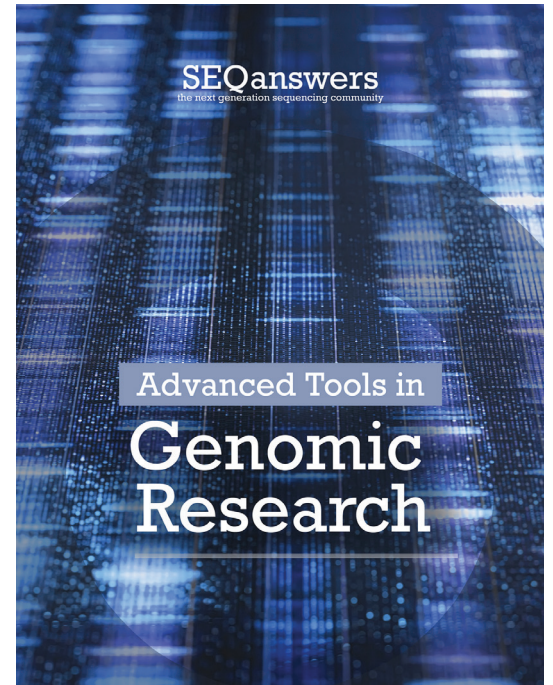
## *SEQanswers Provides:*

- One relevant SEQanswers article.
- Editorial and design expertise to steer creation of high-quality and valuable co-branded content.
- Multi-channel promotion to drive eBook downloads.

## *Sponsor Provides:*

- Two sponsor ads (8.5x11) that will be placed in the front and back of the eBook.
- Two or three pieces (up to 1500 words each) of relevant content from sponsors (articles, white papers, infographics, check lists, etc).
- Media for the sponsor resource page, which can include links to new products, videos, posters, webinars, etc.

**Reporting:** Contact leads delivered to you at a time frame you select. End of campaign report will include total number of leads delivered as well as visit information.





# Webinars—Multi-Sponsored

Sponsoring SEQanswers webinars is a great way to establish your company as an innovative thought leader and generate leads with minimal effort.

These webinars feature speakers who are NGS experts, and will share their knowledge and expertise on designing and running experiments in emerging research areas.

SEQanswers does all the work to secure early career scientists and produce as well as promote the webinar to drive registrations.

## Sponsors Receive:

- Branding and visibility with logo placement on landing and registration pages and sponsor acknowledgement during the webinar.
- An opportunity to recommend a panelist (non-company representative). Final decision made by editorial staff.
- The ability to include three pieces of content in the webinar console Resources section, making their content accessible to webinar registrants.
- Actionable and targeted leads with complete contact details of all registrants.

The screenshot shows a webinar landing page. At the top, it is presented by SEQanswers (the next-generation sequencing community) and sponsored by AZENTA LIFE SCIENCES. The main content is for the 'RNA-Seq Bioinformatics Workshop', which was previously aired on September 20th, 2023. A central image shows a person at a computer with the text 'RNA-Seq Bioinformatics Workshop LIVE WEBINAR | September 20, 2023 8 AM PT / 3 AM ET / 4 PM UK Presented By: SEQANSWERS'. Below this is a 'CLICK HERE TO REGISTER' button. To the right is a registration form with fields for First Name, Last Name, Email, Job Title, Company, City, State, Post Code or Zip, and Country. There are also checkboxes for 'Would you like to receive more content from us?' and 'Please select below:'. Below the form, there is a list of topics to be discussed:

- How to evaluate sequence quality and analyze NGS results
- Common challenges regarding RNA-Seq bioinformatics analysis and how to overcome these challenges

The list of speakers includes:

- Bioinformatics for RNA-Seq data and how the Azenta Life Sciences bioinformatics pipeline can help
- How to evaluate sequence quality and analyze NGS results
- Common challenges regarding RNA-Seq bioinformatics analysis and how to overcome these challenges

**Reporting:** Comprehensive reporting includes contact information for all registrants as well as engagement metrics including time engaged, questions asked, and polling or survey question responses.

## Multi-sponsor Webinar Topics

Feb	Single-Cell Genomics
Apr	Utilizing RNA Sequencing to Study Complex Diseases
Jun	Machine Learning in Sequencing Analysis
Sep	Plant and Animal Genomics
Oct	Combining Spatial with NGS



# Webinars—Exclusive Sponsorship

Single-sponsored webinars provide the opportunity for exclusivity, which can help establish thought leadership. These webinars are educational and/or informational events designed to provide registrants the opportunity to learn about novel technological advances that can advance their research.

## **Features:**

- Expert, turnkey coordination and management of event
- Hosting of on-demand archived event for twelve months
- Comprehensive promotional program includes eBlasts, eNewsletter sponsorships, social media postings, and placement within the SEQanswers webinar section
- Logo placement on promotional material and two custom registration questions
- Ability to select the panelists
- Content inclusion in the webinar console Resources section, making their content accessible to webinar registrants
- Complete contact details of all registrants
- **Webinar remarketing program:**  
Our webinar remarketing program offers sponsors extended engagement with webinar attendees. We curate a custom email campaign aimed at increasing interaction with the resources you supply to us, or facilitating a scheduled meeting with a representative from your company. This program has received remarkable results and proven heightened levels of engagement, interaction, and positive feedback.

**Reporting:** 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.

# Sponsored Forum Posts

## Sequencing Resources Posts

These posts, created by sponsors, promote a resource that addresses a specific challenge to the sequencing community and highlights how this particular product, instrument, or methodology can solve this challenge. These posts appear in the format of a normal discussion post, and include links to a scientific white paper, poster, video, webinar, or application note, providing traffic generation for sponsors. Community members may be able to engage or comment in the posts. Webinars have the additional opportunity to be displayed on the right-side of the site for increased visibility.

**Reporting:** Pageviews can be accessed at any time by going to the [SEQanswers.com](https://SEQanswers.com) site and viewing your post.

The screenshot shows the SEQanswers website interface. At the top, there is a navigation bar with 'Forums', 'Technologies', 'Articles', and 'News'. A search bar is located on the right. Below the navigation bar, there is a banner for a sponsored post: 'The Long and Short: When to Use ONT and Sanger Sequencing for Plasmid Validation' with a 'Complimentary Download' button. Below the banner, there is a table of forum topics. The table has columns for 'Topics', 'Statistics', and 'Last Post'. The highlighted row is 'The Long and Short: When to Use ONT and Sanger Sequencing for Plasmid Validation' by seqadmin, started on 08-08-2024, 08:43 AM, with 0 responses, 36 views, and 0 likes. To the right of the table, there is a 'Webinars' section with several webinar listings, including 'Single-Cell Multi-Omics for Dis...', 'The Power of Scale: Reimagine...', 'Modern Pathogen Surveillance ...', and 'Advancing RNA Liquid Biopsy ...'. Below the webinars, there is a 'Recent Articles' section.

TOPICS	LATEST ACTIVITY	MY SUBSCRIPTIONS	PHOTOS
Page 1 of 36 Filter			
Topics	Statistics	Last Post	
<a href="#">WGBS vs RRBS</a> Started by Novogene, 09-16-2024, 07:51 AM	0 responses 120 views 0 likes	by Novogene 09-16-2024, 07:51 AM	
<a href="#">How to Choose Normalization Methods (TPM/RPKM/FPKM) for mRNA Expression</a> Started by Novogene, 09-04-2024, 02:06 PM	0 responses 59 views 0 likes	by Novogene 09-04-2024, 02:06 PM	
<a href="#">In the Lab: A Closer Look at DNA Methylation Sequencing Techniques</a> Started by Novogene, 08-29-2024, 06:42 AM	0 responses 39 views 0 likes	by Novogene 08-29-2024, 06:42 AM	
<a href="#">Long-read Sequencing Technology Explained</a> Started by Novogene, 08-21-2024, 12:05 PM	0 responses 35 views 0 likes	by Novogene 08-21-2024, 12:05 PM	
<a href="#">Uncovering the Genetic Basis of Rare and Complex Diseases through Whole Genome Sequencing (WGS)</a> Started by Novogene, 08-12-2024, 12:19 PM	0 responses 181 views 0 likes	by Novogene 08-12-2024, 12:19 PM	
<a href="#">The Long and Short: When to Use ONT and Sanger Sequencing for Plasmid Validation</a> Started by seqadmin, 08-08-2024, 08:43 AM	0 responses 36 views 0 likes	by seqadmin 08-08-2024, 08:43 AM	
<a href="#">A Basic Guide to RNA-sequencing</a> Started by Novogene, 07-25-2024, 12:35 PM	0 responses 73 views 0 likes	by Novogene 07-25-2024, 12:35 PM	
<a href="#">WGS vs WES: Which Genetic Sequencing Method is Right for You?</a> Started by Novogene, 06-24-2024, 08:28 AM	0 responses 101 views 0 likes	by Novogene 06-24-2024, 08:28 AM	

# Video Production & Services

---

## Why Use CompareNetworks Production Group (CNPG):

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 life science suppliers use our team for their video needs:

- **Quality**—We are highly regarded for delivering the highest quality productions in the life science market.
- **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.
- **Scientific Knowledge**—Access to numerous PhDs and editorial resources relating to our marketplaces that can provide important scientific 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 leading science companies (including other publishers who use us for video production) in the market who demand the best and require absolute confidence in all materials
- **Anytime, Anywhere**—Our creative office is based out of San Francisco, but we frequently travel on-location all over the world depending on your specific needs.

Watch our [trailer](#) to see examples of our work!

Or for more information visit [www.cnpg.com](http://www.cnpg.com)

**Contact Our Video Specialists  
for a Custom Quote**

# Videos



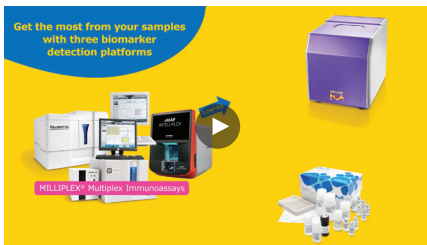
## Customer Testimonial Video

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!



## Corporate Videos

Our custom corporate branding videos showcase your company's expertise, unique value proposition and benefits you provide to researchers. This helps you to connect with customers and prospects on an emotional level, which is critical when establishing trust and credibility in today's market place!



## Product Overview 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.



## 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.



## Animated 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.

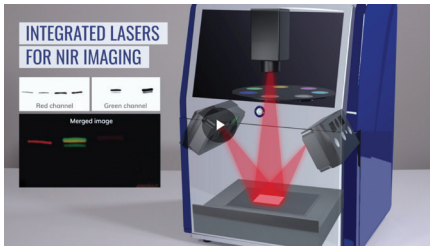


## 3D Animation Videos

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 associated with genomics, or 3D models animating your instruments—how they function and how end-users might engage with them a virtual 3D space.



# Videos



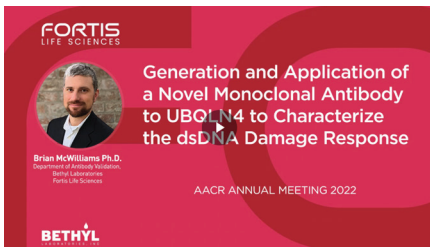
## Social Media Video

Social Media videos are short, eye-catching video sequences often filled with rich imagery, descriptions, and a music soundtrack that generate breakthrough attention and interest, engaging users with the visual creatives while enticing them to clickthrough to discover more information about your company, products and technologies.



## Seminar/Workshop Videos

If you are looking for a way to get additional mileage out of your conference workshop or user group presentations, then our custom Seminar/Workshop videos are the perfect solution. These videos allow life science professionals to view your seminars and presentations at their convenience.



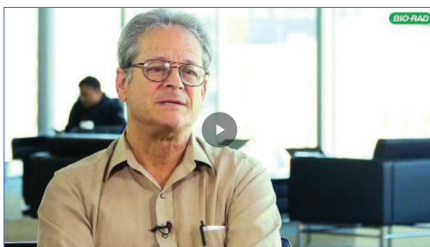
## Poster Videos

Turn your poster presentations into an engaging video to expand your reach and extend the life of your conference posters. Our team can film your poster presentation at a venue near the conference.



## 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.



## Q&A Videos

Q&A interviews give you the chance to highlight your expertise by bringing together collaborators, customers, or company specialists in a familiar and conversational interview style format. These videos can create unique opportunities to share information from a customer perspective, with answers provided from actual end-users and/or current experts in the field.



## 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.



# Custom Content Solutions

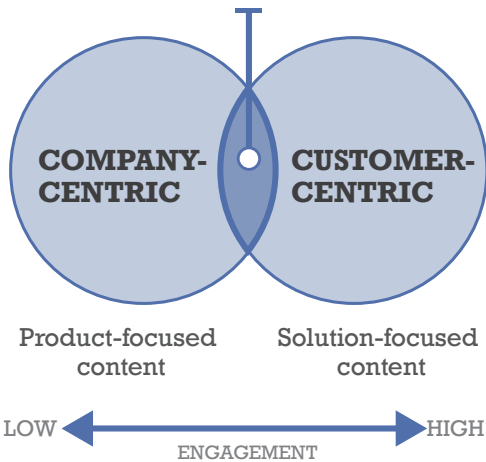
At SEQanswers, we have the knowledge and resources to produce high-quality, engaging content that your customers will want to read, view, and share.

## Features:

Our expert content development team has extensive and demonstrated expertise in custom content development. The process is seamless and managed by our team from concept to finished product. Plus, we have the added benefit of high performing media and social channels to help promote and distribute the content to our highly engaged audience.

## Customer-Centric Content Strategy

Focus here to become more aligned with your customer's needs



### Tips to Improve NGS Library Preparation

The essential starting point of successful next-generation sequencing (NGS) is a high-quality library of DNA fragments. Because better NGS libraries yield better sequencing results, smart efforts to improve the former are time and energy well-spent. Creating excellent libraries is simpler using PCR-based library prep kits, a range of which are optimized for various situations, such as sample type or degree of automation used in the workflow. No matter the kit you choose, it can be challenging to navigate around the potential pitfalls that necessitate the inevitable "re-do's" at first. These tips to improve your NGS library preparation may smooth and speed your way to better libraries and NGS data.

**Start with the highest-quality sample**  
Garbage in = garbage out. When creating an NGS library, your starting DNA sample should be as pure and concentrated as possible. Choose a library prep kit that can handle your sample type, input amounts, and conditions (e.g., fresh, frozen, or preserved tissue, liquid biopsy, limited and/or degraded samples). When using fresh/frozen samples, using the correct incubation times and temperatures can help to procure higher quality DNA. For preserved/FFPE samples, look for a library prep kit optimized for these, as FFPE samples require extra wash removal steps prior to DNA extraction and isolation.

**Optimize PCR cycles and adapter concentrations**  
Less is more when it comes to PCR cycles in library prep. Use enough cycles to amplify library sufficiently for use as a starting site for NGS; over-cycling can lead to artifacts like bias, and formation of duplicates and dimers. Likewise, optimize the concentration of adapter dimers (for example, it may help to use lower adapter concentrations for lower sample amounts). Added clean-up steps to remove contaminants make the whole process of library prep efficient and reliable.

**Reduce PCR bias**  
The process of creating a library from DNA fragments is not equal rounds. Fragments with high GC content are amplified less efficiently than those with low GC content. To reduce bias as much as possible, use polymerases, DNA-binding proteins, and a kit that addresses any potential issues.

### Tips for Successful Nucleic Acid Extraction

Nucleic acid extraction (NAE) is an integral part of many molecular biology-based investigations as these applications often require highly purified nucleic acid samples. NAE encompasses three fundamental steps:

1. Lysis or breaking open the tissues and/or cells.
2. Purification or removal of proteins, lipids, and other contaminants from the nucleic acids.
3. Recovery or transferring the nucleic acids to a suitable buffer and environment for preservation.

**Methods**  
A number of methods can be used for nucleic acid extraction. **Mechanical methods** include homogenization, shearing, pressure, and ball mill. Chemical or solution-based methods can be very efficient but their efficiency comes with hazardous chemical waste issues. **End of use should be**...

### Short-Read vs. Long-Read Sequencing

Next-generation sequencing platforms can be roughly divided into short- (usually <600 bases) and long-read (about 1 kb and above) sequencing according to the size of DNA fragments sequenced. Each technology has advantages and disadvantages that need to be considered prior to their use. This infographic compares the approaches, providing pros and cons, a list of relevant platforms, and expert guidance on which method is ideal for specific applications.

**Definition of each method**  
**Short Read**  
In short-read sequencing, DNA (and cDNA) is broken into fragments, which are typically amplified and then sequenced and finally pieced back together as a continuous sequence. The read lengths in short-read sequencing are generally 600 bases or less.  
**Long Read**  
Long-read sequencers generate reads with much longer lengths, typically from 1,000 to 10,000-plus bases at one time and typically require less, if any, fragmentation or amplification of DNA or RNA samples.

**Examples of each method**  
**Short Read**  
• Illumina platform (i.e., Seq, MSeq, NextSeq, MiSeq, NovaSeq)  
• Thermo Fisher Scientific (Ion Torrent Genexus)  
• PacBio (i.e., Element Biosciences (AVIT))  
• Complete Genomics (MG) (DNBSEQ-G400, DNBSEQ-E25, DNBSEQ-T7, and DNBSEQ-T10x4)  
• Ultima Genomics (UG-100)  
• Singular Genomics (S4)  
**Long Read**  
• Oxford Nanopore platform (i.e., MinION, GridION, PromethION)  
• Pacific Biosciences (Sequel, RS, and Revio systems)

**Pros and cons of each method**  
**Short Read**  
• Lower cost per base  
• High depth  
• High-quality data  
• Good for targeting specific regions (targeted resequencing)  
**Long Read**  
• Lower start-up cost  
• Real-time data streaming  
• No sample batching requirements  
• Sample prep can be less onerous  
• Ability to distinguish large structural variations, regions of high homology or repetition, and splice variations  
• Historically has been associated with higher error rates but that is changing  
• Data processing can be complex and time-consuming for larger genomes  
• Assembly may still require polishing; follow-up reads from short-read sequencers

**The best of both worlds**  
It is possible to tap into the advantages of both approaches and combine short read and long read data. Sophisticated analysis methods are required, but the benefits justify the effort as the long reads provide genome structure and the short reads are used to correct base identity issues leading to a more complete genome that is more accurate.

**Ideal applications**  
**Short Read**  
• Fragmented or shorter DNA segments  
• Low frequency variant calling  
• Sequencing FFPE-derived DNA (cDNA and tDNA sequencing)  
• Target capture sequencing  
**Long Read**  
• Sequencing through repetitive regions  
• Sequencing full-length RNA transcripts  
• Sequencing of native molecules (only with Oxford Nanopore platform), which prevents amplification bias  
• Whole genome assembly

### Expert Tips

Use the best possible sample quality. Research the sample status, storage and preservation methods to ensure the optimal quality.  
Choosing a DNA extraction method, weigh the downstream application against benefits and disadvantages of the procedure. For critical sequencing the best method may depend on the condition and type of your sample.  
Start your protocol work before embarking on extraction.  
Working with long-read samples, modifications to DNA extraction protocols, using smaller volumes, can help.  
Be sure to consider complex, automating nucleic acid extraction protocols can also require to include robust in-house.

# 2025 SEQanswers Rate Card

Channel	Rate (\$)
eNewsletter Sponsorship: Primary	\$1,650
eNewsletter Sponsorship: Leaderboard	\$1,050
eNewsletter Sponsorship: Resource Section	\$1,050
eBlast	\$0.45/email
Banner Ad: 300 x 250	\$70/M
Banner Ad: 728 x 90	\$70/M
Remarketing Ads	\$70/M
Multi-sponsored eBook	\$5,350
Exclusive eBook Sponsorship	\$12,500
Multi-sponsored Webinar	\$6,500
Exclusive Webinar Sponsorship	\$12,500
Sponsored Forum Post: Sequencing Resources Section	\$550
Sponsored Forum Post: Webinar Series + Upcoming Webinars Sections	\$800

Custom Content and Video Production Services please inquire by contacting your Sales Executive or email us at [sales@seqanswers.com](mailto:sales@seqanswers.com)

# Meet the SEQanswers Team

## Account Executives



**Farnoosh Kimiaei**  
*Key Account Director*  
[fkimiaei@biocompare.com](mailto:fkimiaei@biocompare.com)



**Timothy Marzec**  
*Key Account Director*  
[tmarzec@biocompare.com](mailto:tmarzec@biocompare.com)



**Emily O'Sullivan**  
*EMEA Account Executive*  
[eosullivan@impressmedia.com](mailto:eosullivan@impressmedia.com)



**Sheila Reardon**  
*Key Account Director*  
[sreardon@biocompare.com](mailto:sreardon@biocompare.com)



**Lucy Taylor**  
*EMEA Account Executive*  
[ltaylor@impressmedia.com](mailto:ltaylor@impressmedia.com)



**David Tong**  
*Key Account Director, Video Specialist*  
[dtong@biocompare.com](mailto:dtong@biocompare.com)



**Kristina Kopasakis**  
*Account Executive*  
[kkopasakis@biocompare.com](mailto:kkopasakis@biocompare.com)

## Executive/Editorial



**Mike Okimoto**  
*PhD, Chief Content Officer*  
[mokimoto@biocompare.com](mailto:mokimoto@biocompare.com)



**Ben Atha**  
*Editor*  
[batha@seqanswers.com](mailto:batha@seqanswers.com)

## Customer Success



**Jenna Van Coppenolle**  
*Account Coordinator*  
[jvancoppenolle@biocompare.com](mailto:jvancoppenolle@biocompare.com)



**Julie Volkert**  
*Account Coordinator*  
[jvolkert@comparenetworks.com](mailto:jvolkert@comparenetworks.com)

For advertising inquiries contact:  
[sales@seqanswers.com](mailto:sales@seqanswers.com)

For editorial inquiries contact:  
[batha@seqanswers.com](mailto:batha@seqanswers.com)