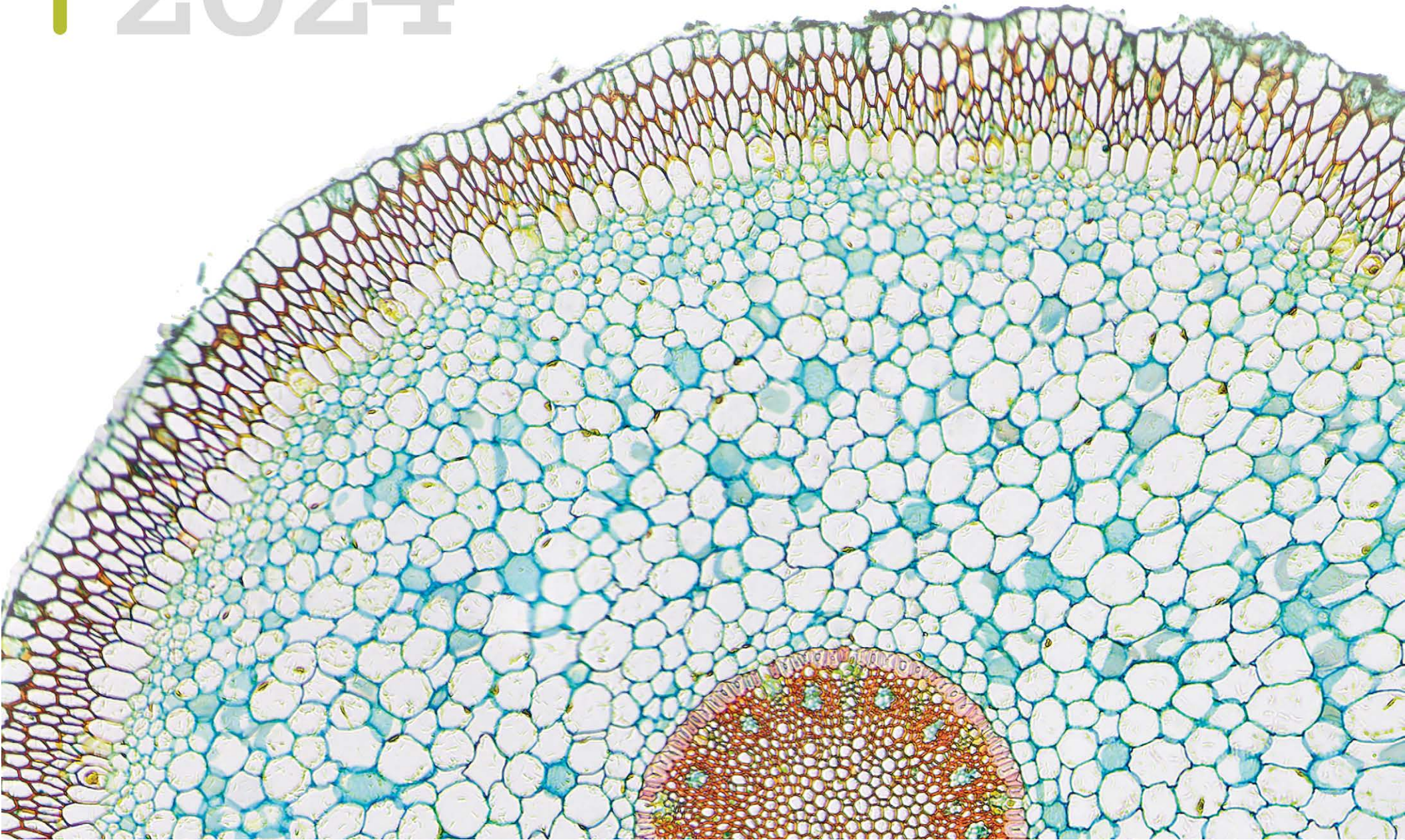


Labroots Media Kit

labroots
Your Science Network

2024



A Letter to Our Audience

The Labroots mission is all about connectivity.

We aim to create an open-access virtual network for scientists, researchers, academics, clinicians, doctors, and others across the global STEM community. Looking forward to 2024, Labroots will continue to bring people together, forge new connections, and disseminate important information worldwide.

Recent years have emphasized adaptation and excellence for the Labroots team. Virtual and hybrid are now standard in the event landscape, and Labroots is leading the charge. Established in 2008, we have proven ourselves a tried-and-true institution in the virtual sphere. Because of this experience, Labroots is ideally placed to help scientific industries thrive in this new landscape and aid scientific and medical companies in shifting their marketing efforts to a space that may be unfamiliar to them. Our custom virtual events, webinars, and leading-edge digital product offerings can help turn this time of economic uncertainty into one of growth and success for our customers.

2023 was a fantastic year for Labroots, with a flourishing team, new products, and a fresh perspective. In 2024, Labroots is setting the stage for more opportunities, experiences, and connections through a partnership with the virtual event platform Chati. Join us as we take the exciting next step into a future full of possibilities where your ideas will continue to shape the world into a better one.

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Your turnkey solution to
scientific storytelling & branding,
from online educational events
to content development and
social media engagement.

Feeling ready to join the
virtual revolution? Labroots
has a solution for you.

For 16 years, Labroots has been fine-tuning what it looks like to host and produce virtual & hybrid events. Along the way, we have developed a variety of advertising opportunities for companies in the life sciences industries. Explore all Labroots advertising opportunities - from custom events & webinars to third-party emails & sponsored social media posts - uniquely targeted to Labroots 4.7+ million registered members.



Labroots is committed to ensuring the security and protection of the personal information that we process. Please read our [GDPR Compliance Statement](#) online.



Facts & Figures

4.7 Million Users

577K Monthly User Sessions

User Location

North America: 54%

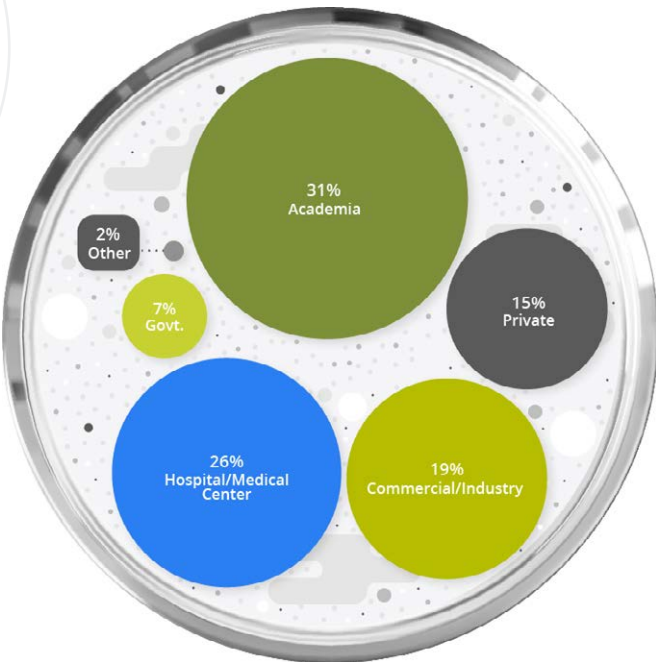
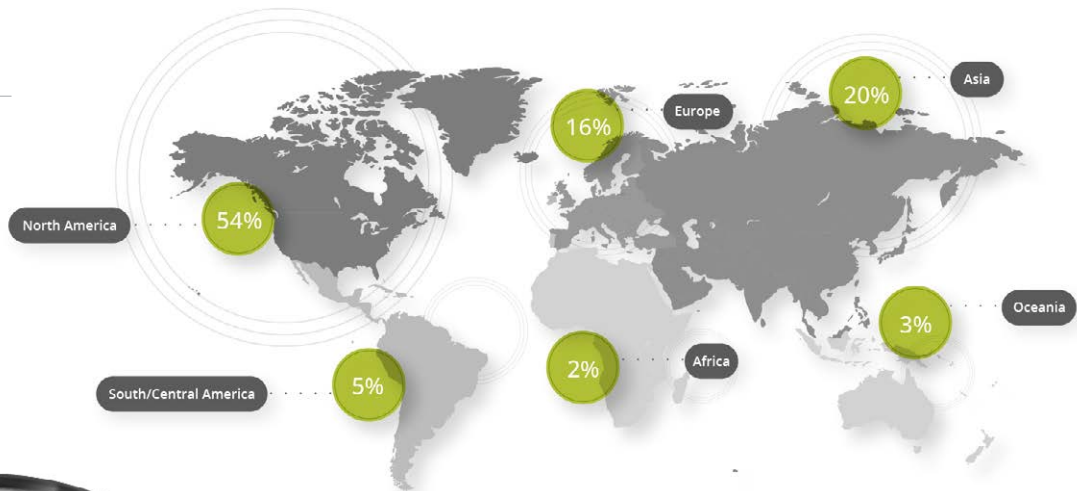
Asia: 20%

Europe: 16%

South/Central America: 5%

Oceania: 3%

Africa: 2%



User Institution Type

Academia (University/College): 31%

Hospital/Medical Center: 26%

Commercial/Industry (Biotech/Pharma/Life Science Company): 19%

Private (CRO, CMO, Research Institute): 15%

Government: 7%

Other: 2%

Average Website Sessions:

1 Minute
45 Seconds

Average Webinar Sessions:

26 Minutes

Average Virtual Event Sessions:

3.93 Hours

Annual Page Views:

13.9 Million

Social Media Followers:

2.5 Million+

Opted-in Newsletter Subscribers:

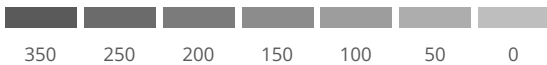
809,000+

Content By Category

Trending Articles



Virtual Events



Webinars



Content Categories

Trending Articles / Webinars / Virtual Events

Health & Medicine: 10,483 / 4,882 / 366

Cell & Molecular Biology: 4,519 / 875 / 94

Technology: 4,139 / 395 / 63

Genetics & Genomics: 3,230 / 614 / 77

Microbiology: 3,249 / 569 / 55

Neuroscience: 3,559 / 397 / 42

Plants & Animals: 3,646 / 141 / 16

Earth & The Environment: 3,681 / 68 / 14

Cancer: 2,666 / 629 / 85

Clinical & Molecular DX: 2,678 / 663 / 109

Immunology: 2,448 / 744 / 86

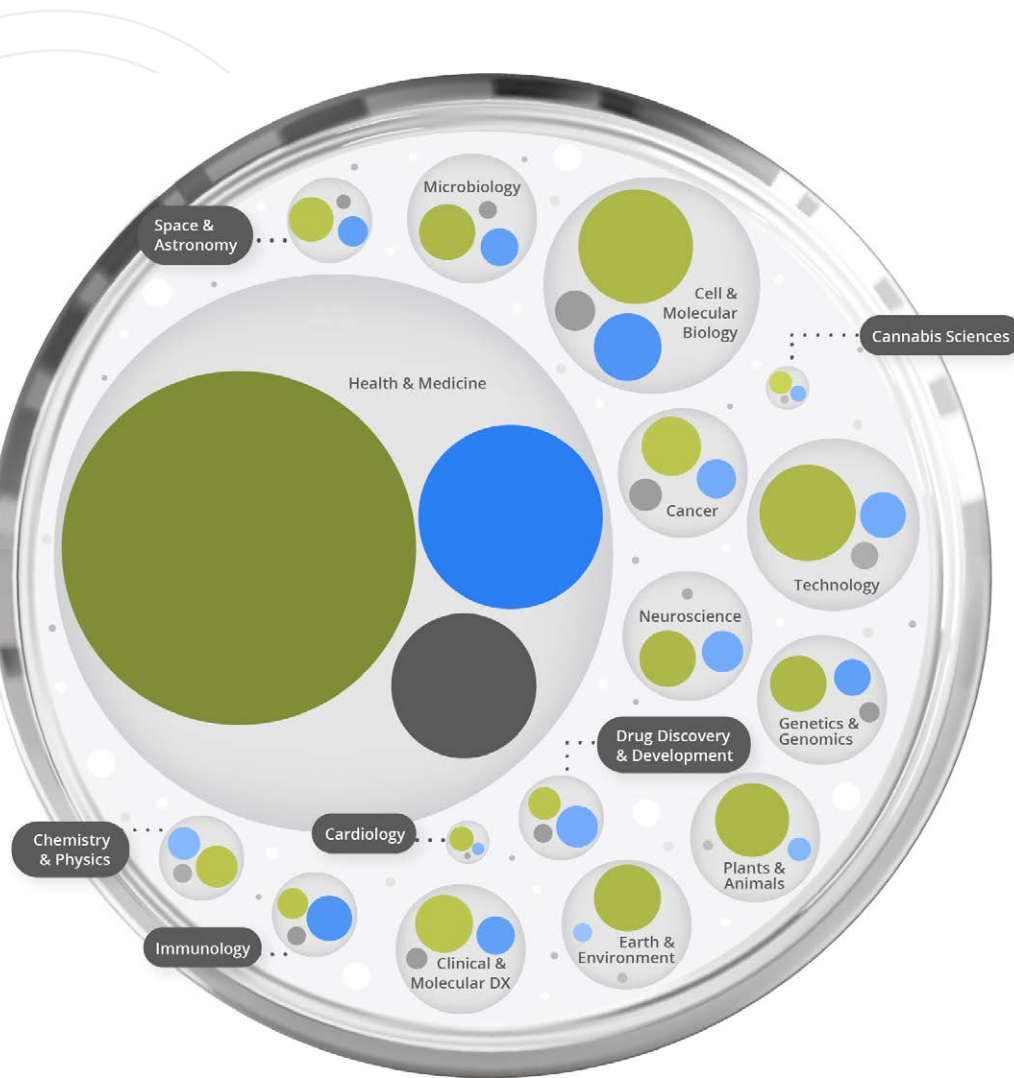
Chemistry & Physics: 3,015 / 142 / 36

Drug Discovery & Development: 2,329 / 507 / 78

Space & Astronomy: 2,447 / 10 / 0

Cardiology: 1,736 / 126 / 30

Cannabis Sciences: 1,140 / 179 / 23



Custom Virtual Events & Hybrid Events

It takes a village to go virtual. Let Labroots help you make your virtual event an interactive and engaging experience.

Choose Between

Persistent Virtual Events

An event that you can add to throughout the year to showcase ongoing products and research.

Scheduled Virtual Events

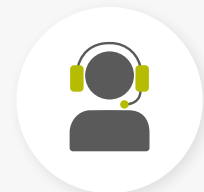
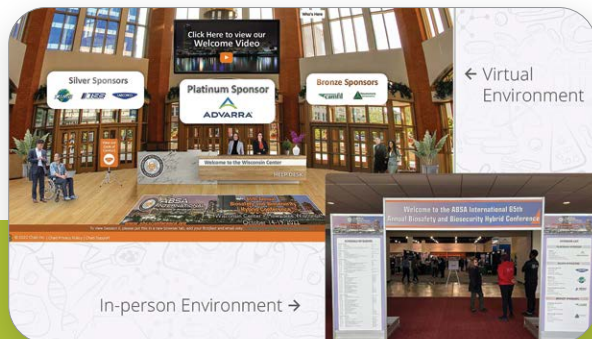
A single day live event that can be archived and accessed on-demand for 12 months.

Half-Day Symposiums

Perfect for smaller events with a focused audience and less overall content.

Hybrid Events

Reach a broader audience by adding a hybrid virtual element like exhibit halls, poster halls, photo booths, and more to your event.



Turn-key service and support



Real-time ROI tracking for measured success



Cost savings with greater reach



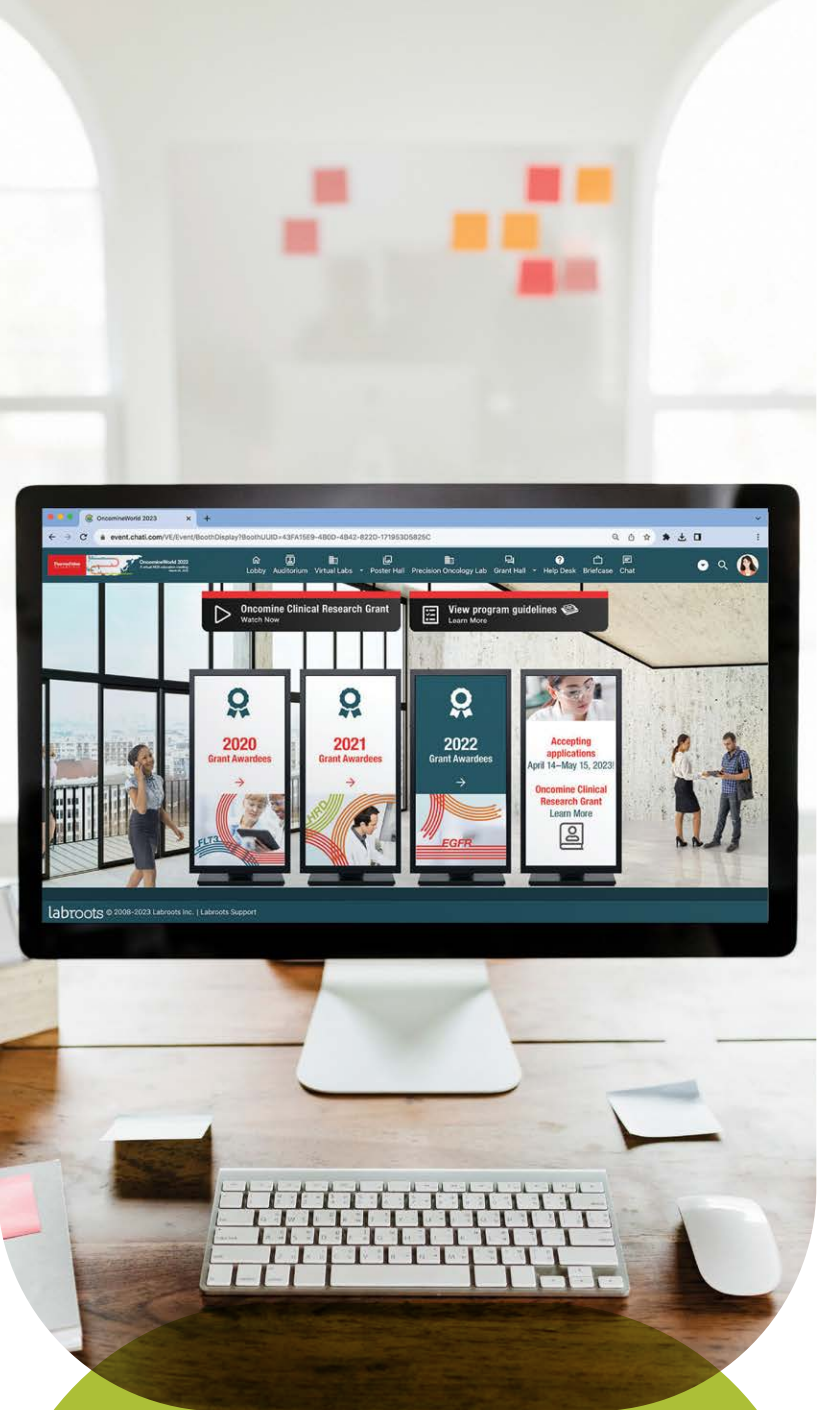
Deeper and more frequent connections

Custom Virtual Event Features

**Need onsite support? We can help with onsite virtual streaming into your virtual event.*

- Auditorium
- Customized Rooms (Various Templates Available)
- Live Surveys/Polling
- Networking Lounge
- Virtual Laboratories
- Education/Learning Center
- Api Integrations
- Courses
- Live Chats
- Poster Hall
- Exhibit Hall
- Photo Booth
- Custom Animated Avatars
- Agenda Builder
- Photo Gallery
- Leaderboard/Gamification
- Zoom Room Chats
- Continuing Education (CE) Credits
- Welcome Videos
- Multiple Languages
- Virtual Streaming Support*
- Job Fairs
- Entitlement
- Black and White-Listing
- Attendee Tracking
- Customized and Automated Reporting

Custom Virtual Events and webinars are eligible Continuing Education credits (PACE (CE's), CME, CEU, (RACE) CE's, and CPDs.). Each event offers different educational credits based on the content of the event and the eligibility of the presentation.



Mini Custom Virtual Events

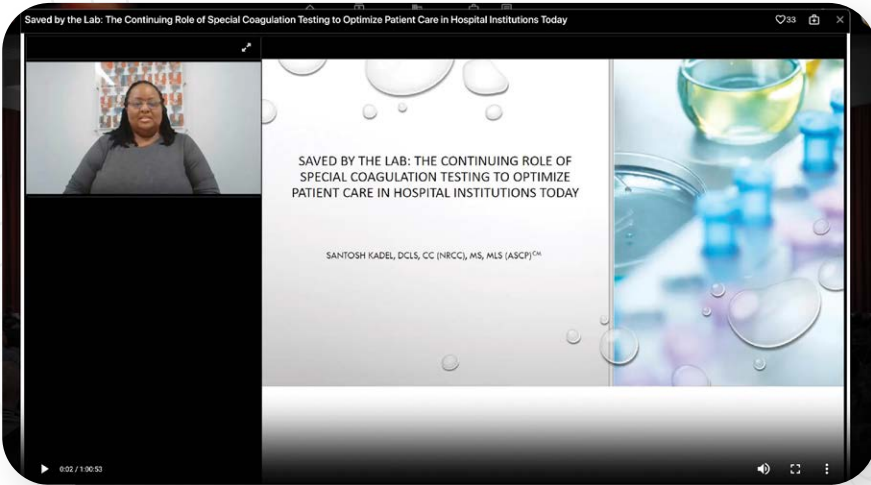
If you're looking for just a taste of the virtual event experience, consider some of Labroots' basic event options.

Webinar Event

Combine the best features of custom virtual events with the streamlined format of our webinars and Half-Day Symposiums.

The Webinar Event Package Includes:

- One Webinar
- Two Hour Event
- On-Demand for 12 Months
- Three Animated Avatars
- Microsite/Registration Page
- Virtual Event Venue
- Lobby/Entry Point
- Virtual Booth
- Auditorium



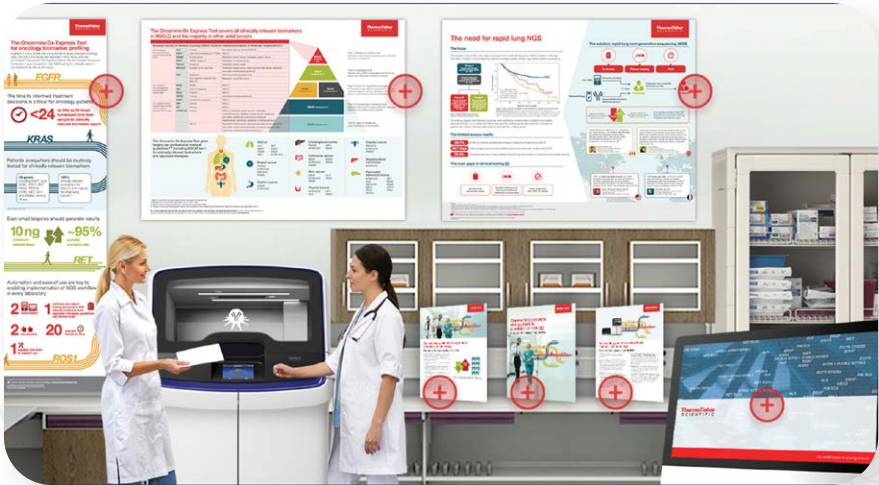
Event Session

Virtual Lab Event

An interactive virtual laboratory environment where you can showcase your lab products and services in action to a specialized audience.

The Virtual Lab Event Package Includes:

- One Webinar
- Two Hour Event
- On-Demand for 12 Months
- Three Animated Avatars
- Microsite/Registration Page
- Virtual Event Venue
- Virtual Lab
- Lobby/Entry Point
- Auditorium



Custom Virtual Lab

Event Process

From purchase to event launch, here's what to expect.



Custom Virtual Event Marketing

Persistent Virtual Event

Main Event Launch Marketing

- Email Blasts x 5 (20,000 cap)
- Social Media
 - 6 Facebook Posts
 - 6 X Posts
 - 1 Labroots LinkedIn Post
- Banner Ad x 1 Month
- Press Release
- Newsletter Postings & Banner Ads (2 WAVE + 2 Category Specific Trending Newsletters)

Post-Main Event Webinar Series

- Individual Microsite
- Custom Webinar Banners With Main Event Branding
- Email Blasts x 3 (20,000 cap)
- Social Media
 - 3 Facebook Posts
 - 3 X Posts
 - 1 Labroots LinkedIn Post

Scheduled Virtual Event

- Email Blasts x 5 (20,000 cap)
- Social Media
 - 5 Facebook Posts
 - 5 X Posts
 - 1 Labroots LinkedIn Post
- Banner Ad x 1 Month
- Press Release
- Newsletter Postings & Banner Ads (2 WAVE + 2 Category Specific Trending Newsletters)

Half Day Symposium

- Email Blasts x 5 (20,000 cap)
- Social Media
 - 3 Facebook Posts
 - 3 X Posts
 - 1 Labroots LinkedIn Post
- 1 Month Banner Ad on Labroots.com
- Newsletter Postings & Banner Ads (2 WAVE + 2 Category Specific Trending Newsletters)

Webinar Event

- Email Blasts x 5 (20,000 cap)
- Social Media
 - 3 Facebook Posts
 - 3 X Posts
 - 1 Labroots LinkedIn Post
- 1 Month Banner Ad on Labroots.com
- Newsletter Postings & Banner Ads (2 WAVE + 2 Category Specific Trending Newsletters)

Virtual Lab Event

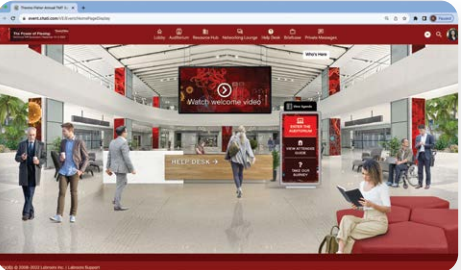
- Email Blasts x 5 (20,000 cap)
- Social Media
 - 3 Facebook Posts
 - 3 X Posts
 - 1 Labroots LinkedIn Post
- 1 Month Banner Ad on Labroots.com
- Newsletter Postings & Banner Ads (2 WAVE + 2 Category Specific Trending Newsletters)

Products & Services

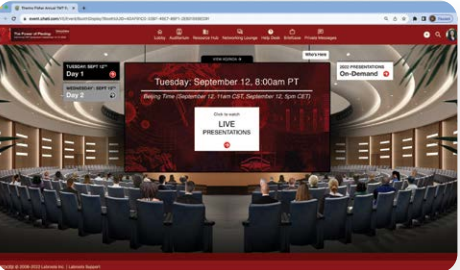
In this comprehensive two-day event, Thermo Fisher Scientific presented cutting-edge laboratory workflow solutions, technological advancements, and novel techniques. With an extensive Resource Hub and Auditorium, the Thermo Fisher Scientific team was able to showcase a variety of products.

Thermo Fisher Scientific

The Power of Plexing: 3rd Annual TMT Symposium



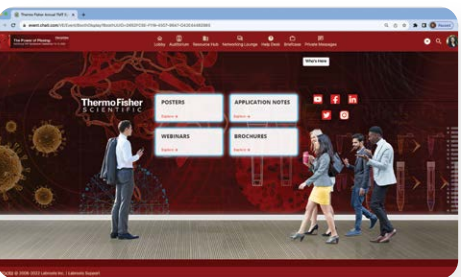
Lobby



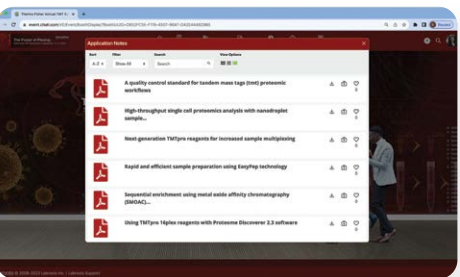
Auditorium



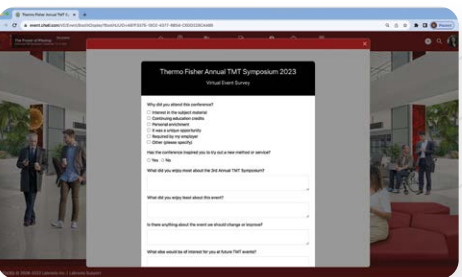
Round Table Session



Resource Hub



Application Notes



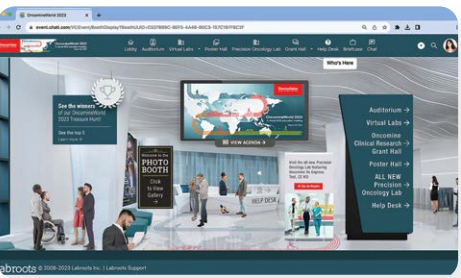
Event Survey

Products & Services

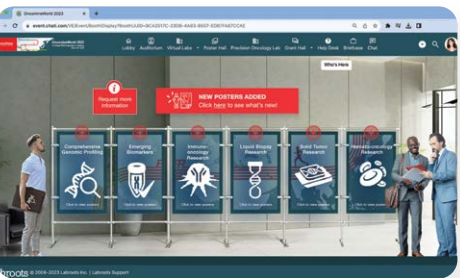
With 8 distinct virtual labs, the Thermo Fisher Scientific Omcomine World annual meeting is able to continuously grow their event and audience each year. In addition to featuring leading international researchers, this event highlighted Omcomine Clinical Research Grant awardees in a unique Grant Hall built to fit their vision.

Thermo Fisher Scientific

OncomineWorld 2023: A Virtual NGS Education Meeting



Lobby



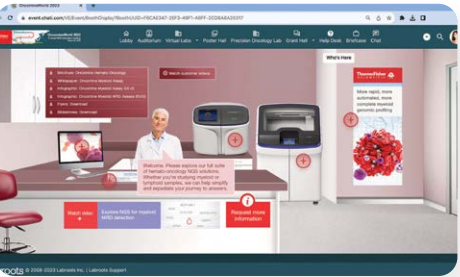
Poster Hall



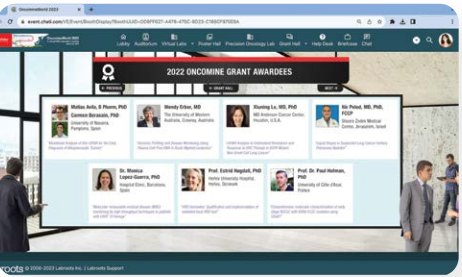
Virtual Lab Landing Page



Virtual Lab



Virtual Lab

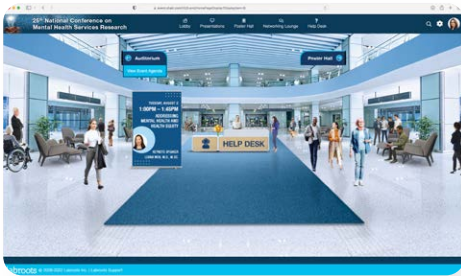


Grant Awardees

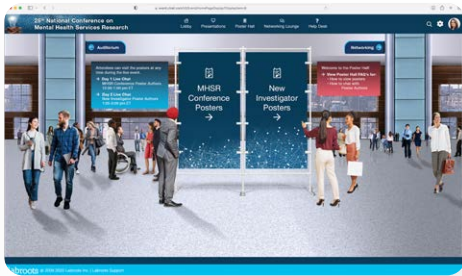
Healthcare

Having brought together leading mental health services researchers, clinicians, and advocates, the Labroots platform acted as a common meeting place to further the discussion on mental health care improvement. Various keynote presentations and plenary panels made this event truly interactive.

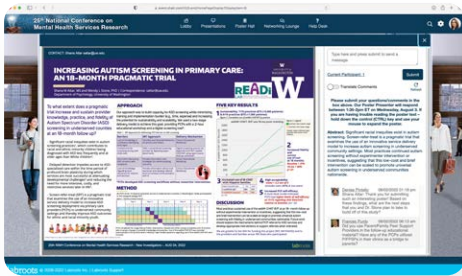
National Institute of Mental Health
25th National Conference on Mental Health Services Research



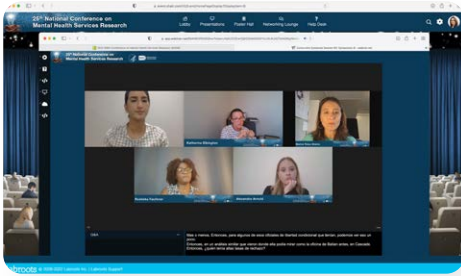
Lobby



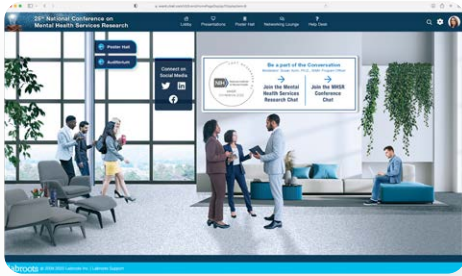
Poster Hall



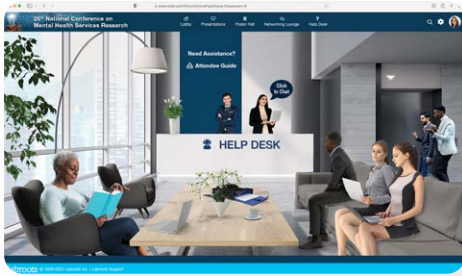
Poster Presentation with Live Chat



Live-stream Presentations



Networking Lounge

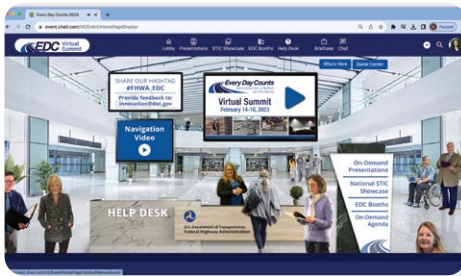


Help Desk

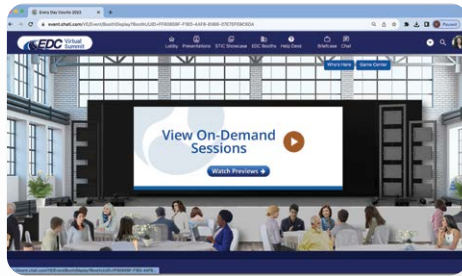
Government Organization

This 3-day event brought together 2000 nationwide attendees from throughout transportation groups and agencies to highlight innovations and strategies integral to the future of highway projects in the United States. With each day covering something new, this event proved effective in disseminating important information to a geographically diverse audience.

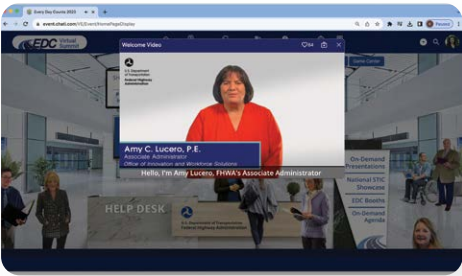
U.S. Department of Transportation
Every Day Counts Virtual Summit 2023



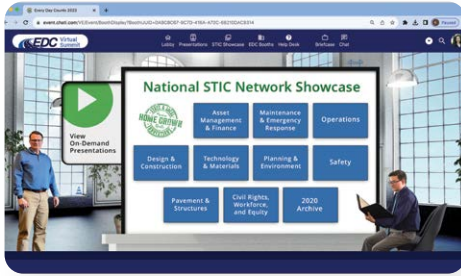
Lobby



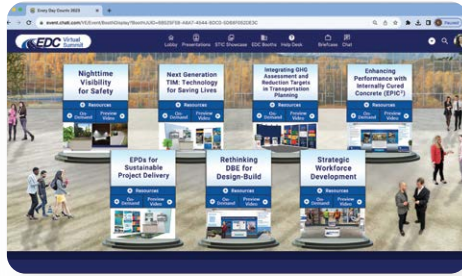
General Sessions Presentation



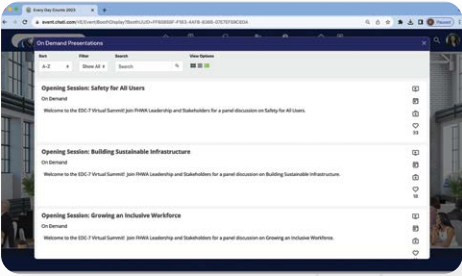
General Sessions



CODIS Success Stories



Demo Room



Event Game

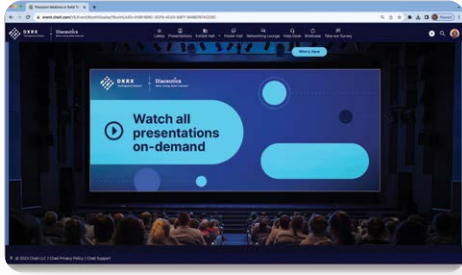
Educational Event

Taking the holistic approach, Diaceutics created an event aimed at communication and education. This event took a forward approach to attendee engagement and education. Expert speakers covered the latest advances in targeted therapies with interactive Q&A sessions and a curated poster session facilitated professional networking.

Diaceutics
Precision Medicine in Solid Tumors



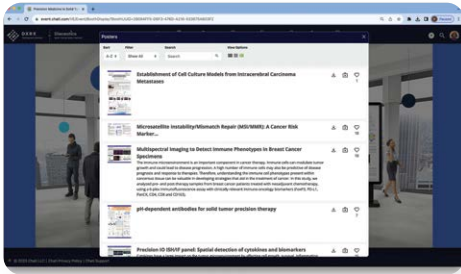
Lobby



Auditorium



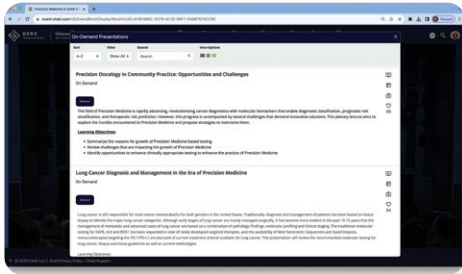
Exhibit Hall



Poster Hall



Event Session

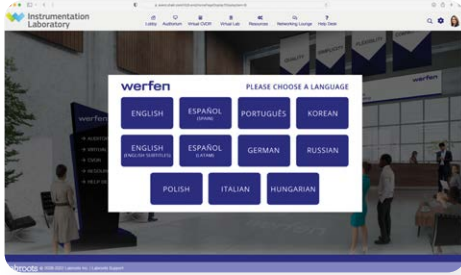


On-Demand Presentations

Innovation

Offered at various time zones to accommodate attendees from around the world, Werfen's Instrumentation Laboratory offered a virtual workshop, encompassing customized roundtable discussions, and other components to keep attendees intrigued.

Werfen
Instrumentation Laboratory



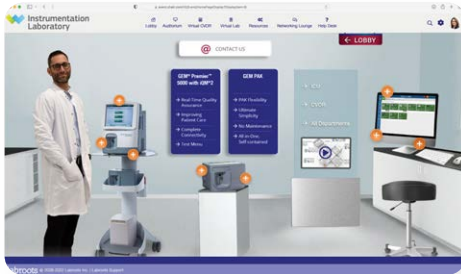
Lobby Entry



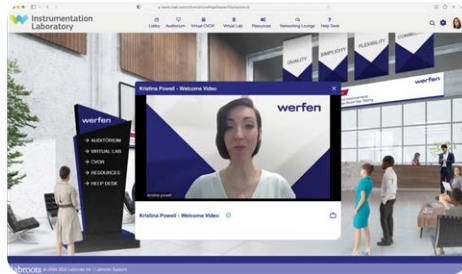
Auditorium



Virtual CVOR



Virtual Lab



Welcome Video

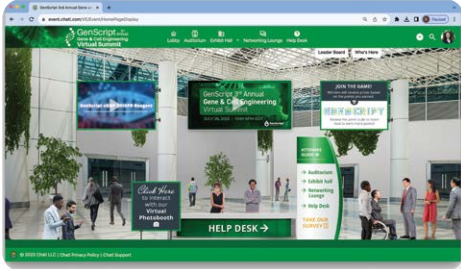


Resources

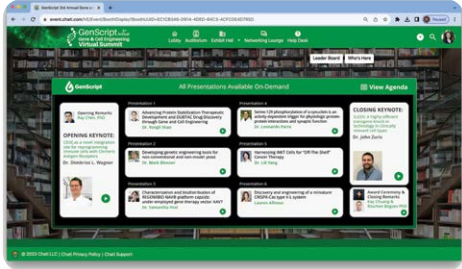
Educational Event

Focused on keeping attendees engaged, the GenScript 3rd Annual Gene and Cell Engineering Summit utilized gamification and a virtual photo booth to bring fun into their educational event. Customized to their vision, this event put the attendee experience first.

GenScript
GenScript 3rd Annual Gene and Cell Engineering Summit



Lobby



Auditorium



Event Session

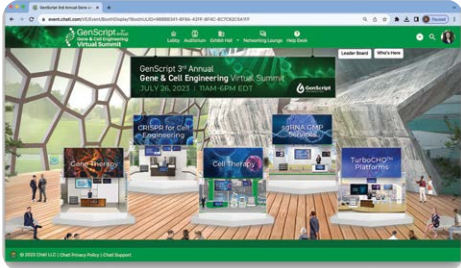


Exhibit Hall



Exhibitor Booth

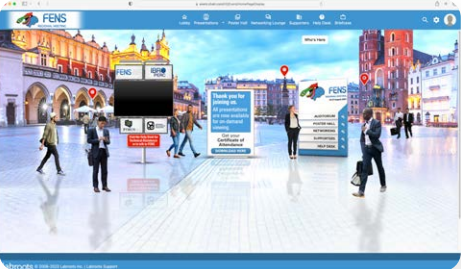


Networking Lounge

Vendor Fair

The Federation of the European Neuroscience Societies (FENS) hosted a completely interactive and innovative virtual conference, with participants from all over the world. From language translation, to timing, to attendee interaction, FENS Regional Meeting truly exemplified a successful global event, gone virtual.

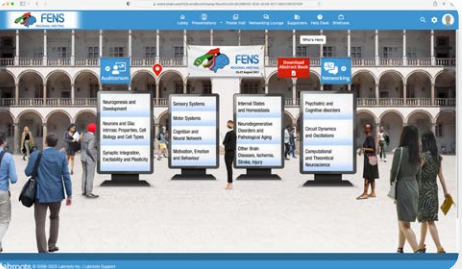
FENS
Regional Meeting



Lobby



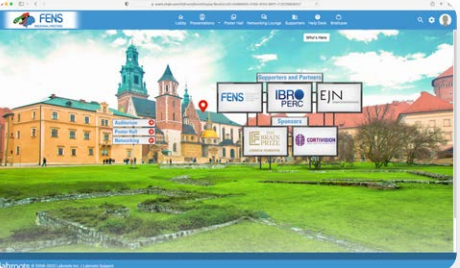
Networking Lounge



Poster Hall



Auditorium



Supporters

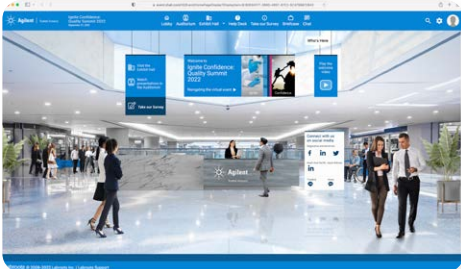


Help Desk

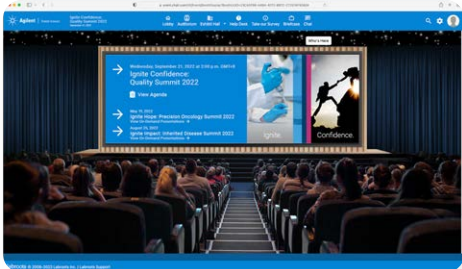
Products & Services

Through the incorporation of tailored event features, the Agilent Ignite Summit Series encompassed everything from continuous education to partnership. Sharing their latest advancements and new insights, Agilent brought together an exchange of ideas with the help of the Labroots team.

Agilent Technologies
Ignite Summit Series 2022



Lobby



Auditorium



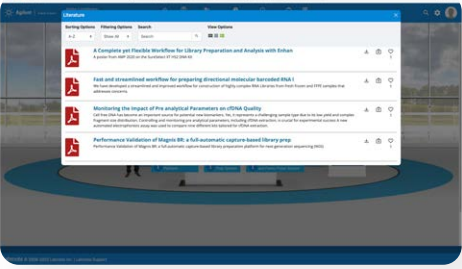
Help Desk



Exhibit Hall



Exhibitor Booth

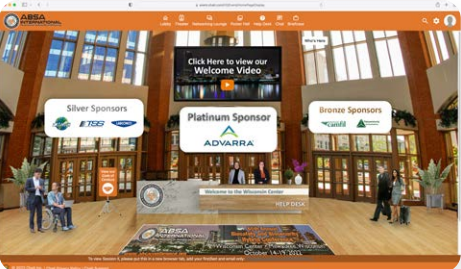


Exhibitor Booth Literature

Hybrid Event

With the goal of gathering biosecurity professionals in one place, ABSA's hybrid symposium was set up for success, equipped with a Labroots' Production Team member onsite to ensure virtual and physical event components acted as a seamless unit.

ABSA International
65th Annual Biosafety and Biosecurity Hybrid Conference



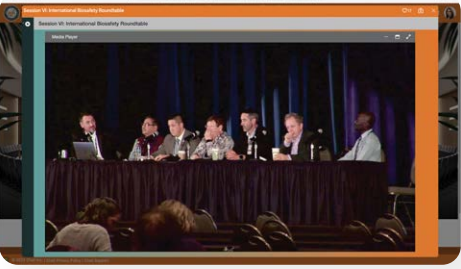
Lobby



Poster Hall



Auditorium



Live-stream Presentations



Help Desk



On-site Production Support

Self Service Virtual Event Packages

Now, Labroots offers more than ever through our partnership with Chati, a flexible, highly scalable virtual event platform that allows for the creation of unique, effective, and memorable online events.

Our Virtual Event Platform Partner:



Basic

- **Platform License**
- **Hosting**
- **Branding**
- Microsite/Registration Page
- 6 Months On-demand
- Unlimited Live Days
- Unlimited Content
- 4 Event Spaces (Event Entry/Lobby, Auditorium, Exhibit Hall/Resource Center, Networking Lounge)
- Webinar Integration (Zoom, Teams, GoTo, ON24, Webinar.net, Webex)
- 4 Hours Platform Training
- Basic Support (email)
- Up to 2,500 Registrations
- 3 Admins
- 5 Unique Event URLs

Pro

All Basic Plan Features -PLUS-

- **Additional Event Space**
- **Block/Allow Listing**
- **Gamification**
- **Surveys**
- **Video Chat**
- Microsite/Registration Page
- 12 Months On-demand
- Unlimited Live Days
- Unlimited Content
- 5 Event Spaces
- Webinar Integration (Zoom, Teams, GoTo, ON24, Webinar.net, Webex)
- 6 Hours Platform Training
- Support (email and chat)
- Up to 5,000 Registrations
- 5 Admins
- 10 Unique Event URLs

Enterprise

All Pro Plan Features -PLUS-

- **Matchmaking**
- **Entitlements**
- **CRM Integration**
- **API Configuration**
- Microsite/Registration Page
- 12 Months On-demand
- Unlimited Live Days
- Unlimited Content
- Unlimited Spaces
- Webinar Integration (Zoom, Teams, GoTo, ON24, Webinar.net, Webex)
- 8 Hours Platform Training + Dedicated Production Specialist
- Premium Support (email and chat)
- Up to 10,000 Registrations
- 15 Admins
- 35 Unique Event URLs



Self-service virtual events have never been easier, including:

- Pre-configured event structures to expedite event production
- Content management system to host event content/files in an organized way
- A vast library of images to preview and select; from background images to social icons
- The ability to create multiple robust reporting dashboards
- Flexibility to create and manage real-time event messages
- Built-in event audit to ensure spaces, features, etc. are setup correctly
- Virtual Event Series & Webcasting Demo

Webinars



Over **407** webinars produced in 2023 and counting

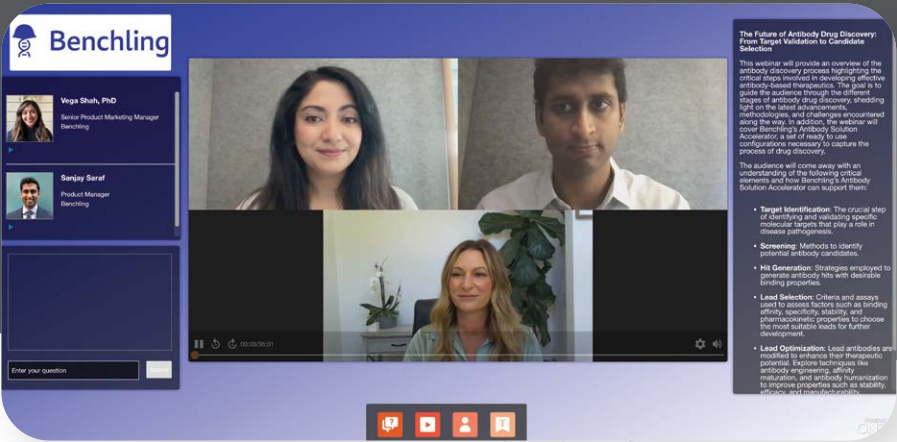
Webinars are a simple way to share your content and information with a vast audience of targeted users.

- Attendees can earn continuing education credits for free
- Showcase your leadership and expertise
- Customize branded content, social media and email promotions
- Understand your audience with comprehensive reporting

How it Works

- A production manager helps gather content, schedule your webinar recording, and coordinate with the marketing team.
- The marketing team promotes your webinar to an audience of your choosing.
- Post-event you will receive a detailed attendee report.

Custom Virtual Events and webinars are eligible Continuing Education credits (PACE (CE's), CME, CEU, (RACE) CE's, and CPDs.). Each event offers different educational credits based on the content of the event and the eligibility of the presentation.



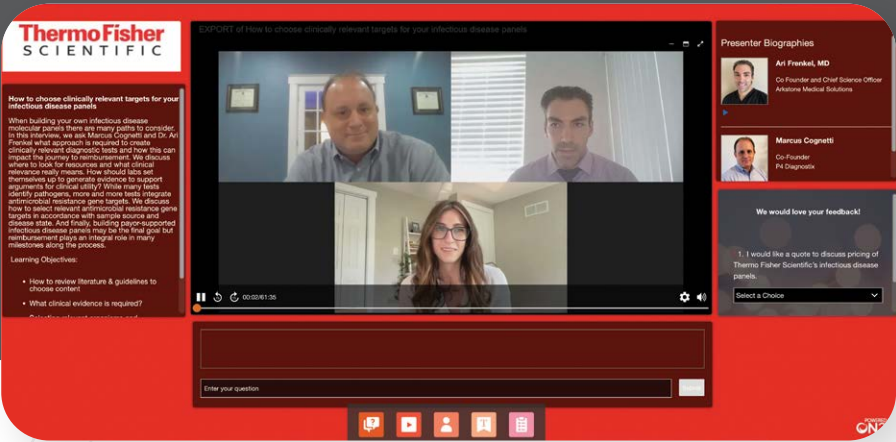
Webinar Marketing

- Email Blasts (Up to 5 Emails, Capped at 20,000)*
- Banner Ads (Delivers for Up to 2 Weeks)*
- Automatic Reminder Emails to Registrants
- Inclusion In the WAVE Newsletter
- Inclusion In a Trending Newsletter
- Social Media X 2 (Facebook & X), 1 X (Labroots LinkedIn)

** A prompt approval of the marketing materials will ensure promotions are executed to their fullest extent.*

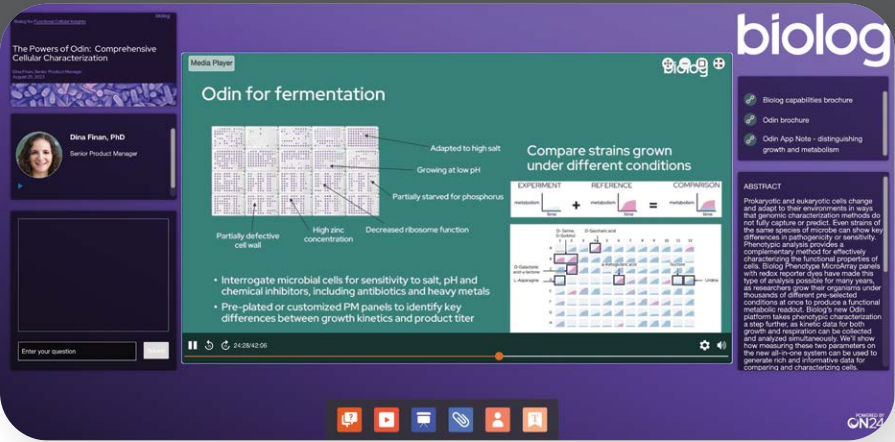
To target the correct audience, you will be provided with:

- An **Audience Selection Form** to promote your custom virtual event and ensure content is marketed to the right audience.
- A **Webinar Social Media Form** to target a more niche online demographic and increase attendance and engagement.



Webinar Features

- Branded Registration Page
- Live Polling & Metrics
- 24 Months On-Demand
- Hosted on the Labroots Website Forever
- Mp4 Copy of the Webinar
- Comprehensive Reporting
- Continuing Education (CE) Credits to Attendees: P.A.C.E., CEU, And More (If Applicable)
- Speaker Selection Assistance (Optional)
- Webinar Moderation
- Live Q&A



Webinar Best Practices

- There are several other factors that play a role in the final results. These include, but aren't limited to, the following:
- Scheduled on Weekday Mornings
 - Has an Interesting, Informative, Educational Topic Aligned With the Majority Target Audience Of Labroots for Maximum Reach
 - Keep In Mind if Your Topic Is Directed to a Niche or a Broader Audience
 - Offers Continuing Education Credits
 - 2 Months of Marketing by Labroots and the Client
 - A Quality Speaker, Such as an Industry Expert, Key Opinion Leader, Customer or Client
 - Has a Well-Written, Informative Abstract
 - Identifies Clear Learning Objectives

482	267	153	62%
Average Total Registrants	Average On-Demand Views	Average Live Attendees	Total Viewers

These statistics are based off webinars that followed our best practices.

Webinar Packages, Go Virtual

Having produced hundreds of virtual events and thousands of webinars over the last 15 years, Labroots has a solution to fit your needs. Elevate your webinar package with the addition of a virtual event feature.



Webinar Packs

- Single Webinar
- 2 Pack Webinars
- 3 Pack Webinars
- 5 Pack Webinars
- 10 Pack Webinars
- 20 Pack Webinars



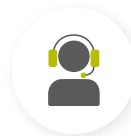
Marketing

- Email Blasts (up to 5 emails, capped at 20,000)
- Social Media Posts x 5 Social Media Posts (2 Facebook, 2 X, 1 Labroots LinkedIn)
- Banner Ad (MPU 300,250) on Labroots.com (2 weeks)
- WAVE Newsletter Banner Ad
- Trending Newsletter Banner Ad



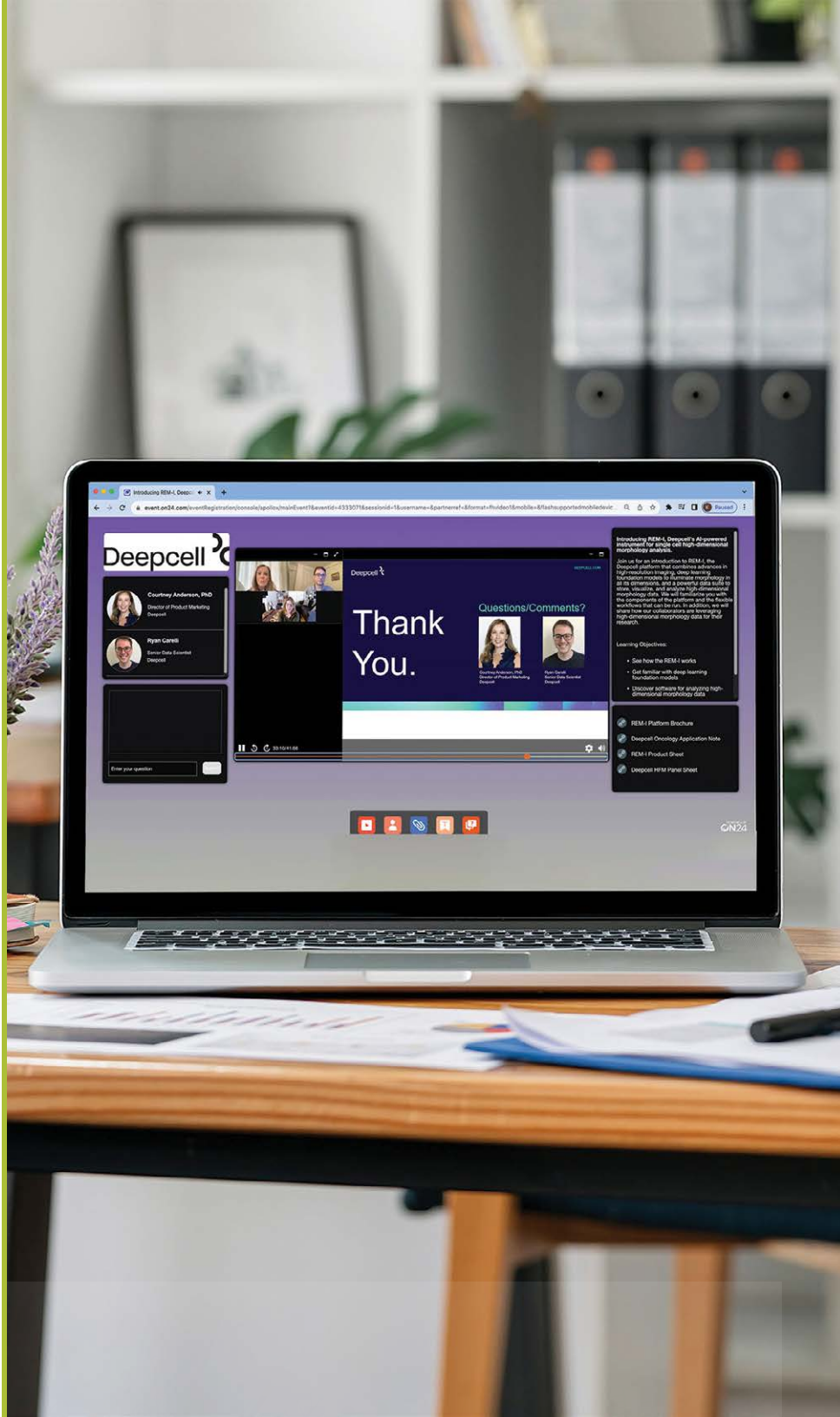
Persistent Virtual Event

- Microsite/Registration Page
- Lobby/Entry Point
- Exhibit Hall or Product Showroom or Virtual Lab
- Auditorium (Webinars)
- Breakout Room (video chat meetings) or Resource Center



Production

- A dedicated Production Manager
- P.A.C.E. Continuing Education Credits
- Experienced Moderator
- Tech/Test Practice Calls and Pre-recordings
- MP4 recording of the presentation
- Reports: 48 hours, 1-month, 2-month, 3-month
- Reminder Emails



WAVE Trial Package

Get your feet wet with the Labroots Webinar and Virtual Event (WAVE) Trial Package.

The perfect sampling of webinar and Labroots virtual event products, the WAVE Trial Package allows you to explore which Labroots virtual product provides the best ROI for your company and/or campaign.

The WAVE Trial Package Includes:

- 1 Webinar
- 2 Virtual Events (get to choose)
- 2 Virtual Event Booths OR 2 Track Speakers OR 1 Virtual Event Booth & 1 Track Speaker

Virtual Event Series

■ Become part of the world’s largest online scientific conference series.

Labroots is the world’s largest producer of exclusively online life science and clinical diagnostics virtual events.

Introduce your company to new customers, generate quality leads, and enable attendees to access virtual events conveniently without the need for travel.

Sponsorship & Advertising Opportunities

As a sponsor of one or more upcoming Labroots virtual events - which remain on-demand - you're providing ongoing visibility to your company.

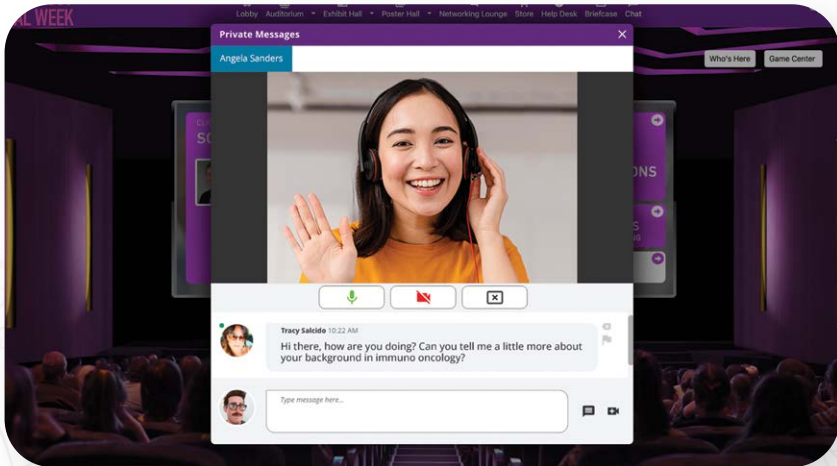


How it Works

- Choose your sponsorship placements.
- Customize your campaign.
- Engage with your audience during a live event.
- See how attendees interacted with your content through detailed reporting.

Sponsors Can Engage with Attendees Via

- | | |
|----------------------------|---------------------------|
| • Text and Video Chat | • Live Q&A |
| • X, Facebook and LinkedIn | • Speaker Polling |
| • Networking Lounge | • CE Continuing Education |

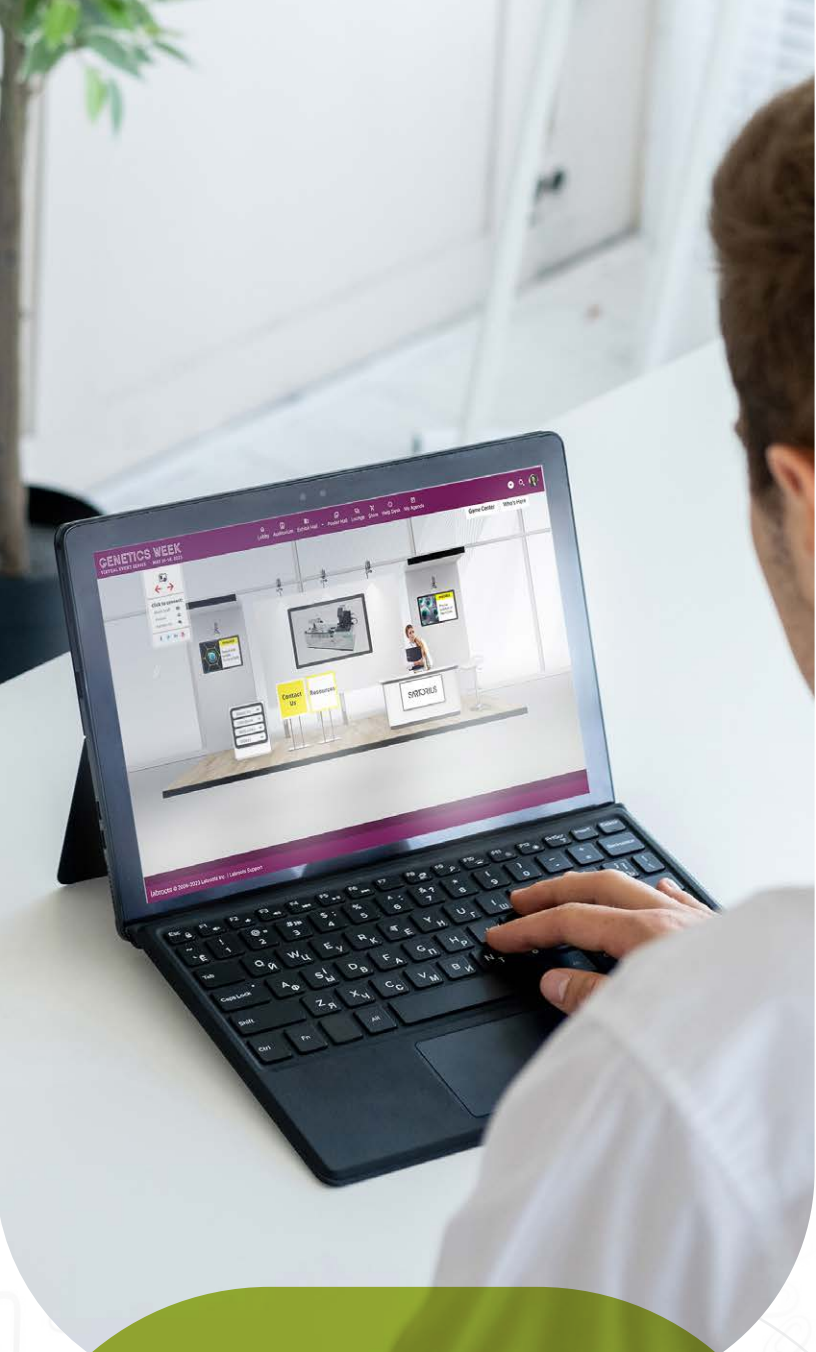


Virtual Event Series Features Include

- Offer Free CE Credits (Accredited By P.A.C.E.)
- Network With Peers and Professionals
- Watch Live Streaming or On-Demand Webinars Delivered by Industry Experts
- Explore a Virtual Exhibit Hall With Companies Showcasing Advancements in Life Sciences and Medical Technologies
- Browse and Download Educational Posters in the Poster Hall
- Interact in Virtual Labs
- No Cost and No Travel!
- Virtual Event Series & Webcasting Demo

Placements

- Virtual Booth with Logos, Images, Videos, Digital Assets, Online Chat, and Customization Options
- Sponsor Speakers, Live Webinar Presentation Via Webcam
- Keynote Speaker Sponsorship, In-Studio Opportunities
- Lobby Greeting
- Virtual Lab Exclusive Sponsorship, Build a Custom Laboratory with Your Products
- Banner Ads in the Lobby, Resource Center and Lounge
- Pre-Event Newsletter Advertising
- Pop-Up Announcements



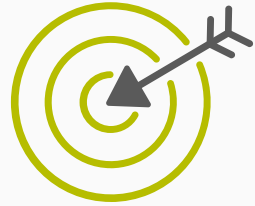
Planning & Reporting

2024 Editorial Schedule

Material deadlines are suggested target dates that are flexible on a case-by-case basis.

Reach out to a Labroots Sales Manager to discuss further.

Event	Material Deadline	Event Date
Drug Discovery & Development	February 9, 2024	February 21, 2024
Neuroscience	February 23, 2024	March 6, 2024
Laboratory Automation	March 8, 2024	March 20, 2024
Bioprocessing	March 22, 2024	April 3, 2024
Cannabis Sciences	April 5, 2024	April 17, 2024
Immuno-Oncology	April 19, 2024	April 30, 2024
Precision Medicine: Genomics, Genetics, & Molecular Diagnostics	May 3, 2024	May 15, 2024
Microbiology Virtual Week	August 23, 2024	September 3-5, 2024
Cell Biology	September 6, 2024	September 18, 2024
Cancer Research & Oncology	September 20, 2024	October 2, 2024
Cell & Gene Therapy	October 4, 2023	October 16, 2024
CRISPR	October 11, 2024	October 23, 2024
Clinical Diagnostics & Research	November 1, 2024	November 13, 2024



Reporting Features

- Generate ***hundreds of targeted leads*** of the people who enter your virtual booth or sponsored webinar, with detailed complete contact information including: Name, Job, Title, Degree Institution, Phone Number, Email Address, and more!
- Qualify booth leads by understanding visitor interests. ***Every asset click is tracked and noted in a detailed report.***
- Grow your e-marketing lists by taking home the entire registration report which can be ***as high as 20,000 contacts.***

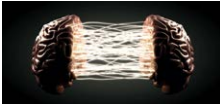
- Detailed Demographics
- Conference Statistics
- Behavioral Data
- Polling Results
- CE Continuing Education

2024 Virtual Event Series Schedule



Drug Discovery & Development

February 21, 2024



Neuroscience

March 6, 2024



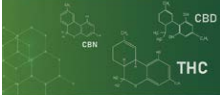
Laboratory Automation

March 20, 2024



Bioprocessing

April 3, 2024



Cannabis Sciences

April 17, 2024



Immuno-Oncology

April 30, 2024



Precision Medicine: Genomics, Genetics, & Molecular Diagnostics

May 15, 2024



Microbiology Virtual Week

September 3-5, 2024



Cell Biology

September 18, 2024



Cancer Research & Oncology

October 2, 2024



Cell & Gene Therapy

October 16, 2024



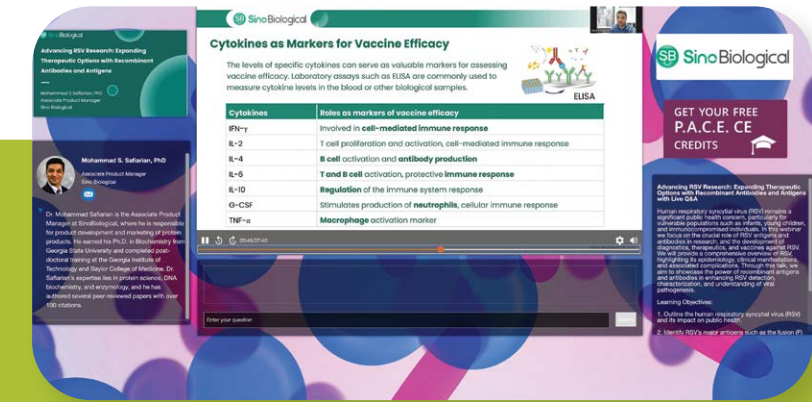
CRISPR

October 23, 2024

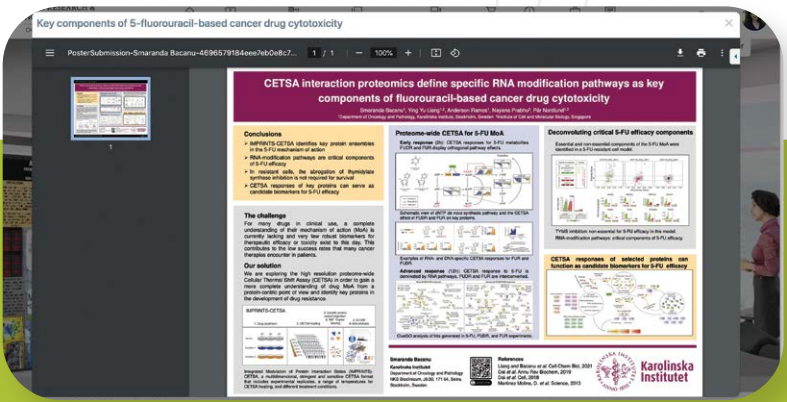


Clinical Diagnostics & Research

November 13, 2024



Sponsored Webinar



Poster Hall



Digital Media & Webinar Trial Package

An ideal way to sample our diverse range of digital products and webinars.

The adjustable Trial Package allows you to explore which Labroots products provide the best ROI for your company, content, and campaign.

The Digital Media & Webinar Trial Package Includes:

- 1 Webinar
- 1 Banner Ad for 1 Month
- 5 Newsletter Sponsorships
- 1 Email Blast to 10k Recipients
- 5 Social Media Posts
- 3 Sponsored Articles



Digital Advertising Trial Package

Get your feet wet with the Labroots Digital Advertising Trial Package.

The perfect sampling of digital products, our Trial Package allows you to explore which Labroots digital product provides the best ROI for your company and/or campaign.

The Digital Advertising Trial Package Includes:

- 1 Banner Ad for 1 Month
- 5 Newsletter Sponsorships
- 1 Email Blast to 10k Recipients
- 5 Social Media Posts
- 3 Sponsored Articles

Third Party Emails



Use Labroots' opt-in email list to generate interest in your product or service, and track engagement with a detailed report featuring open rates, click rates, and specific clicks by URL.

430,000+
Emails/Day

3.01 Million
Emails/Week

12.04 Million
Emails/Month

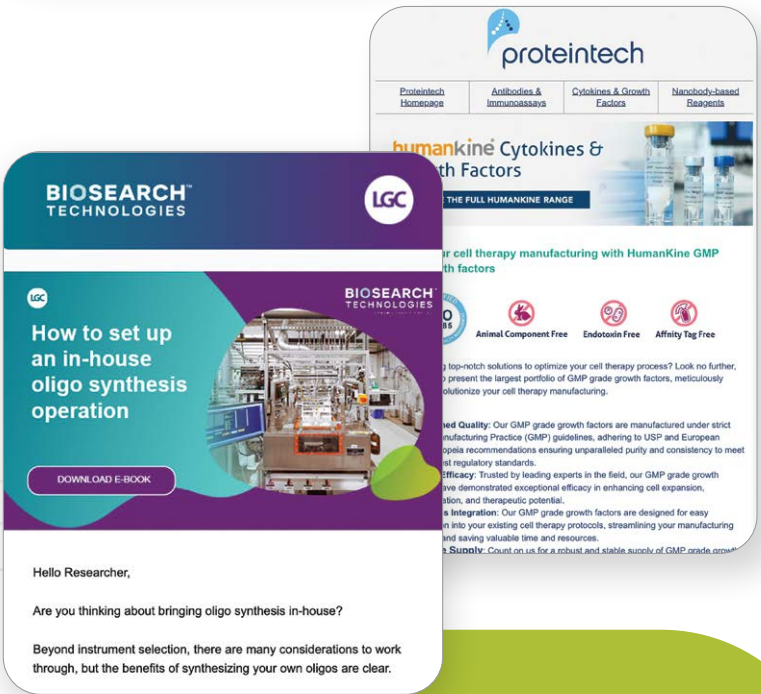
20-23%
Average Open Rate

How it Works

- Use the Audience Selection Form to target your perfect audience.
- Provide your email content as an HTML (or .txt file with HTML code) or as content and images.
- The Labroots team builds your email and sends you a test within 1-3 business days.
- Once approved your email goes out on the date of your choosing.

One Labroots Third-Party Email Includes:

- One Third-Party Email Distributed to Purchased Bucket Size
- Detailed Analytic Report Including Open Rates, Click Rates, and Specific Clicks by URL



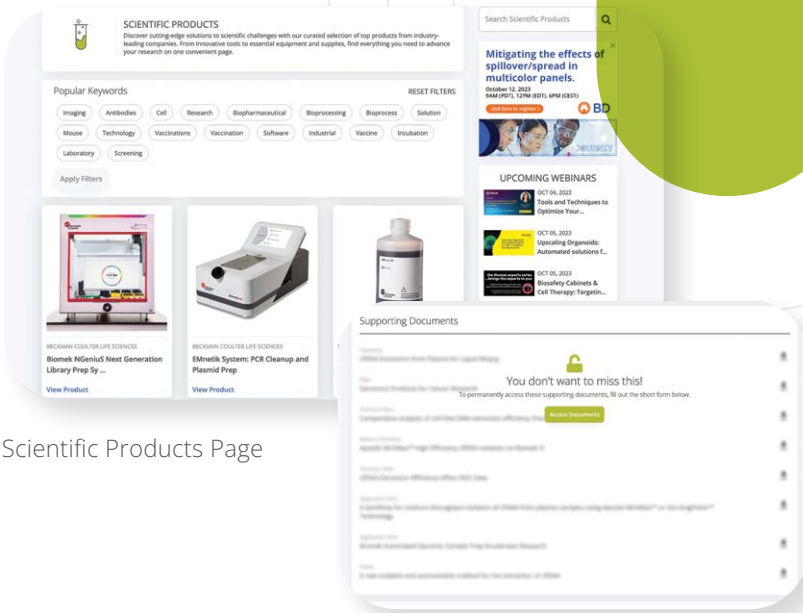
Scientific Product Listings

Labroots scientific product listings are a fantastic way to highlight your catalog of products to a new, targeted audience.

With purchase of scientific product listings*, you will get:

- A dedicated SEO optimized company page with your product listings.
- Targeted marketing for your products via Labroots newsletters and social media pages.

**Company pages include all Labroots purchased products such as webinars, virtual events, eBooks, sponsored content, and now product listings.*



Scientific Products Page

Gate Supporting Documents for Lead Generation



Real-time lead emails

Included in Scientific Product Listings:

- Option of gated button, gated supporting documents, or both
- Real-time lead emails
- Product listing reports (monthly)
- Social media posts (monthly)
- Product listing highlights in newsletters (category dependent)



Banner & Text Ads

Banner ads on the Labroots website deliver cost-effective and highly visible coverage for all your products and services.

How it Works

- Choose your banner ad format from our six size and format options.
- Provide your creative files in the correct format and size.
- Provide the click-through URL your banner ad should link to.
- Schedule your banner ad and decide how long you'd like it to run for (start date-end date) as well as the number of purchased impressions.

Any of these eye-catching banners can be delivered as a still image (.jpg) or animated gif, go crazy with creativity!

One Labroots Banner Advertisement Includes:

- Geography - Reach Users in Specific Countries, Regions, or States
- Date/Time
- Number of Impressions
- Reporting



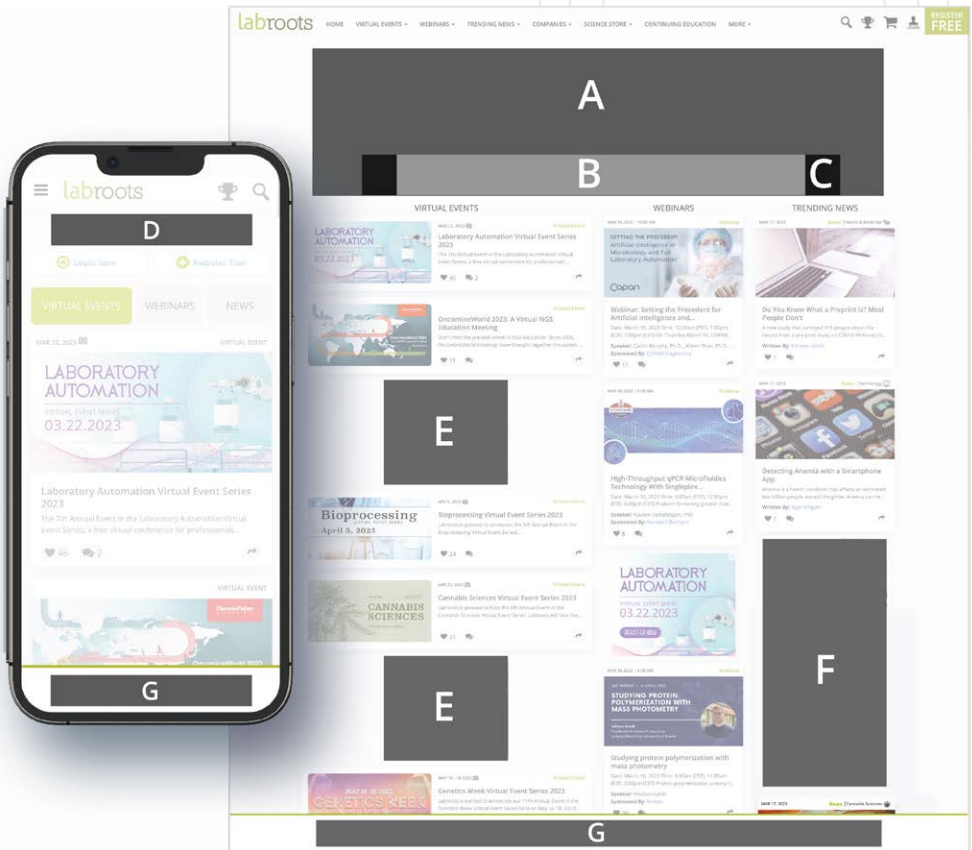
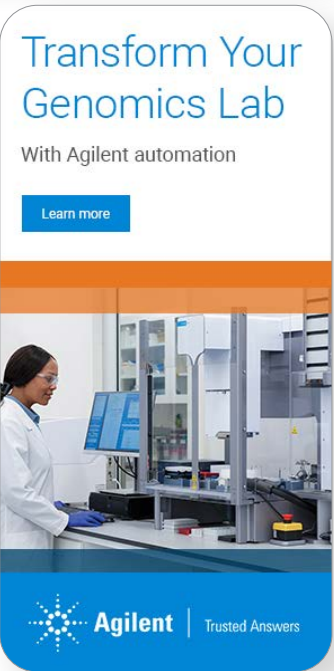
Labroots has over **13.9 million** monthly views - harness them!

Identify a range of insights with
Comprehensive Genomic Profiling.

illumina
Learn more

Banner Format Options

- **Image:** A basic image creation. Requires a GIF, JPG, or PNG file. 72 DPI. Please make sure the file size is less than 1000000 bytes.
- **Third Party:** You can use a custom HTML and JavaScript snippet from a third-party ad server if you wish to but only if it is to run for “run of site.” Certain parameters within third-party tags prevent us from guaranteeing a certain number of impressions.
- **HTML5:** A creative built from HTML and supporting assets. An animated HTML5 creative requires GIF, JPG or PNG files. Animations should rotate no more than eight times, 20 sec animation.



Text Ads

- **Font:** 14px; Open Sans or Helvetica, 600 Weight (Medium)
- **Colors:** Title #b6bd00 (Green); Description #666666 (Gray)
- **Characters:** 55-60 Total (Title + Description + Spaces)

Example:

Drug Discovery 2024! - Event Begins Feb 21st, Sign Up Now!

Six Different Sizes to Choose From:

- **A. Billboard – 970x250, 320x50 mobile**
Make a big statement with our biggest size available. Displays on the top portion of the Labroots website, below the mega menu.
- **B. Leaderboard – 728x90**
Also displays on the top portion of the Labroots website and is a smaller but very visible ad.
- **C. Super Leaderboard – 970x90**
Displays on the top portion of the Labroots website, but bigger with a little more impact.
- **D. Mobile Ad – 320x50**
It comes with your Leaderboard and it's an important creative to have. Some screens cannot automatically adapt to regular Leaderboard banner ads, so by having the Mobile Ad version, we can assure everyone will see your ad, regardless of what kind of device they're using.
- **E. MPU – 300x250**
Our most common ad is displayed in different areas across the Labroots website and can be great eye-catchers while users are scrolling through and looking for specific content.
- **F. Half-Page – 300 x 600**
This ad placement is a tall and slim rectangle, perfect for grabbing users' attention as they scroll through content on the Labroots website, with ample space to showcase your brand or product.
- **G. Anchor Overlay – 960 x 45, 320 x 50 mobile**
Maximize the impact of your banner ad with an Anchor Overlay ad. This creative option displays at the bottom portion of the Labroots website and stays fixed as users scroll, making it more engaging and memorable for users.

Gated Sponsored Content

Generating leads with sponsored content has never been easier with our new gated content feature.

How it Works

- Fill out our Sponsored Content Form and choose up to three custom questions to add to your lead form (we automatically collect Name, Email Address, Phone Number, and Date Accessed).
- The Scientific Editor will review your form and send a preview for review within 1-3 business days.
- Once approved, your article will go live on the date chosen with social media promotions.
- You will receive lead reports at 2, 4, and 6 weeks.

By ‘gating’ your sponsored content with a lead form, you can take advantage of Labroots’ extensive audience and gain valuable insight into new potential clients.

You're almost there!
Fill out the form below to get permanent access to this free article.
Login to prefill some of this form data [CLICK TO LOGIN](#)

First Name

Last Name

Email

Phone Number

Do you plan on using PCR, qPCR, RT-qPCR, dPCR, or any similar method to study, detect, and/or track cancer?

Select One

Trending / Health & Medicine / How to Optimize Exome and Hereditary Cancer NGS Workflows

APR 26, 2023 11:55 AM PDT

How to Optimize Exome and Hereditary Cancer NGS Workflows

SPONSORED BY: SOPHIA GENETICS

Hear how renowned genomic experts saved time and improved the yield of their hereditary cancer and rare disease NGS workflows using the SOPHIA DDM™ Platform combined with Alamut™ Visual Plus.

Optimize Exome and Hereditary Cancer NGS Workflows: ...

INSIGHTS

Hear From Industry Experts

How to Optimize Exome and Hereditary Cancer NGS Workflows

Watch on YouTube

Timestamps:

- 0:00 Introduction
- 0:10 Jessica Van Ziffle, PhD - UCSF - Clinical exome with mitochondrial genome sequencing for comprehensive detection of variants
- 14:05 Andrea Vaags, PhD - Trillium Health Partners, Credit Valley Hospital - Streamlining clinical implementation of hereditary cancer testing and reporting with a custom solution - Part 1
- 22:00 Hong Wang, PhD - North York General Hospital - Streamlining clinical implementation of hereditary cancer testing and reporting with a custom solution - Part 2

In this video you will:

1. Discover how integrating copy number variation (CNV) and mitochondrial variant detection in exome sequencing increased positive findings at the University of California, San Francisco (UCSF).
2. Uncover how implementing an automated SOPHIA GENETICS hereditary cancer workflow hospitals 21 hours of hands-on time.

For more cases presented in this video, click here.

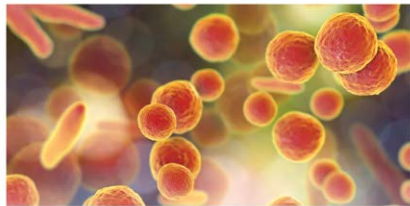
Jessica Van Ziffle PhD, FACMG
Associate Clinical Professor, Pathology at University of California, San Francisco, CA, US

Trending / Microbiology / Rapid, Real-Time Detection of Contamination in Cell Cultures

AUG 15, 2023 2:30 PM PDT

Rapid, Real-Time Detection of Contamination in Cell Cultures

SPONSORED BY: Sartorius

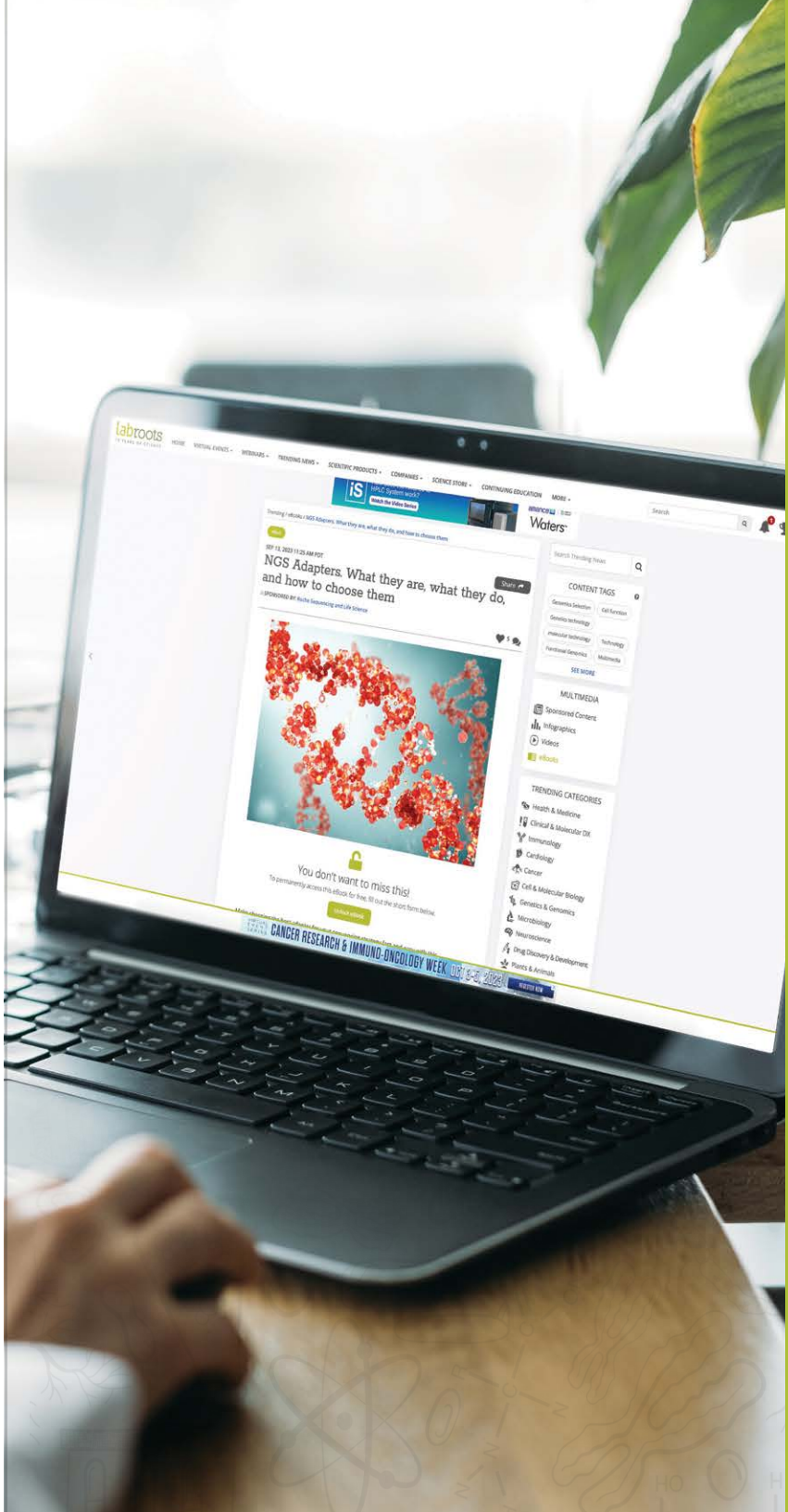


Abstract

In this study, we used Sartorius Real-time PCR kits for the rapid detection of bacteria, fungi, and mycoplasma to establish that these assays can detect microbial contaminants, even in the presence of high cell backgrounds, ranging from 10 to 40 million cells per milliliter (cells/mL). We observed that the cell density limit and assay robustness depend on cell types and media compositions. The detection limits for bacteria, fungi, and mycoplasma in jacket and media compositions. The detection limits for bacteria, fungi, and mycoplasma in jacket and media compositions.

You don't want to miss this!
To permanently access this article for free, fill out the short form below.

[Access Article](#)



Content examples include:
articles, infographics, application notes, white papers, or eBooks

One Labroots Gated Sponsored Content Post Includes:

- One Gated Article (Provided by You) Shared on Labroots Trending News, With Detailed Company Information Shown as the “Author”, and Up to Eight In-Article Links
 - Content examples include: articles, infographics, application notes, white papers, or eBooks
- Name, Email Address, Phone Number, and Dates Accessed Reader Information (physical address available upon client request)
- Up to Three Personalized Questions
- Distribution in Three General and Three Category-Specific Email Newsletters Three Times Over Six Weeks
- Distribution on Labroots and Three Category-Specific Social Media Pages Three Times Over Six Weeks
- Detailed Report Sharing Article Views, Likes, Shares, Email Newsletter Dates, and Social Media Promotion Links
- Three Gated Reports Including Name, Email Address, Phone Number, Dates Accessed, and Custom Question Responses (Reports Offered at Two, Four, & Six Weeks)

Newsletters

17.5%

Average Open Rates

10%

Average CTR Newsletter

178,462

Webinars & Virtual Event
Newsletter Subscribers

176,072

General Trending Newsletter
Subscribers

Be the exclusive sponsor of a Labroots Trending Newsletter!

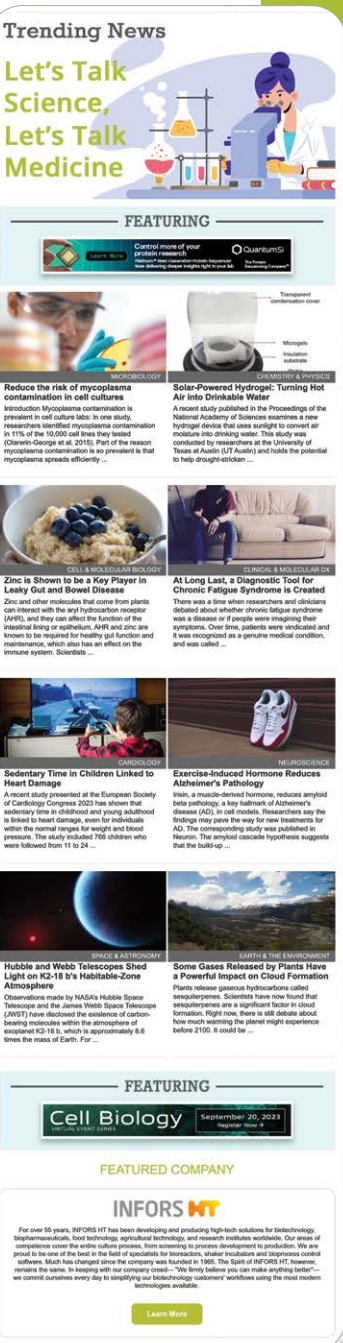
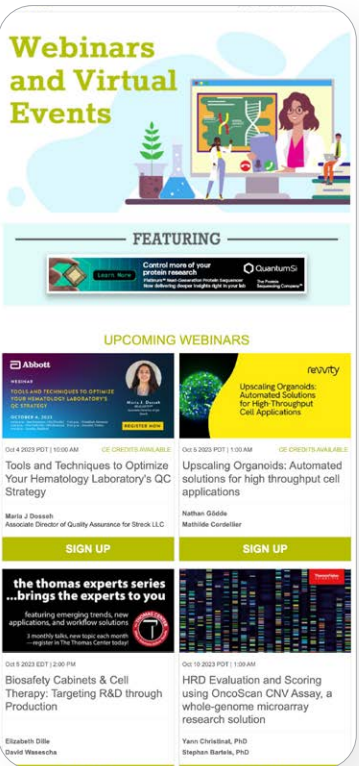
Labroots provides subscribers with a wide range of content-specific newsletters, including category-specific trending newsletters for the latest news and research in specific areas, along with a General Trending Newsletter that covers top science news across all categories. Our Webinars & Virtual Events Newsletter keeps the audience informed about upcoming webinars and virtual events, as well as on-demand viewing opportunities.

Promoting an event or webinar?

Labroots Webinars & Virtual Events Newsletter (WAVE) reaches more than **175,000** recipients - and promotes all of our anticipated virtual learning opportunities.

How it Works

- Choose your newsletter(s) from our content-specific list.
- Provide your banner ad as a still image or animated .gif with embedded URL.
- Schedule your banner ad for deployment.
- Reach thousands of people within your target audience.



Newsletter Banner Ad Metrics

4.2%

Average CTR General Trending Newsletter

0.40%-4.30%

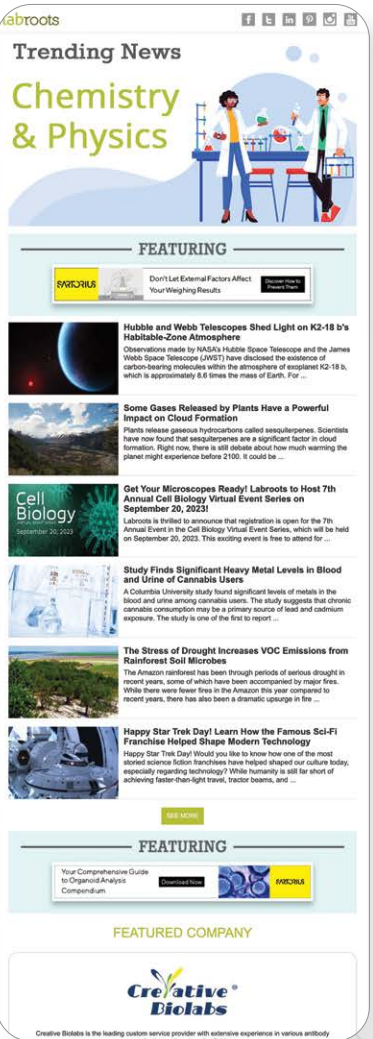
Average CTR Category Specific Newsletter

Category-Specific Trending Newsletters

Categories

Subscribers (Day)

Genetics & Genomics	41,732	(T)
Cell & Molecular Biology	53,114	(M)
Clinical & Molecular Dx	44,828	(TH)
Health & Medicine	39,228	(M)
Neuroscience	25,103	(T)
Cancer Research & Oncology	37,941	(W)
Immunology	32,063	(TH)
Microbiology	30,526	(W)
Technology	27,032	(SU)
Cardiology	15,357	(F)
Plants & Animals	18,760	(SU)
Drug Discovery & Development	40,600	(W)
Chemistry & Physics	22,284	(F)
Space & Astronomy	7,016	(S)
Earth & Environment	8,951	(S)
Cannabis Sciences	10,666	(F)

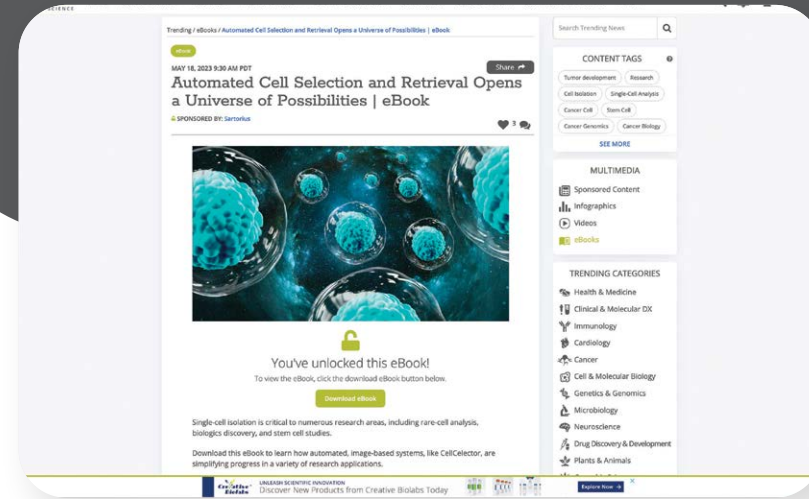


eBooks

eBooks are a unique way to share your new product offerings, laboratory techniques, and more with a targeted Labroots audience of your choosing – in great detail.

How it Works

- Fill out our eBook Preference Form.
- Within 3 business days, a Labroots team member will reach out to you to begin the design and production of your eBook.
- Participate in the collaborative eBook creation process.
- When ready, your eBook will be launched, marketed, and available for download.



eBook Webpage

Sponsored eBooks

You provide the content (any desired copy and imagery) on our eBook Preferences Form; we turn it into something comprehensive and cohesive that will live on the Labroots site.

Sponsored eBooks Include:

- **One Gated eBook** - Materials are provided by you. The eBook is shared on Labroots Trending News and pinned to the top. The eBook will include detailed company information shown as the “author.”
- **Lead Generation** - Gather leads through a required custom form field to access the downloadable eBook.



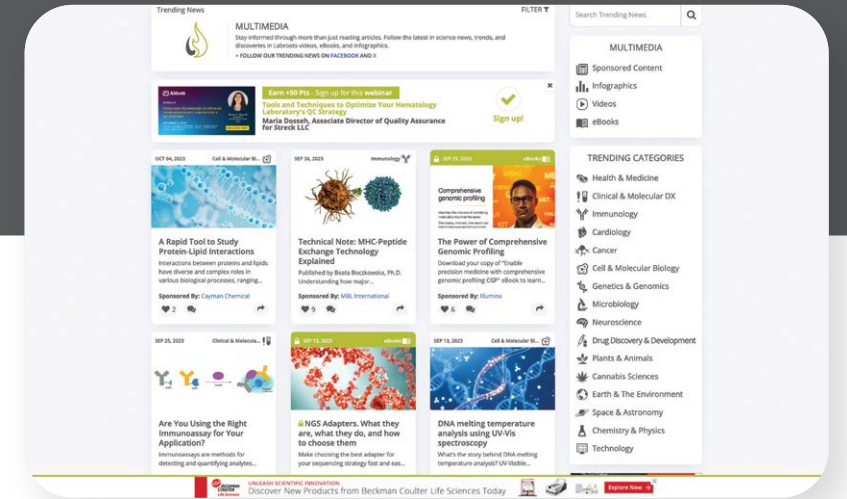
Custom eBook

Custom eBooks

The Labroots writing, editorial, and creative teams create your eBook content, collaborating with you every step of the way. Periodic meetings will be set up to ensure the brand messaging is aligned with your vision, and content is approved as it is written.

Custom eBooks Include:

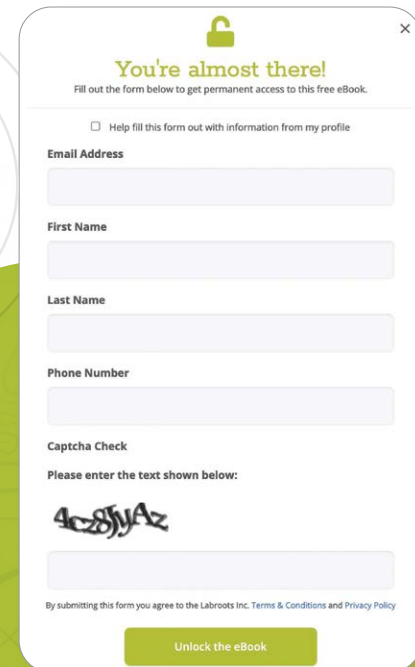
- **One Gated eBook** - Content written by the Labroots team. The eBook is shared on Labroots Trending News and pinned to the top. The eBook will include detailed company information linked in the authorship attribution.
- **Lead Generation** - Gather leads through a required custom form field to access the downloadable eBook.



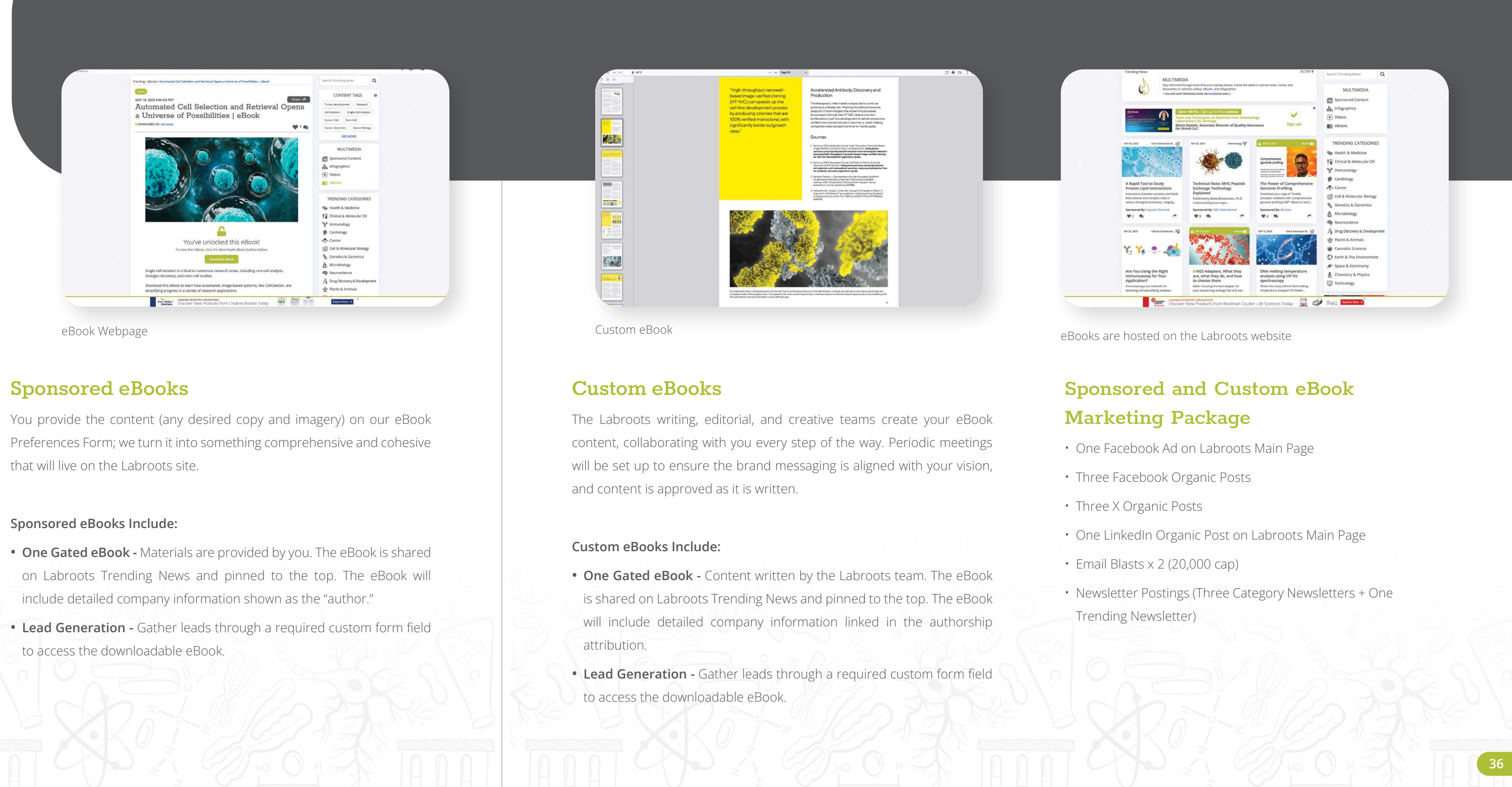
eBooks are hosted on the Labroots website

Sponsored and Custom eBook Marketing Package

- One Facebook Ad on Labroots Main Page
- Three Facebook Organic Posts
- Three X Organic Posts
- One LinkedIn Organic Post on Labroots Main Page
- Email Blasts x 2 (20,000 cap)
- Newsletter Postings (Three Category Newsletters + One Trending Newsletter)



Your gated eBook generates real time leads



Labroots Social Media

*Based on averages from client Facebook ads

2.5+ Million

Total Followers

5,734*

Average Reach Per Post

10,496*

Average Impressions

83*

Average Link Clicks

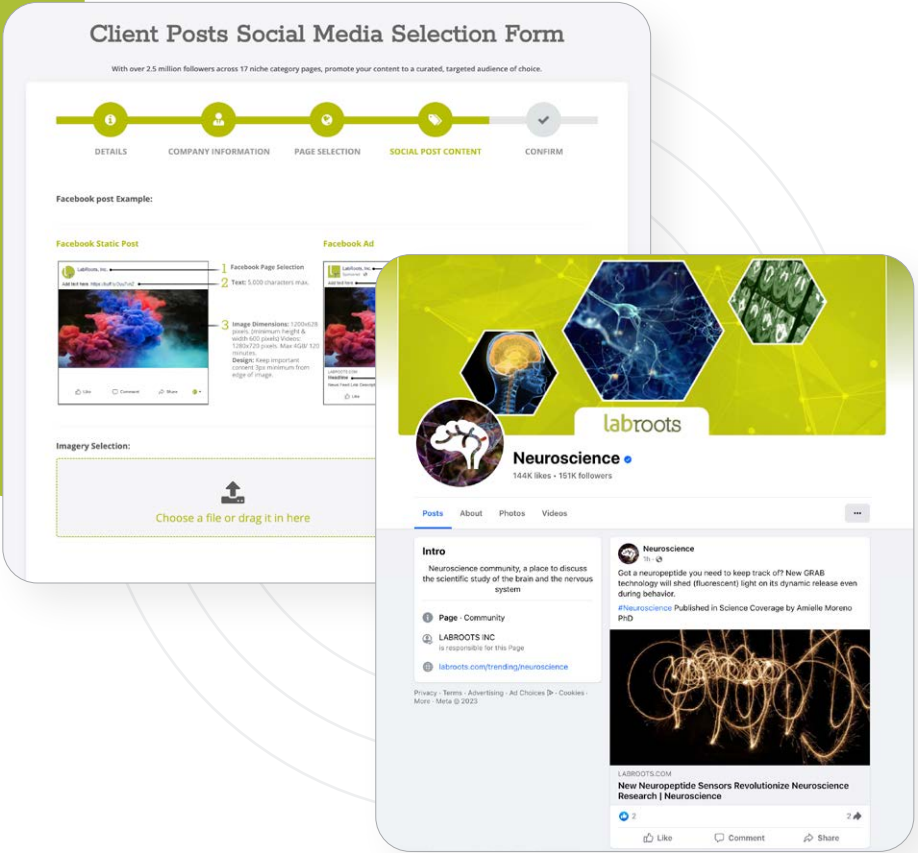
Social media can feel like the Wild West of digital marketing, but this isn't our first rodeo.

Labroots has more than 2.5 million followers across our social media pages, with more than a dozen topic-specific accounts/pages, allowing advertisers to craft posts that resonate with their desired audience. Labroots followers are extremely engaged, with an **average monthly post reach of over 132,415, receiving more than 10,000 engagements across all accounts.**



One Labroots Social Media Post Includes:







- One Facebook Ad
- One Facebook Organic Post
- One X Organic Post
- One LinkedIn Organic Post on Labroots Main Page
- Detailed Analytic Report Including Reach, Likes, Shares, and Link Clicks



How it Works

- Fill out the Social Media Preference Form.
- Provide your content, target the right audience with our category-specific pages, and choose your deployment date in the form.
- Within 1-3 business days, a Labroots team member will send you previews of your post for review.
- Once approved, your post will be scheduled for deployment on your chosen date.

Pages*

			
Labroots Main Pages	229,995	12,578	11,801
Science Rocks	507,260	3,111	—
Microbiology	254,429	5,997	4,483
Cell & Molecular Biology	238,942	4,963	—
Neuroscience	151,835	4,353	4,340
Space & Astronomy	154,534	2,165	184 
Cancer & Oncology Research	120,632	6,416	2,778
Genetics & Genomics	107,695	4,404	36,121
Technology	151,472	6,086	—
Immunology	80,869	4,353	4,483
Chemistry & Physics	99,773	3,359	—
Earth & The Environment	61,500	1,109	—
Cardiology	58,258	4,636	—
Clinical & Molecular Diagnostics	61,412	1,554	1,003
Plants & Animals	68,628	1,774	—
Health & Medicine	33,447	1,161	—
Cannabis Sciences	14,967	1,191	9 
Drug Discovery & Development	5,986	2,447	51 

*Follower numbers updated December 2024

Sponsored Content

1,222

Average Views

3

Average Likes

13

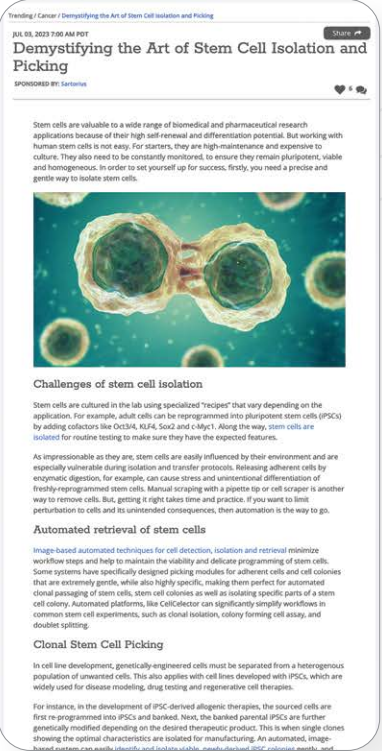
Average Shares

Provide content to be featured in Labroots' popular Trending Science News. Sponsored content articles are a strategic way to increase your company and/or product exposure.



How it Works

- Fill out the Sponsored Content Form.
- Provide your content, choose your categories, and pick your deployment date in the form.
- Within 1-3 days, a member of the Labroots marketing team will send you the article link for approval.
- Once approved, your article will go live on your chosen date and will be shared in the relevant newsletters and Labroots social media pages.



Sponsored Content Article

One Labroots Sponsored Content Post Includes:

- One Article (Provided by You) Shared on Labroots Trending News, With Detailed Company Information Shown as the "Author", and Up to Eight In-Article Links
- Distribution in General and Three Category-Specific Email Newsletters
- Distribution on Labroots and Three Category-Specific Social Media Pages
- Article and/or Infographic Housed on Labroots
- Detailed Report Sharing Article Views, Likes, Shares, Email Newsletter Dates, and Social Media Promotion Links

Rich Content Campaign

Kick back, relax, and let Labroots create the content for you.

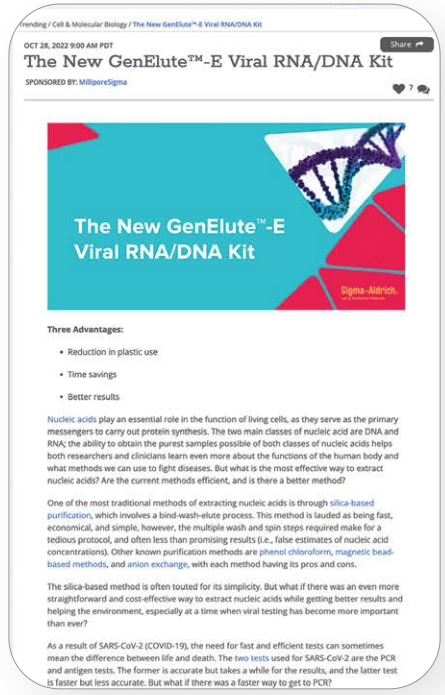
Utilize Labroots' database of users by sharing an article or infographic, written and designed by the Labroots team, in the Trending News section of the website.

How it Works

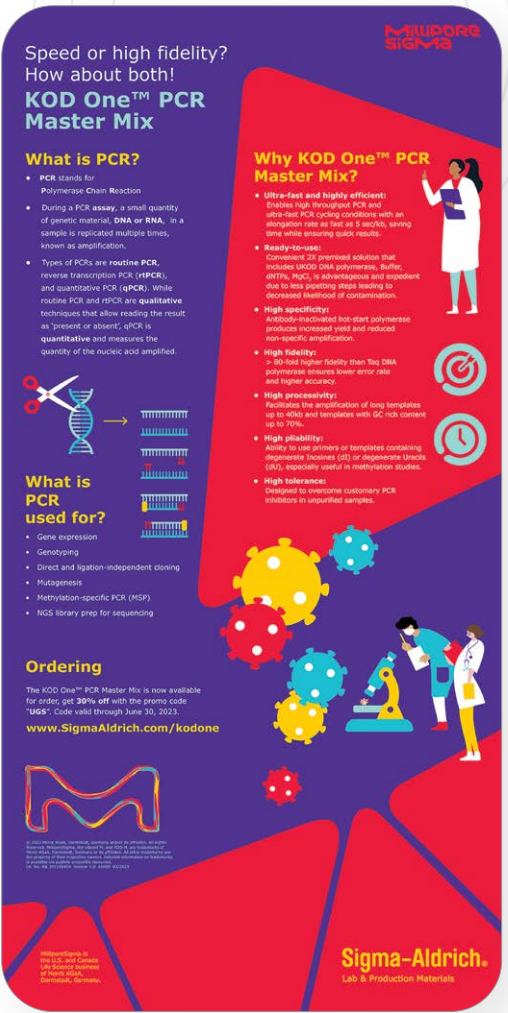
- A Labroots team member will reach out to you to schedule a meeting to discuss your vision.
- You'll be asked to fill out our Rich Media Content form to help us create your custom project.
- The Labroots team will periodically update you with progress on your project and provide drafts for review within your timeline.
- Once approved, your article or infographic will be scheduled for deployment on your chosen date.
- It will then be shared in the relevant newsletters and corresponding Labroots social media pages.

One Labroots Rich Media Content Campaign Includes:

- 1,500-Word Article and/or an Infographic Written by One of Our Specialist Science Writers
- Pdf of the Article and a Full-Bleed Print Version
- Assistance in Storyboarding and Creating an Informative Video
- 468x60 Banner Ad in 3 Trending Newsletters



Rich Content Article



Rich Content Infographic

- Distribution in General and Three Category-Specific Email Newsletters
- Five Social Media Posts
- Article and/or Infographic Housed on Labroots
- Detailed Report Sharing Article Views, Likes, Shares, Email Newsletter Dates, and Social Media Promotion Links



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www.Labroots.com

Labroots provides next generation digital marketing opportunities which allow you to target your message to specific groups of scientists and medical experts. For pricing, custom proposals or general information please contact us at:

Advertise: advertise@labroots.com

Press: press@labroots.com

Marketing: marketing@labroots.com

Production: production@labroots.com

Feedback: feedback@labroots.com

Continuing Education: ce@labroots.com

Support: support@labroots.com

Jobs: jobs@labroots.com

Information: info@labroots.com

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