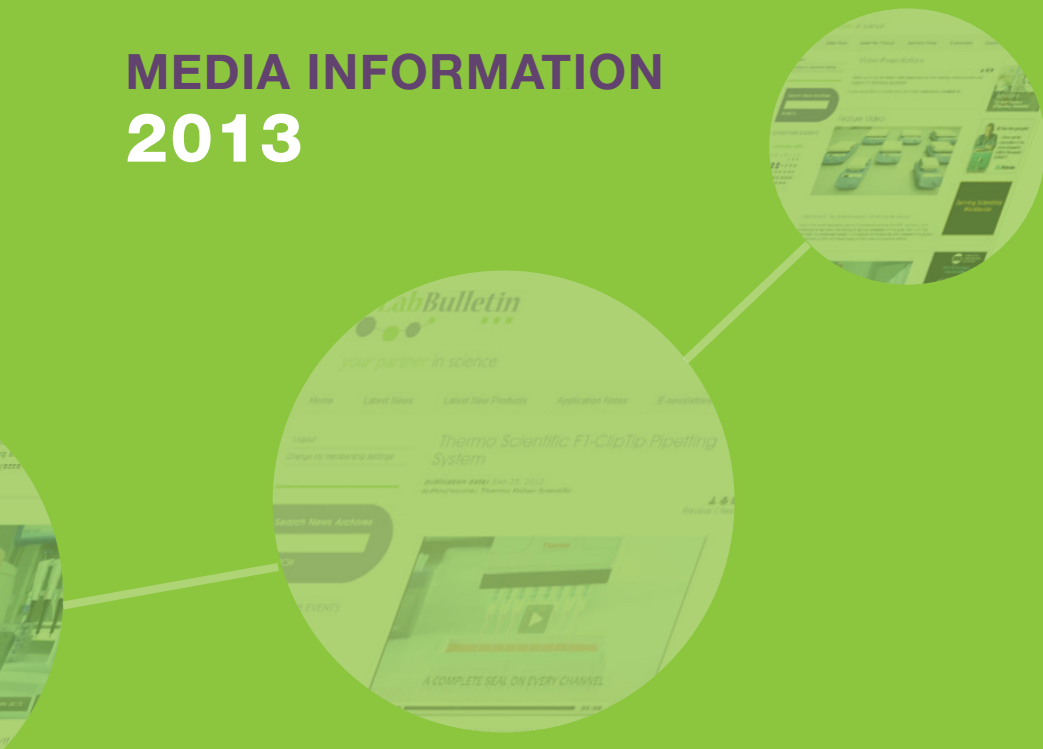


MEDIA INFORMATION 2013



www.labbulletin.com

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An overview of [LabBulletin](#)

[LabBulletin](#) is an online resource for scientists and laboratory personnel throughout the world, providing the most up to date information on new products and industry news.

[LabBulletin](#) features an extensive product and supplier directory with quick and easy searches. Enquiry forms enable visitors to request further information directly from suppliers at the click of a button.

The [LabBulletin](#) website is extremely flexible for manufacturers. Once a company profile has been created, manufacturers can upload their own press releases, technical articles directly, as and when they have something new to announce.

[LabBulletin](#) also publishes three monthly newsletters and a weekly update. Whether it's a special offer, product launch, company announcement or industry event our newsletters are a great way to get your message directly to the inbox of over 30,000 scientists, working in industrial, university, hospital and government laboratories.

Our main aim is to initiate dialogue between end users and suppliers of scientific equipment.

[LabBulletin](#) covers the following areas

- Analytical Instrumentation
- Laboratory Equipment and Consumables
- Life Sciences and Clinical Laboratory Equipment
- Pumps, Valves & Filters
- IT solutions for the Laboratory
- Environmental Analysis



labbulletin.com

Lab Bulletin E-Newsletter

How to submit a Press Release

LabBulletin is always looking for new content that will be of interest to visitors and welcomes you to submit details on your latest products and company announcements.

LabBulletin has been designed so that manufacturers and suppliers can directly upload as many press releases as they like, using our online WYSIWYG editor.

Simply log in to your free account, add your press release or company announcement, add a picture, teaser, keywords and click submit - it is as easy as that!



Alternatively, send your press release to editorial@labbulletin.com and we will take care of it for you.

All new products featured on **LabBulletin** are searchable by keyword and are categorised into six key areas:-

- General Laboratory
- Separation Science
- Microscopy & Image Analysis
- IT Solutions and Software
- Environmental Analysis

Company announcements and industry news are also searchable by keyword and categorised into six key areas:-

- Industry News
- Research News
- Recent Appointments
- Laboratory Exhibitions and Conferences
- New Literature
- Video Presentations

An enquiry form and comments box is added below each article, to allow visitors to either request further information or leave comments for other visitors.

All approved press releases are published on **LabBulletin** free of charge.

To ensure maximum exposure we recommend including your company announcement in our monthly Newsletter sent out to over 30,000 scientists worldwide.

For further information please turn to page 15.



How to submit a Technical Article or Application Note



LabBulletin provides a forum for the publication of research and reviews on all aspects of science, analytical instrumentation and related consumables. **LabBulletin** intends to be topical and quick reacting to new and emerging technologies and features a mixed variety of contributors, all conforming to a high standard of scientific writing. The scope of **LabBulletin** includes Separation Science, Microscopy & Image Analysis, General Laboratory, IT Solutions & Software and Environmental Analysis.

The following types of papers are published in **LabBulletin**:-

Technical Articles

Typically these describe novel research, improved methods or improvements in techniques or instrumentation that lead to increased efficiency in terms of time, ease or cost. Papers should be typically be approximately 1000-2500 words long, contain 6-8 figures and appropriate references.

Review Articles

Potential authors will be asked to provide a brief outline of the subject matter of the proposed review.

Review articles should be sufficiently broad in scope to appeal to a wide cross-section of the websites community but should be specific enough to permit discussion at an appropriate depth. Figures and tables are encouraged in review articles.

Review articles may also be non-technical in nature e.g. articles affording a personal reflection on practices within their industry, impact of relevant government legislation, meeting previews, meeting reviews, industry news etc.

Application Notes

These are brief (approximately 600-1000 words long) descriptions of equipment modifications and designs that provide tips on improved efficiency in procedures, equipment or technology. The articles should have a maximum of 2-3 figures and approximately 5 references.

Manufacturers and suppliers are invited to submit articles and applications notes as a PDF document to editorial@labbulletin.com

Video Presentations

Video is the future of the internet and one of the fastest growing advertising formats.



Video presentations can provide you with a powerful and effective opportunity to promote your company brand or products to our online community.

We are able to add a short, informative video of up to five minutes in length and place this within your published article or press release. For maximum exposure your video can also be displayed on our Video Presentations page, on the **LabBulletin** home page or in the E-Newsletter as the Feature Video.

Our preferred format is an FLV file or simply provide us with your YouTube video link.

For further information on pricing and opportunities, please turn to pages 10 & 11.

New Literature



LabBulletin features a new literature section where our visitors can easily source new product information, contact manufacturers and suppliers to request a copy or alternatively download a copy instantly.

If you have a new catalogue or product brochure available then our New Literature section is an ideal way to promote it.

E-Brochures

If you already have an E-Brochure or E-Catalogue then why not promote it to our members in our E-Brochure section.

E-Brochures & E-Catalogues will bring your printed material to life. By creating stunning online pages you can really engage customers with video, sound, quick and easy searches, realistic page-turning visual effects and direct links to products or services.

Our team at **LabBulletin** can easily create E-Brochures and E-Catalogues from your existing brochures all we require are the PDF files.

We are also able to offer offline versions of your E-Brochures. Our team will provide you with an EXE or SWF file allowing you to either host your E-Brochure on your own server or run directly from a CD or USB stick, ideal for company presentations or offline viewing.

Manufacturer & Supplier Directory

LabBulletin features an extensive Product and Supplier Directory. Visitors can easily search for a particular company or source companies who manufacture a specific type of product.

Contact forms allow our visitors to get directly in touch with suppliers, in order to request further information.

LabBulletin has been designed so that manufacturers and suppliers can easily upload their own company details.



Unlike many of our competitors websites, **LabBulletin** will include your contact details, company profile, list all of your products/services and include a direct contact form free of charge.

All articles published on **LabBulletin** associated with the company are also displayed on the company profile allowing visitors to view articles from a specific supplier.



Market Research Surveys



The screenshot shows a web browser window with the Lab Bulletin logo and tagline 'your partner in science'. Below the header is the 'Lab Bulletin Visitor Survey' title and a thank-you message. The survey questions are listed under a 'Website' heading. Each question has radio button options for 'Agree', 'Mostly agree', and 'Disagree'. The questions cover topics like website usefulness, product information, and contact methods.

Lab Bulletin Visitor Survey
Thank you for choosing to take part in the Lab Bulletin Visitor Survey. Please complete the questions below and click submit.

Website

Which section on Lab Bulletin are you most interested in? *

- ☐ Industry News
- ☐ New Product
- ☐ Technical Articles/Application Notes
- ☐ Video Inspiration
- ☐ Industry Events
- ☐ E-Brochures
- ☐ Market Research Studies

Lab Bulletin provides a good selection of topics. *

- ☐ Agree
- ☐ Mostly agree
- ☐ Disagree

Lab Bulletin helps me decide on what products to buy/use in my laboratory. *

- ☐ Agree
- ☐ Mostly agree
- ☐ Disagree

Lab Bulletin is easy to use and informative. *

- ☐ Agree
- ☐ Mostly agree
- ☐ Disagree

How often do you visit the Lab Bulletin website? *

- ☐ Monthly
- ☐ Fortnightly
- ☐ Weekly
- ☐ Every Day

What actions have you taken as a result of visiting the Lab Bulletin website? *

- ☐ Visited the company's website
- ☐ Sent an email requesting further information
- ☐ Contacted the company by phone

A market research survey is an ideal way to find out more about your existing or potential customers. Our team at **LabBulletin** will prepare, publish and distribute your questionnaire to our online community of over 30,000 scientists worldwide.

You may ask up to 20 questions relating to your companies' products and decide how long you wish the campaign to remain open. A detailed report of all respondents will then be compiled and sent to you for analysis.

For further information on pricing please turn to page 11.

Advertising Opportunities on **labbulletin.com**

Start driving more traffic to your website!

Previously people relied on trade journals/ magazines to keep up to date with the latest trends and products in their industry. More and more people are now buying online, searching for equipment and news



through popular search engines and websites. Getting your brand and products high in these searches is essential to your business.

LabBulletin is designed to attract free search engine traffic – the lifeblood of success. Every page is automatically optimized for search engines so new content is added quickly to search engine results. Google, Bing and Yahoo love **LabBulletin**.

LabBulletin' main aim is to inform scientists from life and analytical sciences, of the latest information on laboratory products and services. Our mission is to match buyers with sellers.

We have a number of options that can help your company reach our online community from banner advertisements, video presentations, market research studies to E-Newsletter promotions.

Visitor Statistics

Page views per month	51,000+
Visits per month	16,000+
Average time on website	4.58 minutes

Geographical Breakdown

Northern Europe *	35.25%
Western Europe	19.35%
North America	18.91%
Eastern Europe	3.43%
Southern Europe	2.95%
South America	1.32%
South-Eastern Asia	4.01%
Southern Asia	5.45%
Western Asia	2.29%
Eastern Asia	4.62%
Australia and New Zealand	1.42%
Others	1%

*UK 72% of Northern Europe

Statistics supplied by Google Analytics and AW Stats

Banner Advertising

Banner advertising is cost effective and the perfect solution to reinforce your company brand or to announce a new product or service. **LabBulletin** offers a range of banners and advertisers have the choice as to whether they are displayed on every page or only on selected locations.

Main Header Banner

Displayed at the **top** of the home page and at the bottom of every article, this premium position is available for up to four companies only and is positioned to allow for maximum exposure.

Tech Spec

Size (Pixels)	500 x 130
Format	jpg/gif/flash
Max File Size	60k
Animation	√

No. of months exposure	Total Cost		
	£	€	\$(US)
2	975.00	1170.00	1608.00
4	1852.00	2222.00	3055.00
6	2632.00	3158.00	4342.00
8	3315.00	3978.00	5469.75
10	3900.00	4680.00	6435.00
12	4095.00	4914.00	6756.00

Button Banner

Displayed throughout the website, on the **right hand side** of the page

Tech Spec

Size (Pixels)	200 x 200
Format	jpg/gif/flash
Max File Size	60k
Animation	√

No. of months exposure	Total Cost		
	£	€	\$(US)
2	675.00	810.00	1113.00
4	1282.00	1538.00	2115.00
6	1822.00	2186.00	3006.00
8	2295.00	2754.00	3786.00
10	2700.00	3240.00	4455.00
12	2835.00	3402.00	4677.00



Category Banner

Displayed on any of the following pages
New Products, Laboratory News,
Articles & Application Notes, Video
Presentations, Laboratory Exhibitions
and Conferences, E-Brochures, Market
Research Studies or New Literature

Tech Spec

Size (Pixels)	500 x 130
Format	jpg/gif/flash
Max File Size	60k
Animation	✓

No. of months exposure	Total Cost		
	£	€	\$ (US)
2	520.00	624.00	858.00
4	988.00	1185.00	1630.00
6	1404.00	1684.00	2316.00
8	1872.00	2246.00	3088.00
10	2080.00	2496.00	3432.00
12	2184.00	2620.00	3603.00

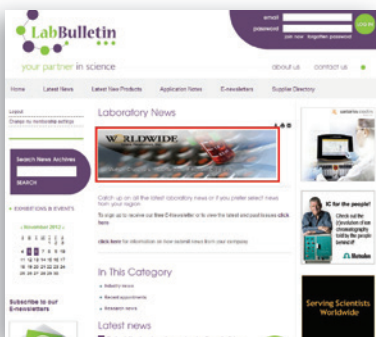
Sub Category Banner

Displayed on any of the following pages
General Laboratory, Separation Science,
Microscopy & Image Analysis, IT
Solutions & Software, Environmental
Analysis, Recent Appointments,
Research News or Industry News.

Tech Spec

Size (Pixels)	500 x 130
Format	jpg/gif/flash
Max File Size	60k
Animation	✓

No. of months exposure	Total Cost		
	£	€	\$ (US)
2	420.00	504.00	693.00
4	978.00	1173.00	1613.00
6	1134.00	1360.00	1871.00
8	1512.00	1814.00	2494.00
10	1680.00	2016.00	2772.00
12	1764.00	2116.00	2910.00



Article and Press Release Banner



Displayed above a specific article or press release from your company

Tech Spec

Size (Pixels)	500 x 130
Format	jpg/gif/flash
Max File Size	60k
Animation	✓

	£	€	\$(US)
Price (per article)	175.00	210.00	288.00

Video Presentations

Video is the future of the internet and one of the fastest growing advertising formats.

Video presentations can provide you with a powerful and effective opportunity to promote your company brand or products to our online community.

We are able to add a short, informative video of up to five minutes in length and place this within your published article or press release.

For maximum exposure your video can also be displayed on our Video Presentations page or on the **LabBulletin** home page as the Feature Video of the month.

For an additional charge we can also include this in the **LabBulletin** Monthly E-Newsletter sent out to over 30,000 scientists worldwide

We can accept most formats, our preferred format is an FLV file alternatively simply provide us with your YouTube video link.

Feature Video Slot



Displayed for a month at the **top** of the Home page and the Video Presentations page the Feature Video slot is one of our most popular positions. We will place a screen shot of the video on both pages and link your video to either your own landing page or a dedicated page on labbulletin.com.

For an additional charge we can also include this in the **LabBulletin** Monthly E-Newsletter sent out to over 30,000 scientists worldwide.

1 month of exposure
£975.00 | €1170.00 | \$(US)1608.00

Video Presentation Slot



Displayed for a month on the Video Presentations page. We will place a screen shot of the video on both pages and link your video to either your own landing page or a dedicated page on **LabBulletin.com**

For an additional charge we can also include this in the **LabBulletin** Monthly E-Newsletter sent out to over 30,000 scientists worldwide.

1 month of exposure
£555.00 | €666.00 | \$ (US) 915.00

Video PR



We are able to embed a short, informative video of up to five minutes in length and place this within your published article or press release.

For an additional charge we can also include this in the **LabBulletin** Monthly E-Newsletter sent out to over 30,000 scientists worldwide.

12 months exposure
£300.00 | €360.00 | \$ (US) 495.00

Market Research Studies

A market research survey is an ideal way to find out more about your existing or potential customers. Our team at **LabBulletin** will prepare, publish and distribute your questionnaire to our online community of over 30,000 scientists worldwide.

You may ask up to 20 questions relating to your products and decide how long you wish the campaign to remain open.

A detailed report of all respondents will then be compiled and sent to you for analysis.

Price on Application

Advertising in the LabBulletin E-Newsletter



Whether it's a special offer, product launch, company announcement or industry event, the **LabBulletin** E-Newsletter is a great way to get your message directly to the inbox of over 30,000 scientists working in industrial, university, hospital and government laboratories.

Sent out monthly each E-Newsletter consists of up to 20 stories of up to 500 words accompanied with an image and up to three URL links

E-Newsletter Sponsorship Banners are also available. As a sponsor you will also receive a free newsletter slot placed within the top seven entries.

After the mailing of the E-Newsletter a full report containing the details of the readers who have clicked through for further information will be sent to you.

Over 80% of our community make or influence purchasing decisions so you can be confident that you are reaching the right people.

Our premium E-Newsletter Slots and Sponsorship Banners are a fantastic, cost effective way of raising your company profile whilst generating response at the same time.

Sponsorship opportunities are also available in our Microscopy & Image Analysis, Weekly Update and Separation Science E-Newsletters. [contact us](#) for further information.

Issue Dates	Date of Mailing	Copy Date
January	30/01/13	25/01/13
February	27/02/13	22/02/13
March	27/03/13	22/03/13
April	24/04/13	19/04/13
May	29/05/13	24/05/13
June	26/06/13	21/06/13
July	31/07/13	26/07/13
August	28/08/13	23/08/13
September	25/09/13	20/09/13
October	30/10/13	25/10/13
November	27/11/13	22/11/13
December	11/12/13	06/12/13

Geographical Breakdown

Europe (exc. UK)	41%
United Kingdom	29%
Asia	15%
North America	11%
Middle East & Africa	2%
South America	1%
Oceania	1%

E-Newsletter Header Banner



Displayed at the **top** of the E-Newsletter this is an ideal position to get your message across to our readers.

Tech Spec

Size (Pixels)	500 x 130
Format	jpg/gif/flash
Max File Size	60k
Animation	X

Prices include the top E-Newsletter Slot **FREE** of charge

No. of placements	Per Placement		
	£	€	\$(US)
1	760.00	912.00	1254.00
3	722.00	866.00	1191.00
6	684.00	820.00	1128.00
9	646.00	775.00	1066.00
12	608.00	730.00	1003.00

E-Newsletter Video Presentation



Displayed **below** the Header Banner our Video Presentation slot is an ideal position to promote your company or product video.

A screenshot of the video with a link to either your own landing page or a dedicated page on **labbulletin.com**, where the video will be played.

We can accept most formats, our preferred format is an FLV file, alternatively simply provide us with your YouTube video link and we will do the rest!

Price per insertion
£950.00 | €1140 | \$(US) 1568

E-Newsletter Skyscraper Banner



Displayed in the **top right hand side** of the E-Newsletter

Tech Spec

Size (Pixels)	200 x 600
Format	jpg
Max File Size	60k
Animation	X

Prices include the second E-Newsletter Slot FREE of charge

No. of placements	Per Placement		
	£	€	\$ (US)
1	860.00	1032.00	1420.00
3	817.00	980.00	1348.00
6	775.00	928.00	1278.00
9	730.00	876.00	1205.00
12	688.00	825.00	1135.00

E-Newsletter Button Banner



Displayed on the **right hand side** of the E-Newsletter, below the Skyscraper Banner. Up to six Button Banners are included in each issue.

Tech Spec

Size (Pixels)	200 x 200
Format	jpg
Max File Size	60k
Animation	X

Prices include a top eight E-Newsletter Slot FREE of charge

No. of placements	Per Placement		
	£	€	\$ (US)
1	680.00	816.00	1122.00
3	646.00	775.00	1065.00
6	612.00	735.00	1010.00
9	578.00	693.00	953.00
12	544.00	652.00	897.00

E-Newsletter slot



Each E-Newsletter slot consists of up to 500 words accompanied with a 200x200 pixel image and up to three URL links.

Tech Spec

Image (Pixels)	200 x 200
Text	500 words
Emails	1
URLs	3

No. of placements	Per Placement		
	£	€	\$ (US)
1	295.00	354.00	487.00
3	280.00	336.00	462.00
6	265.00	318.00	437.00
9	250.00	300.00	412.00
12	236.00	283.00	390.00

Issue Dates	Date of Mailing	Copy Date
January	30/01/13	25/01/13
February	27/02/13	22/02/13
March	27/03/13	22/03/13
April	24/04/13	19/04/13
May	29/05/13	24/05/13
June	26/06/13	21/06/13
July	31/07/13	26/07/13
August	28/08/13	23/08/13
September	25/09/13	20/09/13
October	30/10/13	25/10/13
November	27/11/13	22/11/13
December	11/12/13	06/12/13

Visitor Feedback to LabBulletin

Which section on LabBulletin are you most interested in?

Industry News	35%
New Products	34%
Technical Articles / Application Notes	11%
Video Presentations	5%
Industry Events	2%
E-Brochures / New Literature	5%
Market Research Studies	5%

LabBulletin provides a good selection of topics?

Agree	72%
Mostly Agree	28%
Disagree	0%

LabBulletin helps me decide on what products to buy/use in my laboratory?

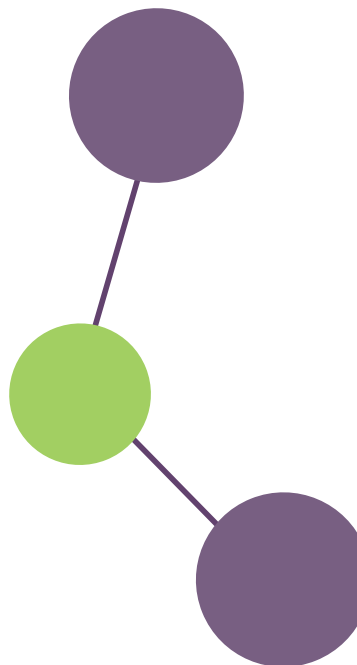
Agree	59%
Mostly Agree	39%
Disagree	2%

LabBulletin is easy to use and informative?

Agree	81%
Mostly Agree	19%
Disagree	0%

How often do you visit the LabBulletin website?

Monthly	47%
Fortnightly	16%
Weekly	33%
Every Day	4%



What actions have you taken as a result of visiting the LabBulletin website?

Visited the companies website	57%
Sent an email requesting further information	14%
Contacted the company by phone	13%
Purchased a product or service	10%
Recommended/discussed the product or service	14%
Attended a conference	10%
Taken no actions at all	19%

**Note. Some respondents took more than one action*

On a scale of 1-5 how would you rate the design of the LabBulletin website?

1 star	0%
2 Stars	4%
3 Stars	19%
4 Stars	67%
5 Stars	10%

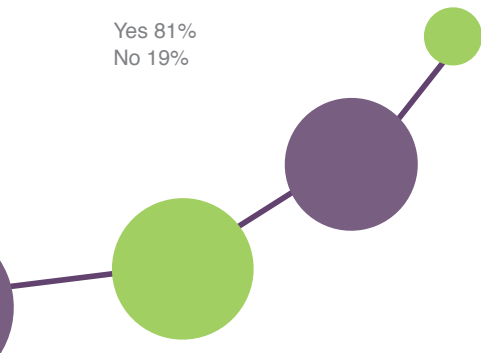
Which other websites do you use on a regular basis for information on new products?

Laboratory Talk	52%
Select Science	42%
Lab News	40%
Separations Now	9%
Chemistry World	33%
Other	9%

**Note. Respondents visit more than one website.*

Do you recommend, specify or authorise the purchase of laboratory equipment and supplies?

Yes 81%
No 19%





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