



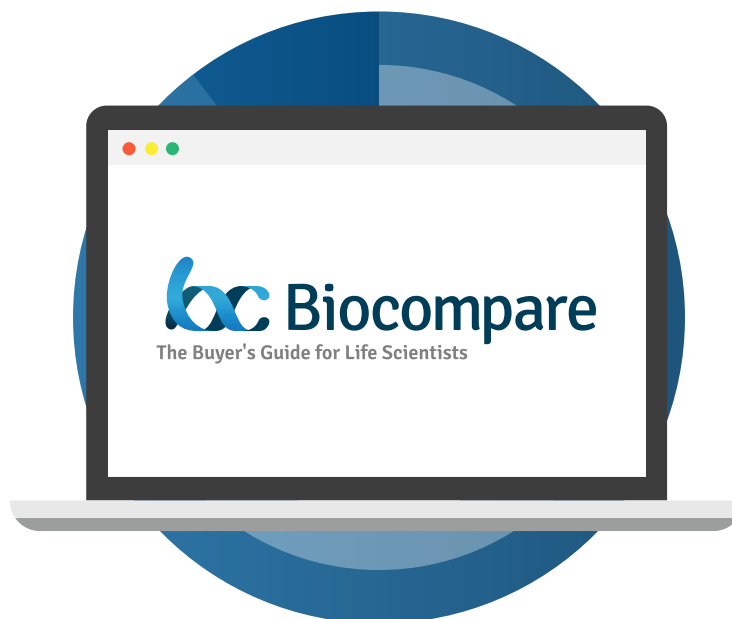
MEDIA KIT

EXPAND AND AUGMENT THE REACH OF YOUR CAMPAIGN

2017

Market Trends

Marketing trends are shifting in the Life Science industry...



89%



of life science researchers have expanded their use of online resources to move through the buying process, compared to 4-5 years ago

– Martin Akel & Associates

90%



of buying decisions involve internet research

– Gartner Research

“

I always turn to Biocompare as my first step in exploring new products for our research.

Carol Dangelmaier, Lab Manager
Temple University

”

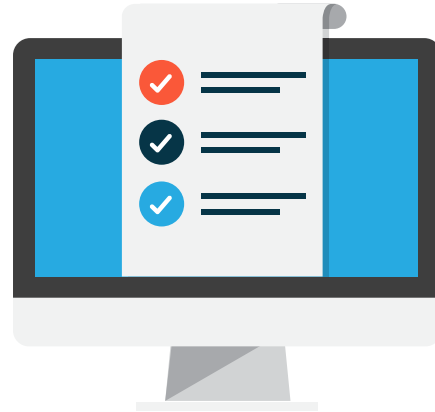


Why Biocompare

Learn how Biocompare can be your solution to influence and engage scientists during their digital buying journey.

95%

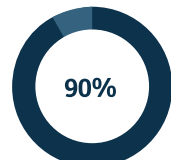
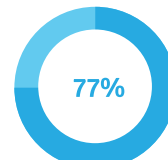
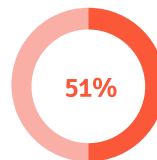
of the **1.9 Million** scientists who visit Biocompare each year are involved in the purchasing journey¹



84%

of visitors are more likely to include a vendor who uses multiple Biocompare channels on their list of suppliers to be evaluated

Influence prospective customers at the point when they are evaluating products & vendor options



51% in final stages of purchasing¹

77% in middle stages of purchasing¹

90% in early stages of purchasing¹

Achieve measurable, effective & transparent results

93%

of Biocompare visitors purchase products based on their engagement with Biocompare.²



Receive sales-ready website traffic and leads from decision-makers who are actively looking to purchase

¹ "The Role of Life Science Media in the Adoption of Life Science Research Products & Systems", Martin Akel & Associates, September 2015

² "How Scientists Learn About & Acquire Appropriate R&D Tools and Services", Martin Akel & Associates, October 2013



Editorial Mission

What makes Biocompare so successful?
We empower great decisions with impactful content.



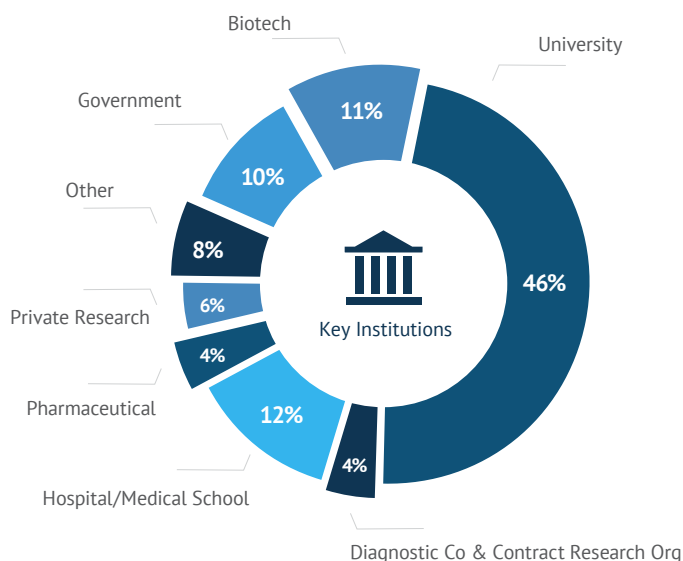
“Biocompare’s full spectrum of content types are relevant and useful in determining where and how we invest our dollars.”

Socorro Ramos
Procurement Specialist LabCorp (formerly ILS Genomics)

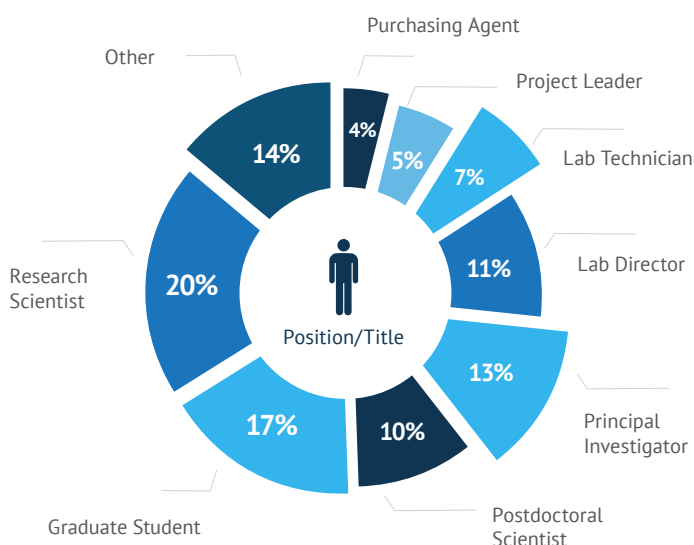
Demographics

Biocompare attracts an audience that is actively involved in multiple disciplines and therapeutic areas that span across the entire life science market and globe. **Our audience can turn into your customers.**

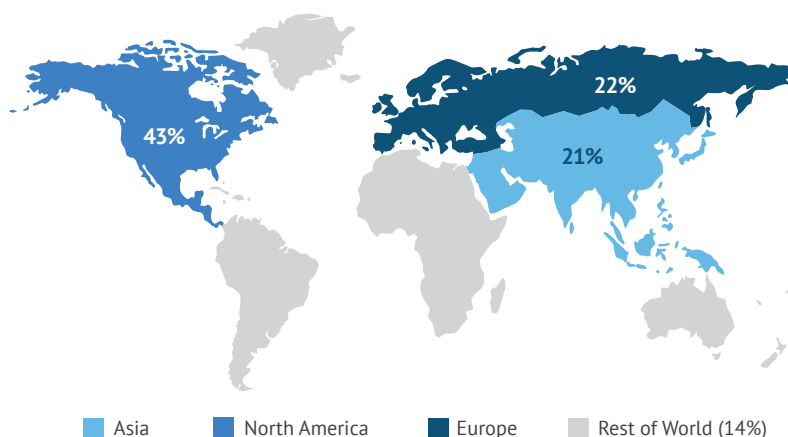
Place of Employment¹



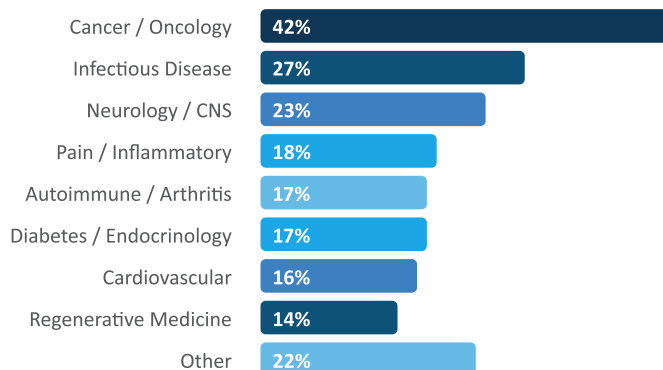
Position/Title¹



Global Audience¹



Therapeutic Areas/ Disease States²



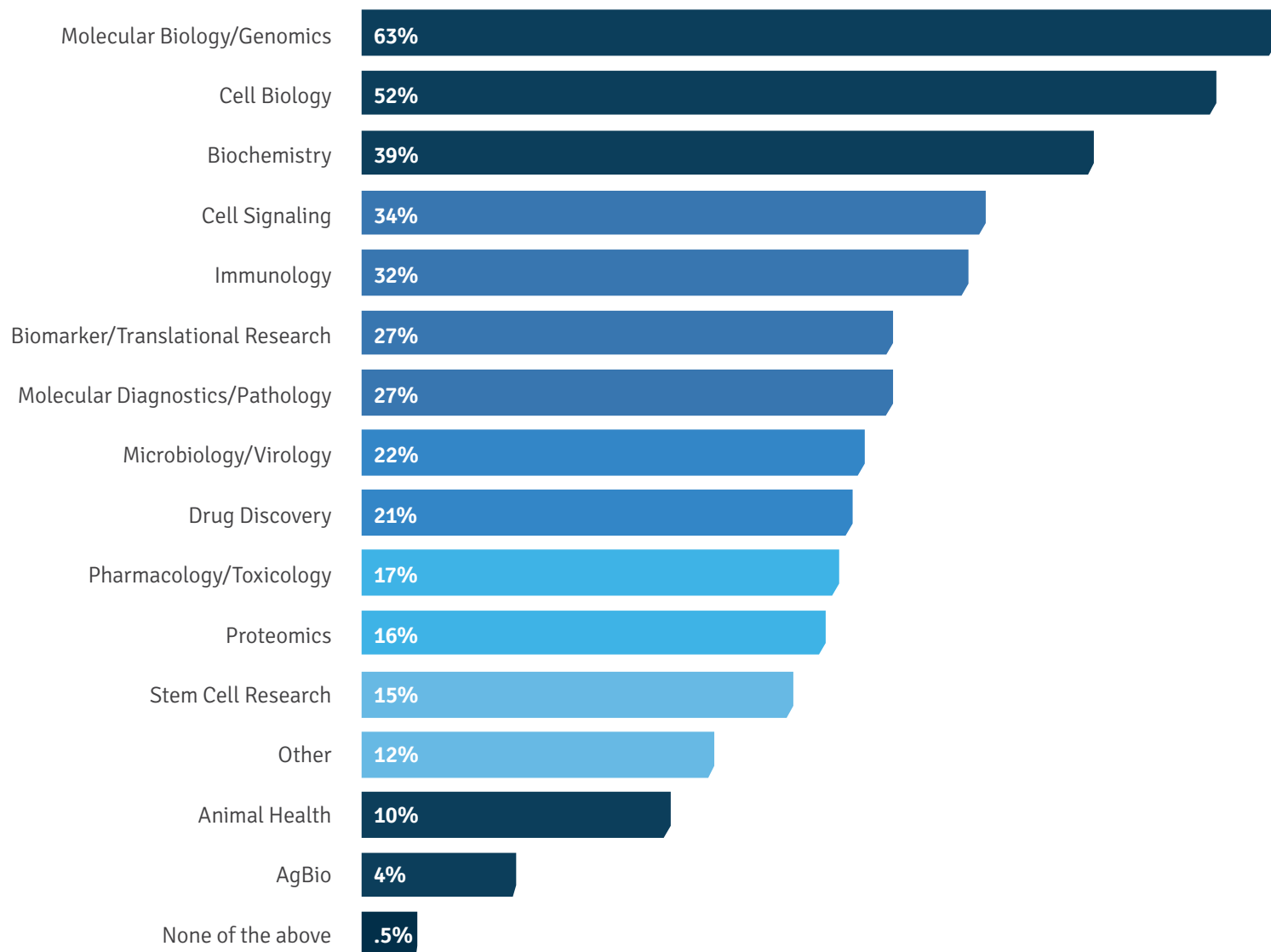
¹ Biocompare Registered Users
August 2015-August 2016

² "The Scientific Buying Journey";
Martin Akel & Associates; Aug 2015



Demographics

Key Areas Of Research And Work: On average, each audience member engages in 4.1 areas of research. These are led by Molecular Biology/Genomics (63%) and Cell Biology (52%).¹



¹ “The Role of Life Science Media in the Adoption of Life Science Research Products & Systems”, Martin Akel & Associates, September 2015

Audience Engagement

Biocompare attracts and engages an active audience of life science professionals searching for new products, services, and technologies they need to purchase for their laboratory.

Biocompare visitors typically spend...



Users spend
7.05 minutes
per visit¹



Users visit
2.53 pages
per visit¹

Annual Engagement



Over **3.2 Million**
Annual Visits¹



Over **8.3 Million**
Page Views¹



Over **1.1 Million**
Product Clickthroughs¹



Over **15,000**
Product Leads²

Opt-in Subscribers



Over **50,000**
Opt-in Email Blast
Subscribers³



Over **60,000**
Opt-in eNewsletter
Subscribers³

¹ Omniture Analytics Aug 2015-Aug 2016
² Biocompare Lead Data Aug 2015 - Aug 2016
³ Campaign Monitor Sept 2016

Audience Purchasing Power

Biocompare visitors have the authority and budgets to drive product purchases that span across all life science reagents, supplies and equipment.

Amount Spent on Research & Development Tools¹

Topic	% with 2015 Expenditures	Average Expenditures
Antibodies	87%	\$71,105
Cellular Analysis Equipment	66%	\$83,591
Cell Culture Media/Reagents	88%	\$39,669
Cell Culture Equipment and Accessories	76%	\$45,173
Chromatography Systems and Columns	53%	\$44,527
Data Analysis Software	61%	\$45,631
Drug Development (Protein engineering, cell-line development, pilot bioprocessing)	34%	\$69,353
Drug Discovery (Screening, cell-based assays, etc.)	44%	\$90,652
Electrophoresis Systems	74%	\$33,934
Gel Documentation Systems	45%	\$63,344
Imaging Systems	58%	\$81,022
Immunoassay Kits	75%	\$37,543
Immunohistochemistry Reagents/Accessories	75%	\$52,764
Lab Accessories (Pipets, tubes, glassware, etc.)	97%	\$48,338
Lab Automation/High-throughput systems	43%	\$142,735
Lab Equipment (Freezers, hoods, centrifuges, microplate washers/reader, etc.)	89%	\$111,018

¹ "The Role of Life Science Media in the Adoption of Life Science Research Products & Systems", Martin Akel & Associates, September 2015

Audience Purchasing Power

Amount Spent on Research & Development Tools¹

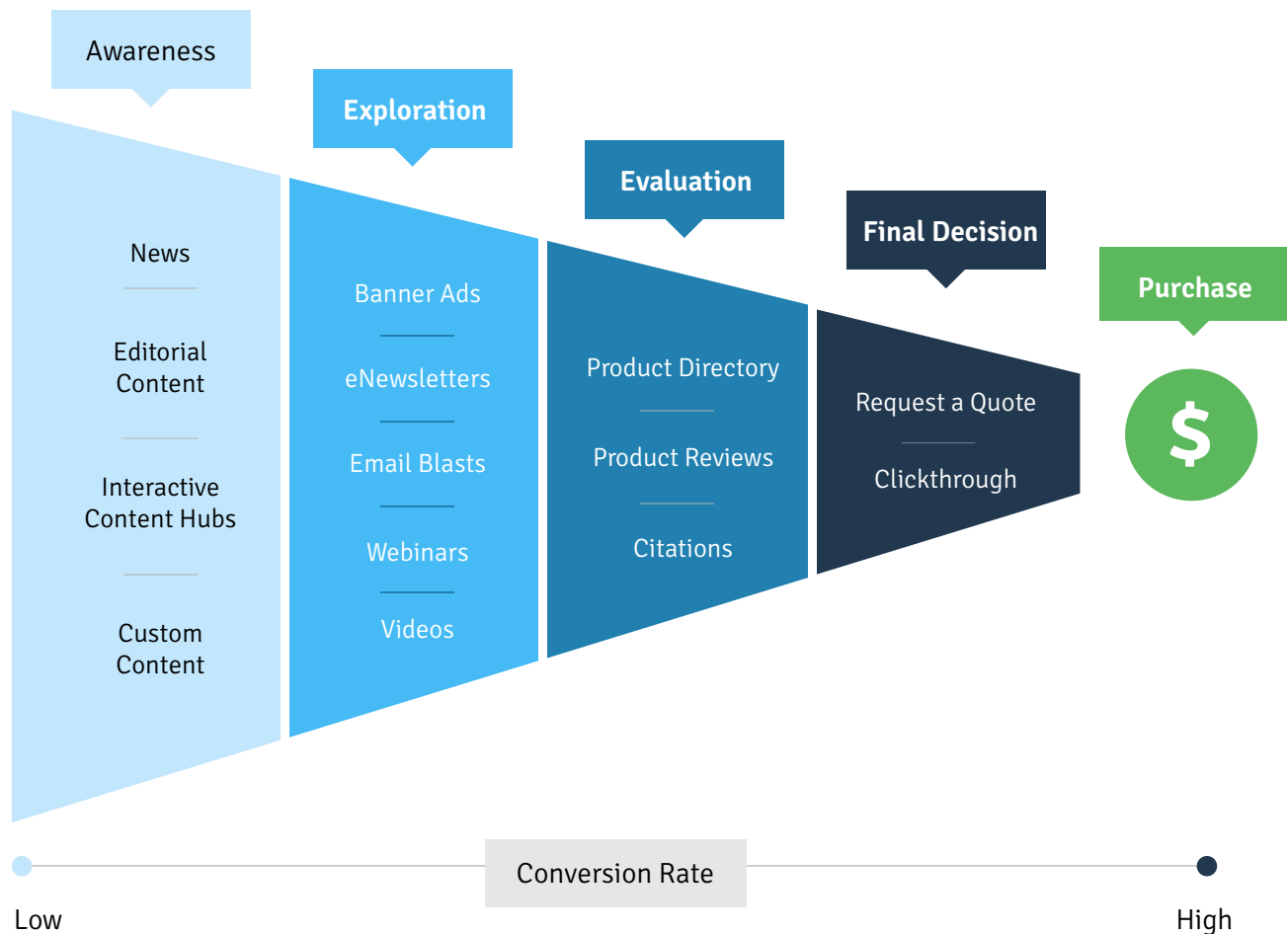
Topic	% with 2015 Expenditures	Average Expenditures
Liquid Handling Devices and Systems	58%	\$82,366
Mass Spectrometers	21%	\$224,778
Microarrays	43%	\$73,401
Microscopes and Accessories	72%	\$107,433
Molecular Biology Reagents/Enzymes	97%	\$70,186
Nucleic Acid Purification Kits and Reagents	84%	\$54,297
Nucleic Acid Sequencing Systems and Reagents	62%	\$84,201
PCR/Real-time PCR Kits and Reagents	84%	\$77,003
PCR/Real-time PCR Instruments and Accessories	59%	\$40,320
Protein Research Tools	70%	\$61,667
RNAi/miRNA Tools	56%	\$39,941
Transfection Tools	61%	\$22,996
Translational Research (Biomarker research & development tools)	58%	\$72,609
Western Blotting Apparatus/Reagents	76%	\$59,169

¹ “The Role of Life Science Media in the Adoption of Life Science Research Products & Systems”, Martin Akel & Associates, September 2015



Impact Every Stage of Product Awareness, Purchase and Usage

Biocompare impacts users during all stages of the product adoption process from awareness to lead generation - something no other media brand can offer. **Biocompare drives awareness through sales-ready lead generation.**

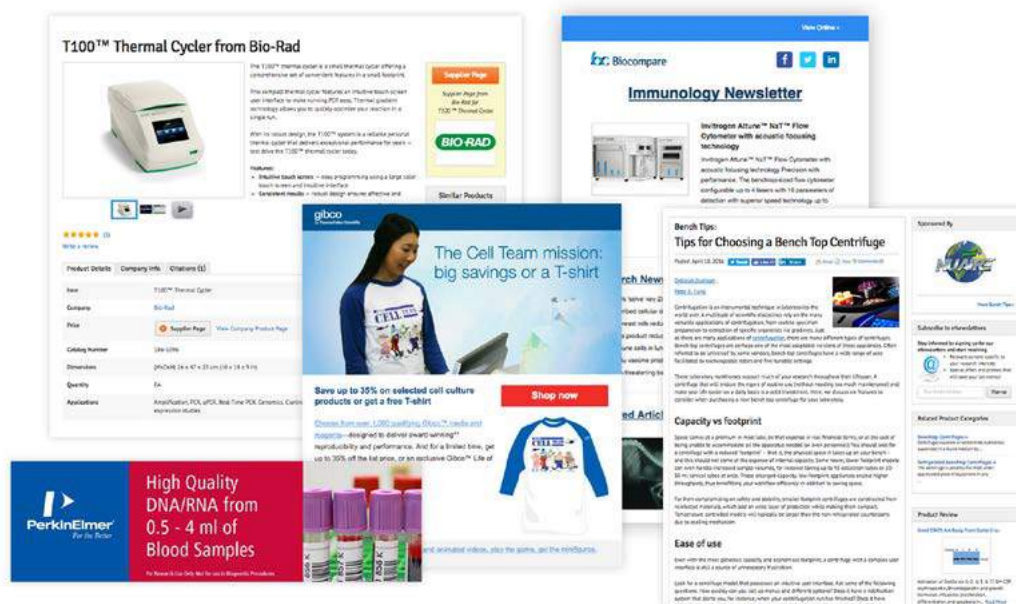


Biocompare is a unique resource for getting information on new products, comparing products across vendors and also giving a users' review on technologies. When I want to explore a new product it is very useful to browse through the Biocompare site before finalizing the vendor. It has saved me a lot of time. I also find the newsletter very informative.

Lakshmi Mundkur, Section Head – Immunology, Thrombosis Research Institute

Branding & Lead Generation Offerings

Biocompare's marketing consultants will help you best utilize our content and media channels to ensure you gain maximum exposure and response.



Average number of media each visitor engages with:²

5

1 "The Scientific Buying Journey"; Martin Akel & Associates; Aug 2013

2 "The Role of Media in the Adoption of Life Science Research Products & Systems"; Martin Akel & Associates; Sept 2015

Scientists Recommend Presenting Product Information through Multiple Channels¹

Searches in the product directory/listings	96%
Product comparisons	96%
Articles about technologies/products	84%
Bench tips ("inside secrets") about using specific R&D tools most effectively	80%
Product reviews offering peers' opinions of specific R&D tools	80%
Product application notes for specific R&D tools	80%
Webinars featuring experts explaining specific technologies and tools	71%
News about new products	70%
Videos that help bring products/equipment to life	70%
eNewsletters with updates on technologies/products	64%

Measurable Results

With our unrivaled comprehensive reporting and analytics you can track the impact of each campaign, every step of the way to maximize your ROI. Product Listing partners receive monthly reporting that details the views, clicks and leads your products received in our directory, as well as top products, top institutions and geographical breakdown.



Media Solutions

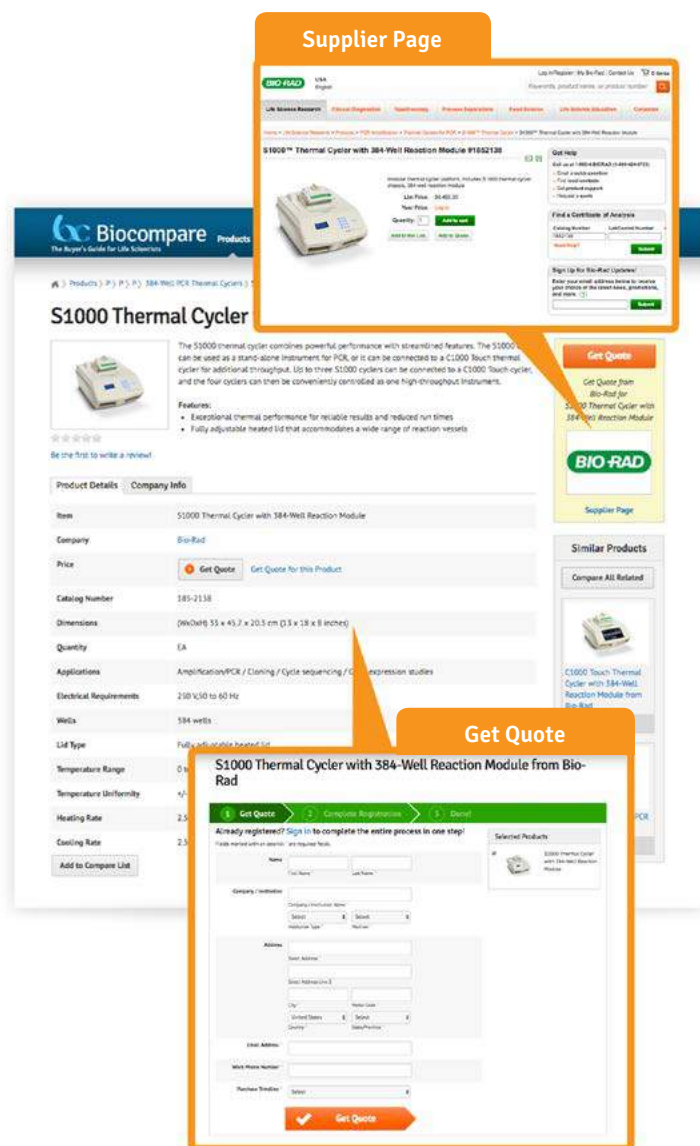


Brand Awareness Native Advertising Demand Generation Thought Leadership Traffic Driver Contact Lead Directory Lead

Product Listing	pg. 14	●				●		●
Sponsored Product Listing	pg. 15	●	●			●		●
Featured Product Listing	pg. 16	●	●	●		●		●
Email Blast	pg. 17	●		●		●		
Multi-Touch Email Campaign	pg. 18	●		●		●		
eNewsletter Sponsorship	pg. 19	●		●		●		
Banner Ads	pg. 20	●		●		●		
Remarketing Program *NEW*	pg. 21	●		●		●		
Sponsored Live Webinars	pg. 22	●	●	●	●		●	
Future Lab *NEW*	pg. 23	●		●	●	●	●	
Bench Tips	pg. 24	●	●	●	●			
Bench Tip Video & Webinar	pg. 25	●	●	●	●		●	
Corporate Profile	pg. 26	●	●	●				
Application/White Paper	pg. 27	●	●	●	●		●	
Research Services	pg. 28							
Custom Content Solutions	pg. 29	●	●	●	●	●		
Video Production & Services	pg. 30	●		●	●	●		
Customer Profile & Testimonial	pg. 31	●		●	●	●		
Product Videos	pg. 32	●		●	●	●		
On-Demand Webinar (Audio & Video)	pg. 33	●		●	●	●		
Tradeshaw Videos	pg. 34	●		●	●	●		
Product Demo & Training Videos	pg. 35	●		●	●		●	
Commercials & Viral Videos	pg. 36	●		●	●	●		
Video Console	pg. 37	●		●	●	●	●	
Microsite	pg. 38	●		●	●		●	
Mobile Solutions	pg. 39	●		●	●		●	
Additional Advertising	pg. 40	●				●		



Product Listing



*Biocompare Site Data Aug 2015 - Aug 2016

For more information about our product listing process, check out our [FAQ page](#)

Benefits:

TM	Brand Awareness		Traffic Driver		Directory Lead
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What are Product Listings:

- Biocompare's Product Listings enable scientists to easily locate and make specification comparisons for the products and services they need
- Our Product Directory is comprised of over 7 million product listings from over 400 global suppliers, making it the most comprehensive life science product resource

Why Product Listings:

- Provides access to 2 million scientists who use our product directory annually
- Gain the opportunity to engage with scientists who are serious about supplier discovery and are actively purchasing products
- Product Listings drive high sales conversion traffic to your website through a supplier page link
- Product Listings generate sales opportunities through a "Get Quote" form, providing you with a steady stream of new customers

Features:

- Product/services descriptions and links to product pages on website, placement in appropriate product categories
- Lead-Generation Services, which includes full contact details in excel file format, delivered by email or through an API
- Quarterly Product Listing updates are included
- Listings can be tailored to specific geographic regions

Reporting:

- Monthly summary reports delivered to your inbox that include product page views, clicks to your website and the number of leads generated.
- Leads can be delivered to you in real-time and includes full contract details and purchasing timeframe

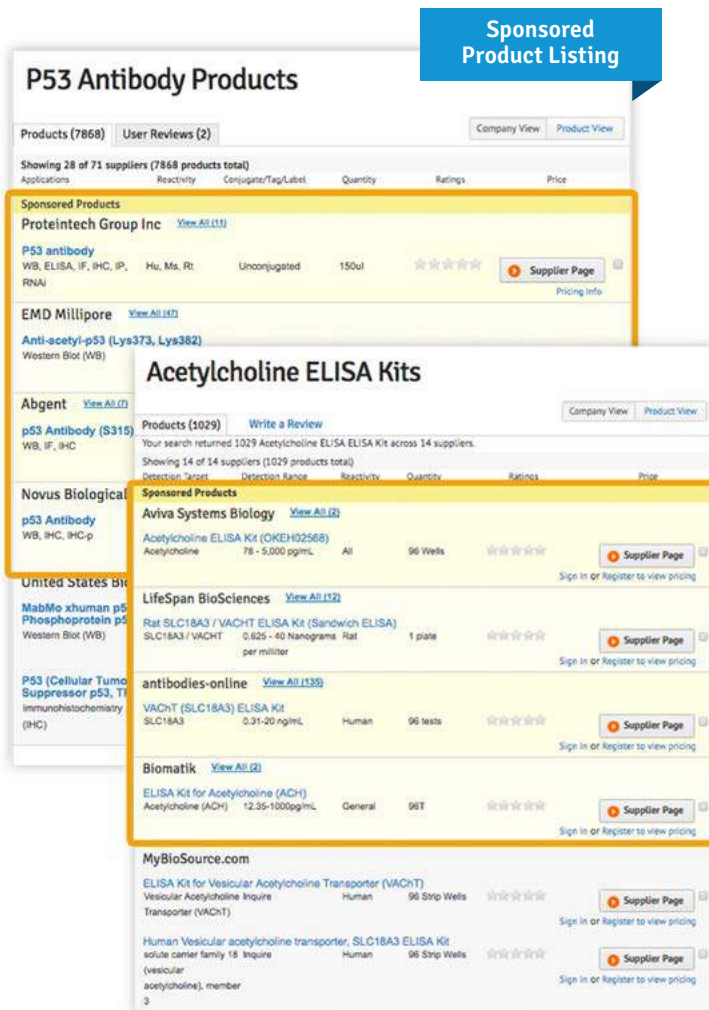


MEDIA KIT

Audiences That Buy, Leads That Convert

sales@biocompare.com

Sponsored Product Listing



What are Sponsored Product Listings:

- Sponsored listings are highlighted in yellow at the top of the search results page to differentiate them from non-sponsored listings

Why Sponsored Product Listings:

- You will gain maximum visibility and premium exposure for your selected products
- Sponsored products will increase the likelihood that your products will get selected

Features:

- CPC-based program means you only pay when someone clicks
- Unique tracking codes can be added to sponsored URLs

Reporting:

- Sponsored Product Listing customers will receive special monthly reporting that differentiates sponsored listing directory activity (page views and clicks) from non-sponsored listing activity

Benefits:

 Brand Awareness	 Native Advertising	 Traffic Driver	 Directory Lead
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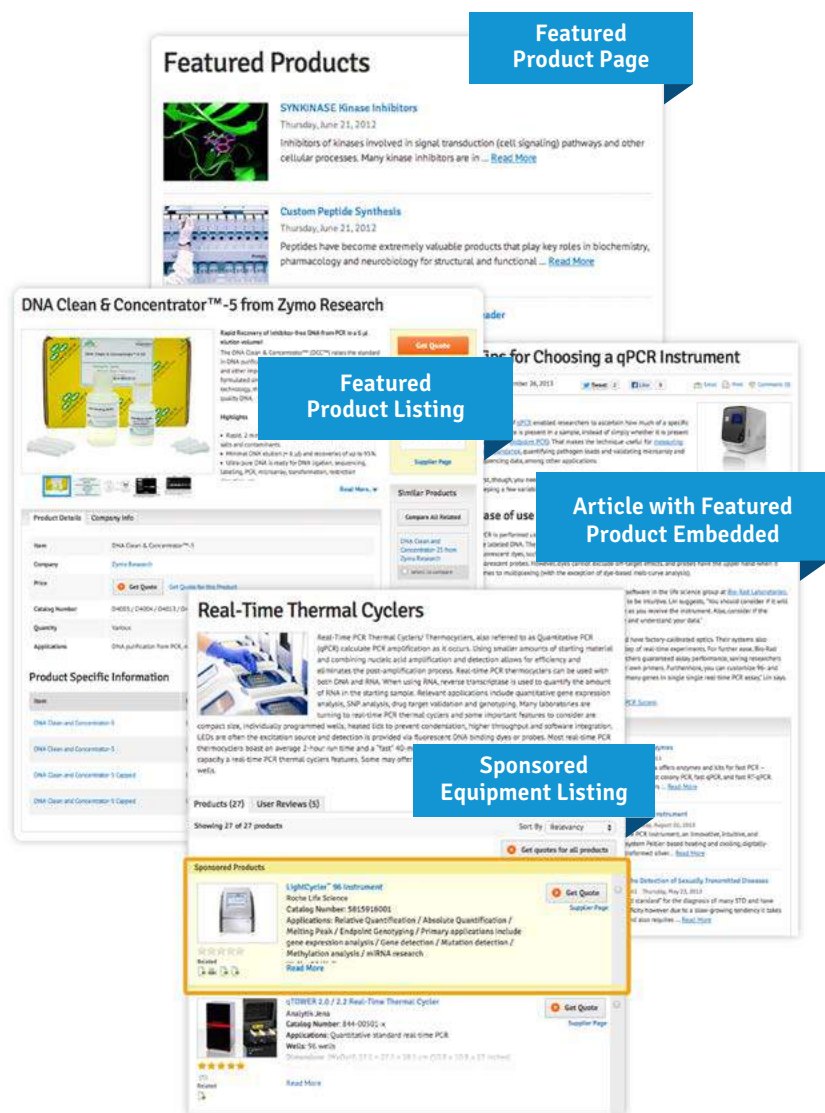


MEDIA KIT

Audiences That Buy, Leads That Convert

sales@biocompare.com

Featured Product



What are Featured Products:

- Biocompare's Featured Product Program offers a multi-channel approach to highlight your company's most important products and services

Why Featured Products:

- Featured Products are a great way to generate exposure for a new product launch or promote existing products most important to your business

Features:

- Sponsored status (highlighted at the top of a category page) in Biocompare's product directory for 12 months
- Placement in the [Featured Products](#) homepage module for 3 months
- An image gallery that includes up to 5 images or video
- Inclusion in a dedicated [Featured Product](#) section for 12 months
- Inclusion in one:
 - Related Biocompare editorial article
 - Relevant Biocompare [eNewsletter](#)

Reporting:

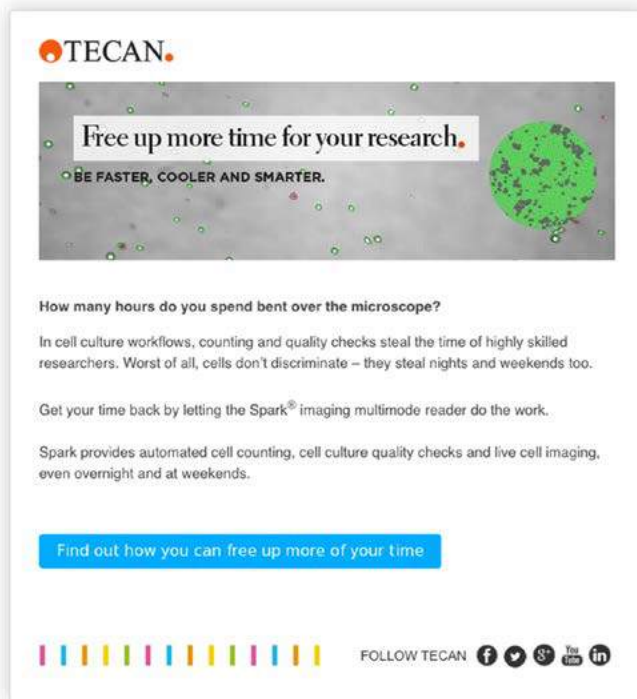
- Comprehensive reporting at the end of the 12 month program includes:
 - Featured Product page views, clicks and leads generated
 - Impressions delivered from the various channels used to promote the Featured Product

Benefits:

 Brand Awareness	 Native Advertising	 Demand Generation	 Traffic Driver	 Directory Lead
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Email Blast

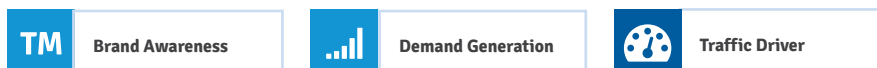


Select from these 42 research interests:

- Cloning
- Drug Discovery
- Electrophoresis & Blotting
- Epigenetics
- Flow Cytometry
- Gene Editing/CRISPR
- Gene Expression
- Genotyping
- Genomics
- High-Throughput
- Screening
- Imaging/Microscopy
- Immunoassays
- Immunology
- Lab Equipment
- Mass Spectrometry
- Microbiology
- Molecular Biology
- Molecular Diagnostics
- Neurobiology
- Nucleic Acid Analysis
- Nucleic Acid Delivery
- Pathology
- PCR
- Plant Biology
- Protein Expression
- Proteomics
- Real-Time PCR
- RNAi/siRNA/miRNA
- Robotics/Automation
- Sequencing/Next Gen
- Software
- Stem Cell Technologies
- Translational Research

Complete this [form](#) to request a quote.

Benefits:



What are Email Blasts:

- Email Blasts are targeted email messages you can send to promote your products or make any announcements

Why Biocompare's Email Blasts:

- Biocompare's audience is comprised of engaged scientists sourcing products to purchase
- Our opt-in subscriptions are generated from those who are actively requesting product information and pricing quotes and they have the budgets to buy
- Pinpoint the audience you want to reach selecting from over 42 research interests
- Best-in class support and eblast optimization advice
- Our eblast product specialists provide consultative feedback to help ensure your blast receives the maximum possible open and click-through rates

Features:

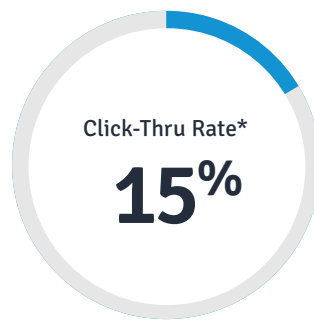
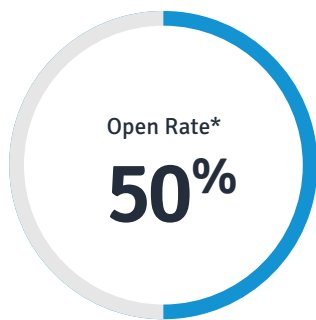
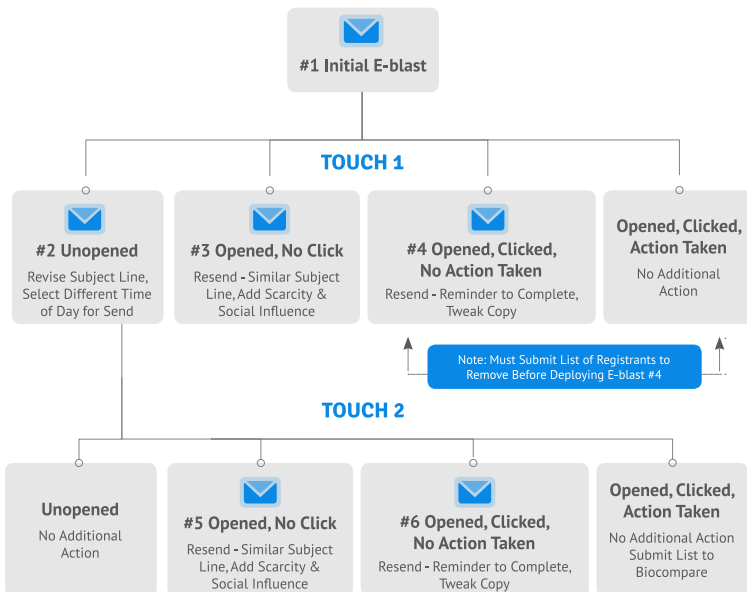
- Target by 42 research interests, geographic area, or institution type
- We can provide optimized email templates, free of charge, if needed
- Custom design services and translation services are also available

Reporting:

- Reports sent one week post-deployment
- Following metrics included in the report: total sent, clicks, total opens, CTR, and open rate

Multi-touch Email Campaign

How a Multi-touch Email Campaign Works:



*Source: Biocompare Eblast Data, Jan-June 2016

What are Multi-touch Email Campaigns:

- Multi-touch Email Campaigns are custom-built drip campaigns tailored to the responses of your email audience

Why Multi-touch Email Campaigns:

- Multi-touch programs increase email KPIs such as open rates, click-through rates and conversions
- The Multi-touch approach is designed to increase engagement and improve the success of your campaign

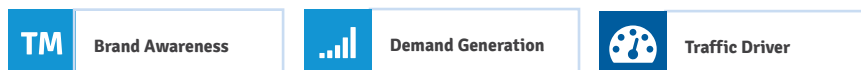
Features:

- Contacts are re-engaged according to their level of interaction
- Each name is contacted a minimum of two times

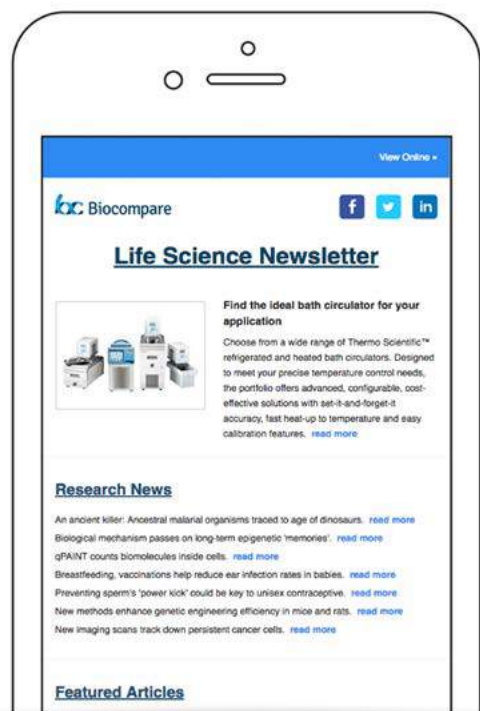
Reporting:

- Reports sent one week post-deployment
- Following metrics included in report: emails sent, open rate, views, total clicks and click-through rate

Benefits:



eNewsletter Sponsorship



eNewsletter Targets & Subscribers*

• Life Science	43,500
• Genomics	10,400
• Molecular Biology	18,700
• Proteomics	11,000
• Cell Signaling	15,600
• Neuroscience	8,000
• Immunology	12,200
• Cancer	12,200
• Cell Biology	14,000
• Microbiology	10,200
• Drug Discovery & Development	10,200
• Mass Spectrometry	7,100

*As of July 2016

What are eNewsletter Sponsorships:

- Biocompare eNewsletter sponsorships are text-based for maximum viewing; our primary sponsorship enjoys prominent exposure at the top of the newsletter

Why eNewsletter Sponsorships:

- eNewsletter Sponsorships are a great way to position your brand in front of a targeted audience
- Biocompare eNewsletters currently total 60,000+ unique subscribers and growing

Features:

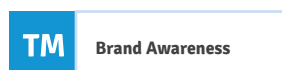
- Primary and Secondary sponsorship positions are available
- Image and one click-through link included

Reporting:

- Reports sent one week post-deployment
- Following metrics included in report: total eNewsletter sent to, views, total clicks and click-through rate

[View our eNewsletter Archives](#)

Benefits:



Brand Awareness



Demand Generation



Traffic Driver



Banner Ads

What are Banner Ads:

- Banner ads appear throughout Biocompare and are sold on an impression basis
- Targeting can be implemented for an additional cost

Why Banner Ads:

- Banner Ads can lead to higher click-throughs, better branding and increased interaction with your brand and its products
- Biocompare Banner ads have some of the highest average CTRs in the industry - 0.2% for RMRs and Leaderboards and 2.3% for the Billboard*

Features:

- We offer 2 standard IAB sizes
 - Leaderboard (728 x 90 pixels)
 - Medium Rectangle (300 x 250 pixels)
- High-impact Billboard size (970 x 250 pixels) for maximum homepage exposure
- Static image, standard flash and HTML5 formats are all supported
- Initial load size up to 50kb max
- Total file size up to 10MB max

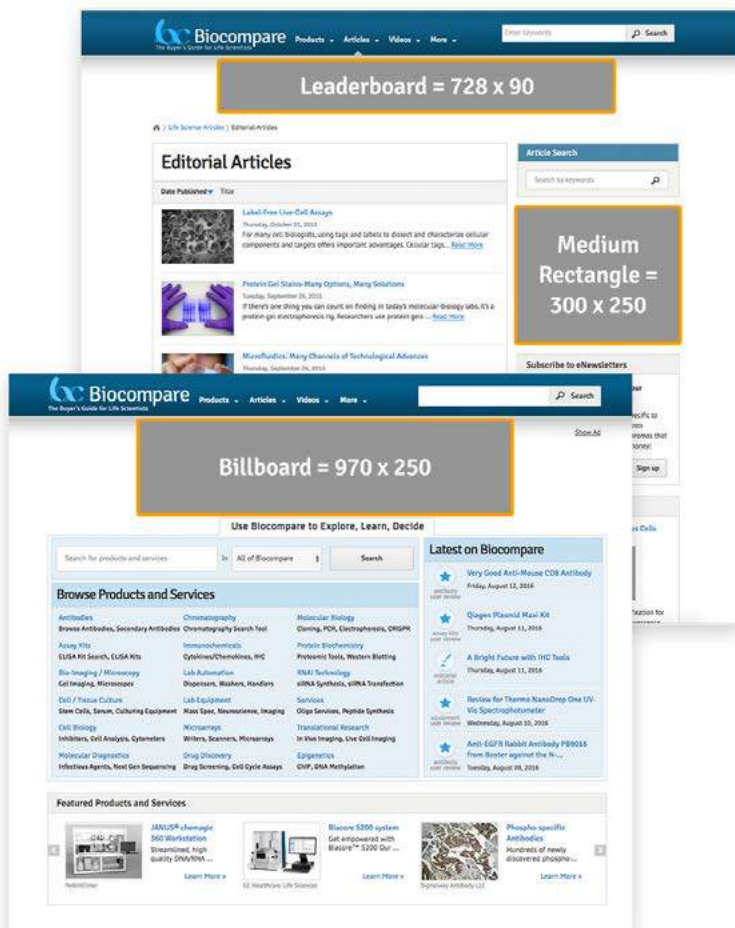
Reporting:

- Reports sent upon completion of ad campaign
- Following metrics included in report:
 - number of impressions, number of clicks

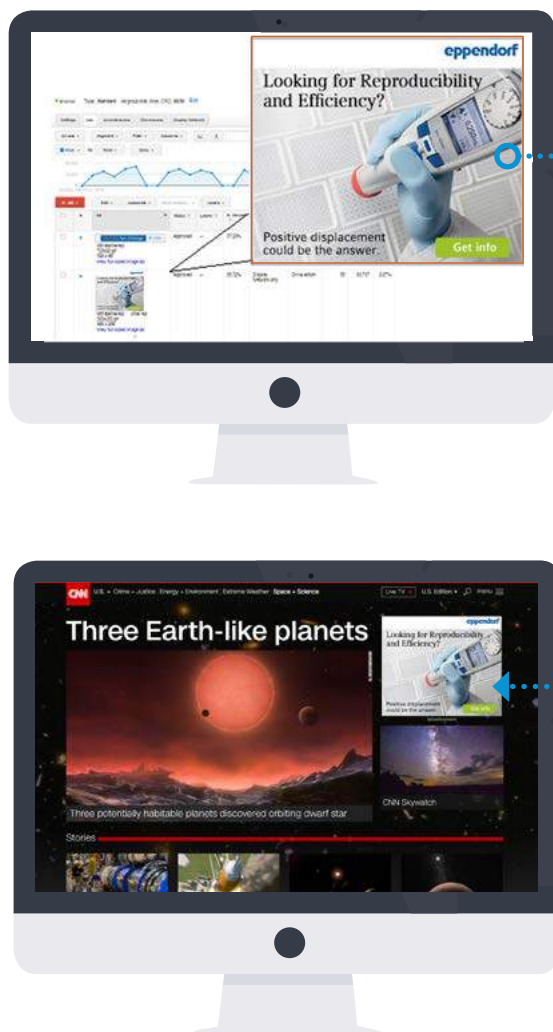
*Biocompare site data Q2 2016

Benefits:

	Brand Awareness		Demand Generation		Traffic Driver
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Remarketing Program



What is the Remarketing Program:

- The Remarketing Program allows you to show display ads to Biocompare visitors across a vast network of external sites as they browse on either desktop or mobile devices

Why Remarketing:

- Remarketing allows you to expand the reach of your display advertisements beyond the Biocompare site using the Google Ad Network
- Helps to increase awareness and engagement with your brand

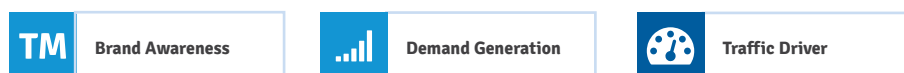
Features:

- Minimum 25,000 impression per campaign
- Creative can be swapped once per month for campaigns running longer than a month
- Remarketing options include to Biocompare entire site traffic or visitors to our Antibody and/or ELISA search tools and content
- Select from multiple ad sizes, maximum three sizes are included

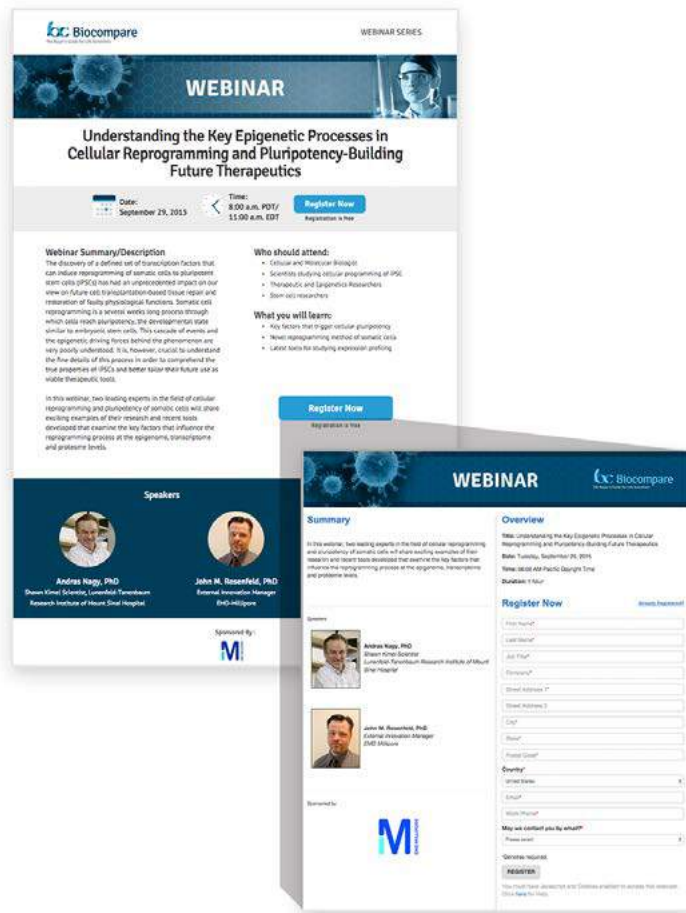
Reporting:

- Monthly report with the following metrics is included: Number of impressions and number of clicks

Benefits:



Sponsored Live Webinars



What are Sponsored, Live Webinars:

- These webinars are designed to be educational in scope and provide attendees the ability to learn about how the latest technological advances are being applied in the lab.
- Each webinar is produced by Biocompare as an audio broadcast synched with a PowerPoint presentation

Benefits:

 Brand Awareness	 Native Advertising	 Demand Generation	 Thought Leadership	 Contact Lead
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Why Webinars:

- Biocompare's webinars allow sponsors to position themselves as thought leaders through knowledge sharing and expertise
- Sponsorship also places your brand in front of the highly engaged Biocompare audience, resulting in a registrant list comprised of those who are actively in the purchasing mode, making it more likely that the leads generated will convert to sales opportunities

Features:

Our offering is totally turnkey and includes:

- Total event production of a streaming 60 minute audio broadcast over the internet with PowerPoint slide synchronization.
- Live Q&A after presentations; advanced polling and post webinar survey options
- On-demand archive creation for 6 months
- Assistance with panelist recruitment
- Comprehensive promotional program through 3 email blasts, newsletter sponsorships, social media postings and homepage placement
- Sponsorship includes:
 - Sponsor logo prominently displayed on eblasts, landing page and registration page
 - Company's scientific expert as a panelist, if desired
 - Registration list, complete with contact information
 - Addition of up to 2 questions to registration form

Reporting:

- Sponsors receive:
 - Contact details of all registrants and attendees, with answers to registration questions

Future Lab



Visit Future Lab

What is Future Lab:

- Future Lab is an interactive content hub dedicated to a specific research topic or area of interest
- By aggregating relevant content into an informational portal, Future Lab helps scientists keep up with the latest technological advances and the newest discoveries

Benefits:

 Brand Awareness	 Demand Generation	 Thought Leadership	 Traffic Driver	 Contact Lead
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Why Future Lab:

- Sponsoring Future Lab positions your company as a thought leader and provides extensive branding and lead generation opportunities throughout the 12 month sponsorship period
- Sponsorship includes the opportunity to associate content and products within the Future Lab portal; providing your company with access to highly targeted audience while maximizing your company's content creation investment

Features:

- Sponsorship is exclusive and spans 12 months and offers prominent branding and recognition through Future Lab's extensive, on-going promotional program, estimated to generate 3 million branding impressions
- Receive contact info for those who register for gated content and those who engage with related forums
- Sponsorship includes up to two native advertising content placement slots per month
- A dedicated Sponsor Showcase, that includes related articles, videos, products, webinars, application notes from the sponsor

Reporting:

- Comprehensive reporting of monthly views, visits, unique visitors & registrants included
- Opens/Impressions and click metrics from promotional efforts are also included



Bench Tips

What are Bench Tips:

- Bench Tips are articles that address a particular area of research
- Designed to help researchers improve a particular laboratory task or technique

Why Bench Tips:

- By sponsoring a Bench Tip you can position your company as an expert in a particular discipline

Features:

- Recognition as sponsor with logo inclusion at the top of the page
- Article can be ghost-written by Biocompare editorial team
- Byline as having authored the article
- Relevant product listing links within the article
- Consultation with Biocompare Editor for topic refinement assistance
- Promotional package inclusive of:
 - Inclusion on homepage of Biocompare
 - Inclusion in relevant eNewsletters
 - Posting on Biocompare's social media channels
 - Placement throughout Biocompare website

Reporting:

- Reporting on Bench Tip page views and click-throughs to associated products is included

Bench Tips:

Useful Tips for Fab Protein Purification

Posted: July 8, 2016 [View Post](#) [Like Post](#) [Share](#) [12](#) [Email](#) [Print](#) [Comments \(0\)](#)

Deborah Gralinger

While protein purification is a well-established, conventional and highly trusted discipline, the approaches it employs can be as diverse as its targets. This makes a lot of sense as proteins come in many different sizes, structures and possess unique binding affinities and biological activities. As such, it's not surprising that specific proteins require purification strategies tailored to their own unique physico-chemical properties. The isolation of a mitochondrial coenzyme, for instance, is a complex task. Moreover, these former target would be scale proportions and fundamental differences in purification success that tips for Fab protein purification.

Act quickly

You want to avoid drawn-out purification protocols that take several weeks. The temptation may be to store cells after harvesting and pelleting them, then come back to them at a later stage. But lysing cells as soon as you are able to and removing cell debris and other impurities quickly, is the best tactic for purification success. Similarly, applying your clarified cell lysate to the chromatography column at first opportunity will also produce optimal results. Moving swiftly between each of these stages isolates target proteins from elements that could denature or destroy them as efficiently as possible.

Is this step necessary?

In a similar vein, ask yourself if each step is necessary. There may be elements of the process that are not necessary. Without adding very much to your final purification tags? There are many examples of how a tag with a protease will add at least one step to completely remove every trace of a

Related Products from: Bio-Rad

[NGC™ Medium-Pressure Chromatography Systems](#)

Links to Related Products

[Profinia Instrument With Accessory Kit and GST Starter Kit](#)

[SureBeads™ Magnetic Beads System](#)

[Clarity™ Western ECL Substrate, 200 ml](#)

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Logo

BIO-RAD

[More Bench Tips >](#)

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- Relevant content specific to your research interests
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Related Product Categories

[Automated Protein Chromatography Systems](#)

Most laboratories, whether academic, clinical or research oriented, require some...

[HPLC Systems](#)

HPLC is a separation technique in which liquid is used to force the sample at ...

[Assay Kit](#)

Benefits:

TM

Brand Awareness



Demand Generation



Native Advertising



Thought Leadership



MEDIA KIT

Audiences That Buy, Leads That Convert

sales@biocompare.com

Bench Tip Video & Webinar



What are Bench Tip Videos:

- Bench Tip videos feature a Biocompare editor discussing a tip to help life scientists solve their most challenging technical issues

Why Bench Tip Videos:

- Sponsoring a Bench Tip Video provides you with the opportunity to gain brand awareness and thought leadership

Features:

- Logo and sponsorship recognition during opening and closing clips of the video
- Demand generation button on video console

Benefits:

 Brand Awareness	 Native Advertising	 Demand Generation	 Thought Leadership	 Contact Lead
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What are Bench Tip Webinars:

- Bench Tip Webinars are 1 hour audio presentations
- Comprised of an introduction from a Biocompare editor followed by a presentation given by a person designated by the sponsor
- Educational in scope around specific subject area

Why Bench Tip Webinars:

- Sponsoring a Bench Tip Webinar positions your company as an expert in a designated field or technique

Features:

- Biocompare editors work with the presenter of your choice to shape the content
- Event management, including production and hosting
- Extensive promotion to drive registrants
- Sponsor recognition on all promotional materials
- Complete contact details and demographics of webinar registrants

Reporting:

- Complete registration list provided upon completion distinguishing attendees from registrants

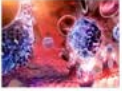
Corporate Profile

BioLegend Corporate Profile

Search for "BioLegend" products, articles, videos and other content.

Summary Corporate Profile Contact User Reviews (00) Related Product Categories Search for Related Content

Nimble by Design: BioLegend's Collaborative Approach to Business



BioLegend is a protein and antibody company that prides itself on its customer focus. When scientists were frustrated by the lack of directly conjugated antibodies for their flow cytometry experiments, BioLegend developed and brought to market a multitude of fluorochrome conjugated antibodies, including the introduction of the novel family of fluorophores named Brilliant Violet™. A further example of BioLegend's commitment to discovery is reflected in the HaploPure Ready antibody product line, which improves the efficiency of the metal conjugation process for use in mass cytometry.

There are examples of how, by collaborating with the people who are conducting biomedical research, BioLegend has been able to introduce over 13,000 products, services, and tools that speed up research at an affordable price.

Founded with a purpose

The roots of this collaborative spirit go back to the start of the company itself in 2002 in San Diego, California. The founder and current CEO Gene Jay had a mission: he would start an antibody and reagents company that could be a true partner to researchers seeking cures to deadly diseases. His vision was to build a company that maintains low prices, makes high-quality products and provides excellent service.



La's early career aspirations were a bit different. He dreamed of being a fighter jet pilot. And like all parents, Gene's were worried about his safety so they convinced a cousin surreptitiously to show him the gravesites of fallen jet fighter pilots at a local cemetery. Their plan worked. Military and flight school yielded to senior high school.

Gene's parents wanted him to pursue a career in medicine. He attended university in the late 1970s and majored in veterinary medicine—not exactly the traditional route his parents had hoped for, but perhaps close enough. In his senior year, Gene took a course in advanced immunology.

That's when his flight path changed.

Georges Köhler and César Milstein had just received the Nobel Prize in Physiology/Medicine in 1984. They developed a solution with the creation of immortal cell lines known as hybridomas. These cells allow for the mass production of monoclonal antibodies. Their work excited Gene immensely and sparked a deep desire to pursue a career in the emerging biotech field.

Early days in the lab

BioLegend Corporate Profile

Search for "BioLegend" products, articles, videos and other content.

Summary Corporate Profile Contact User Reviews (174) Related Product Categories Search for Related Content

Top Content

- Kidnap User Review: Much Quicker Than Manual FLISA
- Antibody User Review: CD31 Anti Genet
- Antibody User Review: Reliable FITC CD94 Antibody
- Editorial Article: Common Methods of Measuring Cell Proliferation

BioLegend

9727 Pacific Heights Blvd
San Diego, California
92121
United States
Phone: 1-877-246-5545
Toll-Free: USA & Canada
1-858-768-5800
International
Fax: 1-877-455-9587
Website: <http://www.biollegend.com>



Company Description

BioLegend develops and manufactures world-class, cutting-edge antibodies and reagents at an outstanding value to customers for biomedical research. The broad product portfolio includes flow cytometry only, biology and functional reagents for research in immunology, neuroscience, cancer, research, stem cells, and more. The aggressive product development program is accomplished through technology licensing, collaborations, and internal research and development. BioLegend offers a wide range of custom services including assay development, sample testing, and conjugation. BioLegend is certified for ISO 9001:2008 and ISO 13485:2003.

*Article will be highlighted on the Biocompare.com homepage for 2 weeks and accessible in the dedicated Company Profile Section on biocompare.com for 1 year.

Benefits:

TM	Brand Awareness		Demand Generation		Native Advertising
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What is a Corporate Profile:

- A Corporate Profile is a dedicated section on Biocompare listing your company's description, contact information and other key information
- We offer two types of paid corporate profiles: Enhanced and Premium

Why a Corporate Profile:

- A Corporate Profile is a great way to add more content and information about your company to aid potential customers in choosing you as a trusted supplier

Enhanced Version Features:

- Selection of your top 5 pieces of content on Biocompare.com
- Company description and contact tab
- Request for information lead form, tracked as a separate lead type
- Includes categories and listing of your entire product offerings
- Review of your products written by our audience
- Profile will appear in a site-wide search for your company name

Premium Version Features:

- All benefits of Enhanced Version **PLUS:**
- An article* that includes:
 - Interview of your CEO by a Biocompare contributing editor highlighting your company's positioning and capabilities
 - Link to corporate video - up to 2 images
 - At-a-Glance section highlighting pertinent facts about your company

Application Note/Whitepaper

Determination of Endogenous Cellular Kinase Activity Through the Use of an Automated, High Throughput AlphaScreen®-Based Assay

Monday, October 08, 2012

Tweet Like

Email Print Comments (0)

Logo

BioTek
Get a Better Reaction

Introduction

Cellular kinases are a key component in numerous cell signaling pathways. They play a role in relaying messages from receptors positioned at the cell membrane to other locations within the cell. The processes in which they are involved are crucial for the development and life cycle of a cell and organism. These include, but are not limited to, angiogenesis, cell growth, cell migration, and apoptosis. Over expression, or constitutive kinase activity, has also been linked to a number of disease states including vascular disease, bone disorders, and multiple forms of cancer. Because of this, cellular kinases, including receptor tyrosine kinases and protein kinases, continue to be one of the most highly screened targets in small and large molecule drug development. The ability to perform screens on compounds or antibodies to determine their antagonistic effects on these signaling molecules in a rapid and robust fashion is therefore critical to current efforts in this area.

Here we describe a cell-based method using AlphaScreen® SureFire® technology to quantify the phosphorylation of Signal Transducer and Activator of Transcription 3 (STAT3). Following pathway stimulation by cytokines or growth factors, STAT3 is phosphorylated by receptor-associated kinases. Translocation to the nucleus then follows where the protein acts as a transcription factor. AlphaScreen® donor and acceptor beads, in Tyr705 phosphorylation site. Activation of the luminescent signal between 520-620 nm, w

The assay was automated using both an adh accomplished using non-contact dispensing model. Rapid quantification of the luminesc accomplished through the combination of h incorporated into a novel HTS microplate re

Instrumentation

[MultiFlo™ Microplate Dispenser](#)

The dispenser offers fast, accurate plate dispensing capabilities through its two peristaltic and two syringe pumps, with volumes ranging from 0.5-3000 µL. The instrument was used to dispense cells, agonist, modified lysis buffer (non-adherent cell assay), and acceptor and donor bead mixes in volumes as low as 2 µL.

[EL406™ Combination Washer Dispenser](#)

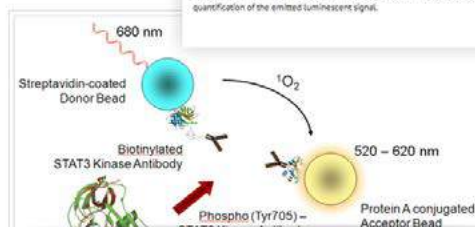
The EL406 offers fast, accurate media removal and plate washing capabilities through its Dual-Action™ manifold. It also offers reagent dispensing capabilities through the use of its peristaltic or syringe pumps, with volumes ranging from 0.5-3000 µL/well. The instrument was used in the adherent cell assay to remove media and compounds, wash the cells with Hank's Balanced Salt Solution (HBSS), and add a 2 µL volume of modified lysis buffer.

[Synergy™ NEO HTS Multi-Mode Microplate Reader](#)

The reader combines a filter- and monochromator-based detection system in one unit. A dedicated high performance laser and filter-based PMT detection system are used for excitation of the donor beads and quantification of the emitted luminescence signal.

AlphaScreen® SureFire® STAT3 (pTyr705)

Sandwich antibody complexes are formed in AlphaScreen® donor and acceptor beads, or 680 nm provides the release of singlet oxygen beads, resulting in the emission of light at 5



Links to Related Products

What are Application Notes:

- Application Notes encompass PDFs of any of the following documents: Application Notes, Whitepapers, or Technical Articles on Biocompare.com

Why an Application Note:

- By posting an Application Note you can deliver technical, protocol or application-based information to life scientists
- Registration can be required to access your application note making this a possible demand-generation vehicle

Features:

- Archived for 1 year in dedicated Application Notes section on Biocompare.com
- Linked to your relevant products listed on Biocompare.com
- Contact details of those who downloaded your whitepaper

Reporting:

- If the application note is gated, the contact information of those who downloaded leads will be sent in real time

Benefits:

TM	Brand Awareness		Native Advertising		Demand Generation		Thought Leadership		Contact Lead
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MEDIA KIT

Audiences That Buy, Leads That Convert

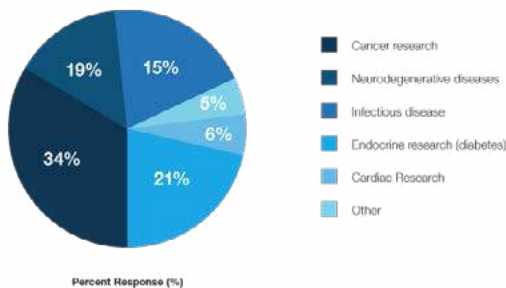
sales@biocompare.com

Research Services

Fig 12. Behavior when Using a New Antibody for the First Time



Fig 4. Therapeutic Research: Selected Areas of Focus



What are Research Services:

- Our survey team provides a complete range of survey services. Please inquire for additional information

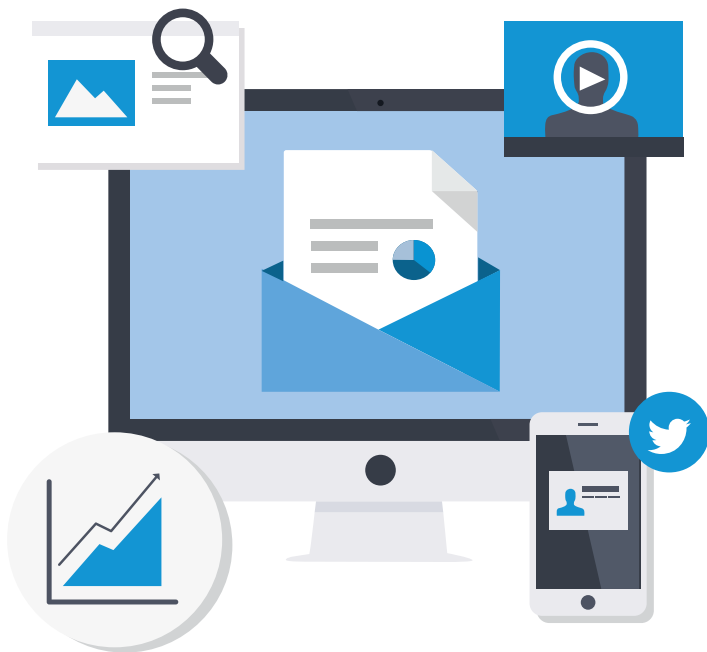
Why Research Services:

- Biocompare's research services can help you gain insight into a particular industry or challenge life scientists face

Features:

- Survey Services include:
 - Survey programming/production
 - Email Blast design service
 - Delivery of survey (Email Blast) to targeted audiences
 - Reporting
- Advanced Services include:
 - Survey creation
 - Statistical analysis of results
 - Presentation-ready survey reports
 - Survey translation

Custom Content Solutions



What are Custom Content Solutions:

- Custom Content Solutions can be either Editorial or Multimedia Content created specifically for your business needs

Why Custom Content Solutions:

- Generating in-depth content on a regular basis can be a challenge for many companies
- Engaging with Biocompare's Custom Content Creation services, lends you the combined expertise of our experienced science writers and video team to create targeted campaigns of in-depth content potential customers will want to read, view and share

Features:

- Editorial Content includes content such as White Papers, eBooks and eBrochures in-depth content potential customers will want to read, view and share

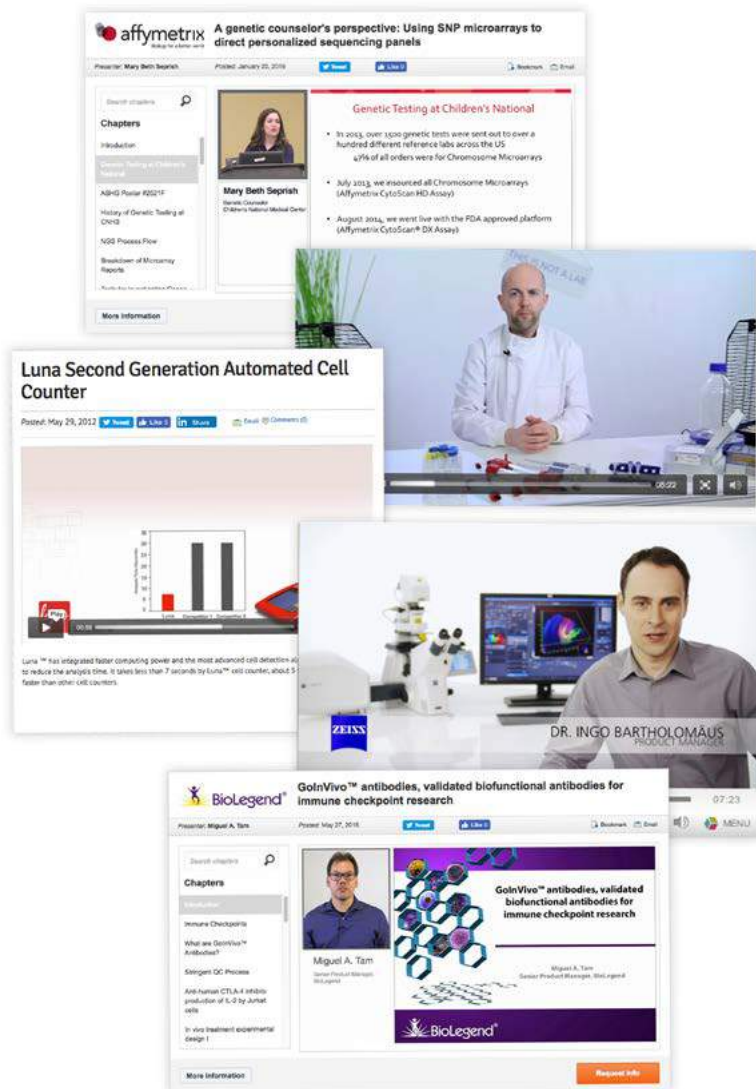
Multimedia Content:

- Includes Interactive Tutorials and Video Creation

Benefits:

TM	Brand Awareness		Demand Generation		Native Advertising		Thought Leadership		Traffic Driver
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Video Production & Services



Why CompareNetworks Production Group (CNPNG):

Our in-house video team creates some of the industry's highest quality and most compelling video productions. With a professional team of 7 producers, editors, shooters, and animators, we can help you create TV-quality productions for a fraction of the cost.

Biocompare's Video Solutions Feature:

- High Quality HD Video Production
- Fast Turnaround Time (only 4-6 weeks)
- Hosting on worldwide servers

Variety of Uses:

- Educating a remote sales force
- Video for tradeshow flat plan display
- Product demonstrations
- Post-sale product education
- Customer testimonials
- On-demand version of presentations

Visit the CNPG website for more information,
www.cnpng.com

Customer Profile & Testimonial



[View Example](#)

What are Customer Profiles & Testimonials:

- Customer Profiles or Testimonials feature a customer discussing your product and how it's applied in their research

Why Customer Profile & Testimonies:

- These videos allow scientists to see how others have benefited from purchasing your product

Features:

- Production coordination
- HD camera/lighting package
- Professional voiceover narration/recording
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- 12 months hosting on global server network
- Featured on Biocompare video page
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time six weeks from start of product including three rounds of changes
- Client owns the copyright

Benefits:

TM	Brand Awareness		Demand Generation		Thought Leadership		Traffic Driver
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Product Videos



[View Example](#)

What are Product Videos:

- Product Videos are mini-commercials of your offerings that feature a combination of compelling graphics, music and audio narration

Why Product Videos:

- These videos can be leveraged and multi-purposed towards any marketing/sales needs

Features:

- Production coordination
- Script development/storyboarding with client
- Professional voiceover narration/recording
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- 12 months hosting on global server network
- Featured on Biocompare video page
- Deliverables: .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time six weeks from start of product including three rounds of changes
- Client owns the copyright
- 3D Animation services available at an additional cost

Benefits:

	Brand Awareness		Demand Generation		Thought Leadership		Traffic Driver
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On-Demand Webinars (Audio or Video)

The screenshot shows a webinar landing page for Biocompare. At the top, the Biocompare logo and 'WEBINAR SERIES' are visible. The main title is 'Improved Characterization of Biotherapeutics with Better Peptide Mapping'. Below the title, it states the original broadcast date as Tuesday, June 14, 2016, and the time as On-Demand. A green 'View Now' button is present, with a note that registration is free. The page includes a 'Webinar Summary/Description' section, a list of topics to be learned (e.g., how to map peptides reliably, how to digest proteins), and a list of attendees (Biotherapeutic researchers, researchers studying proteins and peptides, LC and MS researchers). At the bottom, there are portraits of the speakers: Kelly Broster (Vertical Marketing Manager, Thermo Scientific), Martin Samonig (Application Scientist, LC-MS, Thermo Scientific), and Peter A. Fung, PhD (Managing Editor, Biocompare). The page is sponsored by ThermoFisher Scientific.

[View Example](#)

What are On-Demand Webinars:

- On-Demand Webinars are either Audio or Video Webinars available for viewing at any time

Why On-Demand Webinars:

- On-Demand Webinars allow life science professionals to view seminars and presentations in their own time, making them cost-effective and convenient
- Great way to repurpose content and get mileage out of your conference presentations

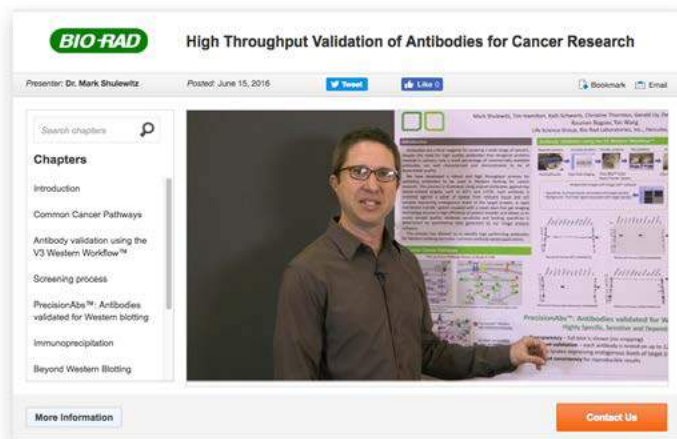
Features:

- Audio and/or video recording and editing up to 30 minutes
- Custom-branded webinar interface
- HTML5 format that is mobile compatible
- Interactive chapters and search tool
- Prominent call-to-action buttons for lead generation
- 12 months hosting on global server network
- Featured on Biocompare video page
- Copyright owned by client
- Deliverables: final URL and HTML embed code for placement on webpages
- Turnaround time four weeks from start of project including three rounds of changes

Benefits:

TM	Brand Awareness	Demand Generation	Thought Leadership	Traffic Driver
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Tradeshow Videos



What are Poster Videos:

- Poster Videos are filmed poster presentations
- Filming process is quick and easy

Why Poster Videos:

- Poster Videos can turn your presentations into an enduring video to expand your reach
- Extend the life of your conference poster beyond the physical conference

Features:

- Production coordination at a room close to the meeting venue or at your location
- HD camera/lighting package
- Video editing
- Optimized for online and mobile devices
- Complete reporting of views, clicks and downloads
- Contact details of those who downloaded your poster, if gated option selected
- 6 months hosting on global server network
- .mov/.wmv/.mp4 copies and HTML embed code
- Client owns the copyright

Benefits:



What are Booth Interviews:

- Booth Interviews are videos filmed at tradeshows and can be any of the following: product demonstration, in-booth presentation or an interview with an expert

Why Booth Interviews:

- Booth Interviews allow you to educate researchers and scientists long after a tradeshow has ended with a Biocompare booth interview video

Features:

- Production coordination
- HD camera/lighting package
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- 12 months hosting on global server network
- Featured on Biocompare video page
- .mov/.wmv/.mp4 copies and HTML embed code
- Turnaround time four weeks from start of product including three rounds of changes
- Client owns the copyright

Product Demo & Training Videos

What are Product Demo & Training Videos:

- Product Demo & Training Videos are a combination of video and motion graphic to point out important product aspects, show how a product functions and demonstrate its ease of use

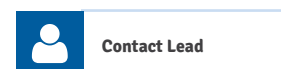
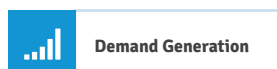
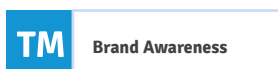
Why Product Demo & Training Videos:

- Product Demo & Training Videos allow you to give an overview of your products's features and benefits.
- Product Demo & Training Videos can be a great resource to share with life scientists and familiarize them with your product

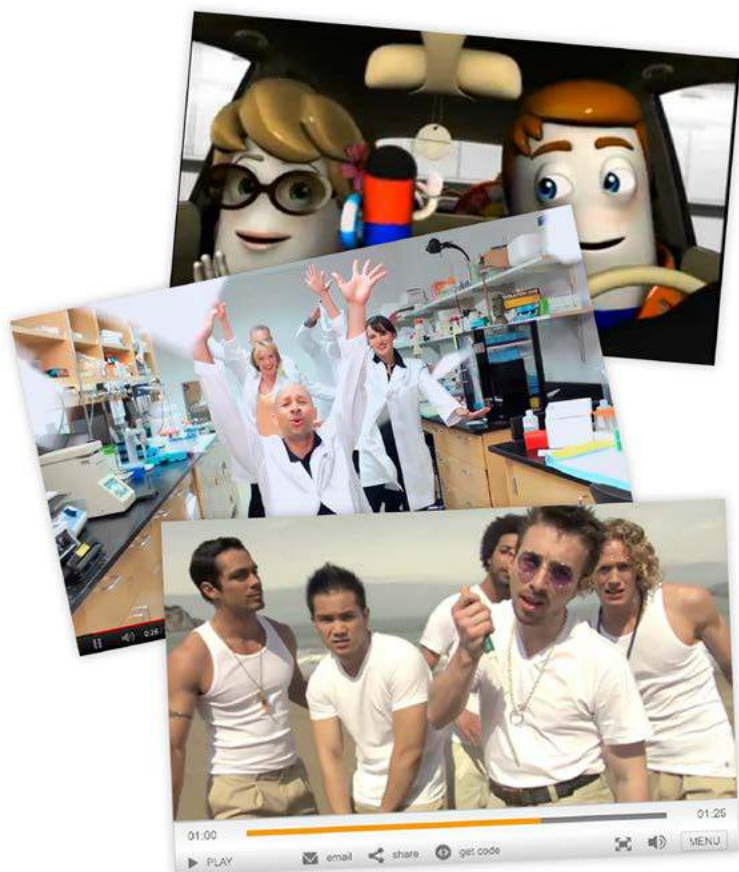
Features:

- Production coordination
- Script development/storyboarding with client
- HD camera/lighting package
- Professional voiceover narration/recording
- Video editing, motion graphics, sound design
- Optimized for online and mobile devices
- Custom interface design and web development for interactivity
- 12 months hosting on global server network
- Featured on Biocompare video page
- Deliverables: final URL and HTML embed code for placement on webpages
- Turnaround time is six weeks from start of project, and includes three rounds of changes
- Copyright owned by client
- 3D Animation services available at an additional cost

Benefits:



Comedies & Viral Videos



[View Example](#)

What are Comedies & Viral Videos:

- Comedies & Viral Videos are highly entertaining videos aimed at your target audience

Why Why Comedies & Viral Videos:

- Comedies & Viral Videos are easy to view and will help your products literally market themselves as viewers forward them to their colleagues and friends
- Featuring more technical product and a button to request a quote on the same page as the video will deliver your product message to record numbers and help generate sales leads

View our award-winning [PCR Song commercial](#), that has received over 2 million views!

Benefits:

TM

Brand Awareness



Demand Generation

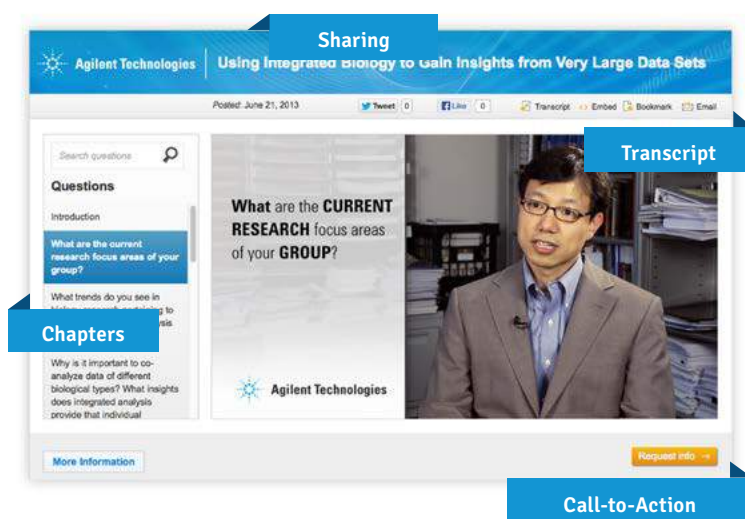


Thought Leadership



Traffic Driver

Video Console



[View Example](#)

What are Video Consoles:

- Our Video Console is a fully mobile compatible and interactive interface for your webinars and videos.

Why Video Consoles:

- Video Consoles allow scientists to skip in between chapters, request a quote, send a link to a colleague or click through to your product page.

Features:

- Custom-branded interface
- HTML5 format that is mobile compatible
- Interactive chapters and search tool
- Creation of transcript of video (optional)
- Prominent call-to-action buttons for lead generation
- 12 months hosting on global server network
- Featured on Biocompare video page
- Deliverables: final URL and HTML embed code for placement on webpages

Benefits:

TM	Brand Awareness		Demand Generation		Thought Leadership		Traffic Driver		Contact Lead
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Microsite



[View Example](#)

What is a Microsite:

- A Biocompare Microsite is a webpage designed to educate buyers on a new product or upcoming event

Why Microsites:

- A Microsite will help you boost awareness, drive sales leads and registrations and precisely measure ROI on your marketing spend
- Fully customizable, our Microsite can meet any marketing needs.

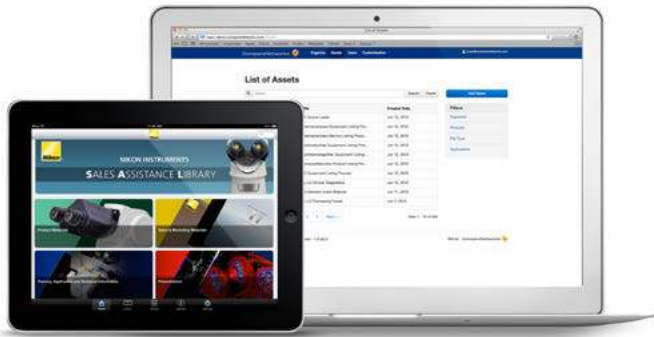
Features:

- Detailed product or event information
- Compatible with interactive video
- An easy form to request additional information can be included

Benefits:

	Brand Awareness		Thought Leadership		Demand Generation		Contact Lead
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Mobile Solutions



What is imSMART:

- The Interactive Mobile Sales and Marketing Tool (imSMART) is a mobile content management system
- imSMART is a tablet app and robust tracking system
- Two versions are available - one for sales organizations and one to engage customers

Why imSMART:

- To learn more about imSMART, please visit www.imsmartapp.com

Features:

- Template-driven library of product collateral easily accessible via tablet
- Product collateral can include everything from PDFs and videos, to ROI calculators and interactive presentations
- imSMART also provides complete tracking of app usage

Benefits:

 Brand Awareness	 Thought Leadership	 Demand Generation	 Contact Lead
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What are Custom Mobile Apps:

- Our award-winning team can develop apps for iPhone/iPad/Android to your exact specifications

Why Custom Mobile Apps:

- Reach the ever expanding mobile market by creating an app

Features:

- Complete creation of mobile app
- Ongoing maintenance and updates to mobile app

Additional Advertising

Promotions

Date Published ▼

Looking for efficient PCR setup? Get 20% off the Repeater M4 system
Eppendorf Friday, July 22, 2016
Repeater pipettes greatly improve PCR plate setup efficiency. Dispense up to 100 times from a single aspiration with Eppendorf's Repeater® M4, ... [Read More](#)

Gene Expression Profiling Tools – Save now!
ScienCell Research Laboratories Wednesday, July 20, 2016
10% off your first order of GeneQuery™ Gene Expression Profiling Tools. Selection includes: Predesigned qPCR Arrays / Individual Primers / Custom ... [Read More](#)

The next generation of gene expression solutions are here!
Affymetrix Monday, July 18, 2016
What important insights are you missing by only looking at gene-level expression? The NEW Clariom™ D Pico Assay provides unprecedented coverage of ... [Read More](#)

Free Pipettors!
Bulldog Bio Inc. Friday, July 01, 2016
Bulldog Bio sells manual pipettors for everyday lab use. These sturdy bench tools will pipet between 0.5ul and 1,000ul. Our price of \$89/pipettor ... [Read More](#)

Bundles Are Better: The New ChemiDoc-IT53 Imager Promotion
UVP, LLC Thursday, June 30, 2016
Buy the ChemiDoc-IT53 Imager using Promo Code SP-1030, and receive a fully upgraded, stand-alone, system at a discounted price with 3 EEE ... [Read More](#)

DiPIA 2016

Posted: March 9, 2016 [Tweet](#) [Like 0](#) [in Share](#) [Email](#) [Print](#)

Date: 12-15 June 2016
Location: Crowne Plaza Berlin City Center Address: Nürnberger Str. 65, 10787 Berlin, Germany

Join fellow scientific leaders and discover the latest in scientific research, the hottest applications, and the newest products for biomolecular interaction analysis.

[View Event Website](#)

Register today!
DiPIA 2016
12-15 June 2016
Crowne Plaza Berlin City Center
Berlin, Germany
The program of DiPIA 2016
will include keynote presentations, oral and poster presentations, and a round table discussion. For more information, please visit [www.dipia2016.com](#)

What are Promotions:

- Promotions are special offers which are listed on Biocompare's Promotions page in chronological order

Why Promotions:

- Use Biocompare's popular Promotions to generate awareness of your rewards programs, discounts, free samples, etc.

Features:

- Hyperlinked Title
- Company Name
- Text Description
- Link to More Information
- Inclusion in relevant eNewsletters

Benefits:

TM	Brand Awareness		Traffic Driver
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What are Event Listings:

- Event Listings are posted chronologically on Biocompare's event page & may be featured in Biocompare's eNewsletters

Why Event Listings:

- Use Biocompare's popular Event Listings to generate awareness and drive attendance for your events

Features:

- Image
- Description
- Date and location
- Optional: featured in eNewsletters
- Optional: featured on Biocompare homepage

Benefits:

TM	Brand Awareness		Traffic Driver
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Biocompare

The Buyer's Guide for Life Scientists

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