

LabX & Lab Manager Magazine® Annual Product Resource Guide

Not just another Buyer's Guide of product listings, our Product Resource Guide is a comprehensive source of services and resources that help lab professionals make informed buying decisions while offering those businesses serving lab professionals a unique medium to present their products and services.

A Place for Educational Information and Tutorials

On our web sites and within the Product Resource Guide will be technology analysis articles covering a wide range of instruments and equipment along with our popular "How it Works" series. These articles are aimed directly at addressing the purchasing needs and issues faced by lab professionals.

Published as an annual in-print Product Resource Guide and online directory, content will include meaningful articles, lists of resources and links to a variety of products and services organized under four main categories:

Analytical Instruments

- Laboratory Robotics
- HPLC Systems
- GC Systems
- Mass Spectroscopy
- Microscopes
- Image Analysis Software
- Microscope Accessories
- Particle Size Analyzers
- LC Columns

Life Science and Clinical Lab Equipment

- Biochemicals & Reagents
- Assay Kits
- PCR
- RNA Technology
- DNA Sequencing
- Microarray Technology
- High-Throughput Screening
- Microplate Management Systems

Computer Software

- Data Acquisition Software
- Data Management Software
- Chromatography Software
- LIMS
- Instrument Control Software

Basic Lab Equipment / Lab Supplies and Consumables

- Water Purification Systems
- Centrifuges
- BioSafety Cabinets
- Fume Hoods
- Sample Prep—Consumables
- Water Baths
- Heating & Cooling Systems
- Freezers & Refrigerators
- Analytical Balances
- Vacuum Pumps
- Liquid Handling
- Meters and Monitors
- Material Testing Equipment
- Lab Casework
- Pipettes
- Incubators
- Glove boxes
- Environmental Chambers

The online directory creates additional year-round exposure, awareness and inquiries. The in-print Product Resource Guide is where buyers will find all the information they need in one easy-to-read volume, allowing quick identification of your company and its products.

Online Form for Company Listings – Coming soon.

Make sure your company and products gets listed. Completing your listing online will be fast and painless. Your input will be uploaded immediately after your listing is submitted. A follow up reminder will be sent shortly after the new year.

Pricing and Ad Placement Opportunities

The online directory and Product Resource Guide are made possible by advertisers wanting to educate and reach the lab marketplace.

We have a variety of advertising opportunities on the web and in print. Ultimately, our goal is to help lab professionals locate important information. Make sure your products are in front of key research lab professionals with your ad in Lab Manager Magazine / LabX Annual Product Resource Guide.

LabX & Lab Manager Magazine[®] Annual Product Resource Guide

The Product Resource Guide will be published in October in print and available online (www.labmanager.com / www.labx.com).

Your company's listing appears in the Lab Manager magazine and LabX Product Resource Guide year-round. The following rates reflect an annual pricing structure.

Cost	Advertising Type	Description
Free Listing	Completed Web-Enabled Listing	A completed web-enabled listing includes your full-color company logo, links to your Web site and e-mail address.
\$195	Enhanced Listing	This additional fee allows your company to have up to a 50 word product description.
\$350	Video-enhanced Listing	Add video to your Enhanced Listing – bring your products and services to life with video or post commercials! Want to add more than one video – just \$250 for additional videos posted to your listing.
\$4,250	Full Page – 4 color ad	Full page advertisers will receive equivalent space FREE in which to describe their company, mission, history, products, innovations, key personnel, vision for the future, etc. Write your Profile to highlight any of the elements of your company's story that help convince the market that your company can play a major role in helping them achieve their goals.
\$5000	Banner Ad Placement – 12 months	Banners are located at the top of the page, between the search bar and pre-defined search categories and between the search bar and results. A limited number of banners are available on the guide.
\$3,050	Half Page – 4 color ad	Half-page advertisers will receive equivalent space FREE in which to describe their company, mission, history, products, innovations, key personnel, vision for the future, etc. Write your Profile to highlight any of the elements of your company's story that help convince the market that your company can play a major role in helping them achieve their goals.

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