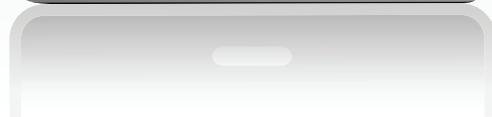
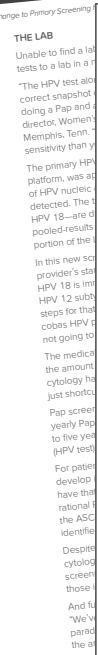


Rich Content Campaigns

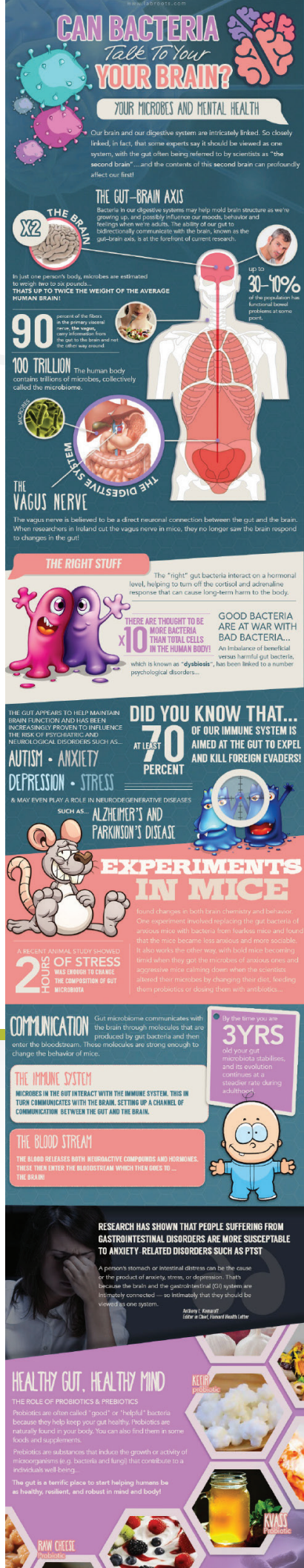
Let's Talk Science
Let's Talk Medicine



labroots
Your Science Network



- 1,500 word article written by a LabRoots author
- PDF of article and a full-bleed printable version
- 468x60 banner ad in an upcoming edition of our Trending eNewsletter
- 5 social media posts on the most relevant LabRoots Facebook groups
- Article housed on LabRoots.com website



Custom Infographic Campaign


Designed by a professional industry graphic designer and published on the LabRoots Trending feature, companies can highlight new and popular trends in science that directly relate to their primary research or product focus. LabRoots designers will collaborate with involved parties to gather information and images for a cohesive and well-laid out infographic. Infographics are shared through relevant social media channels for maximum exposure.



COST: \$9,950

PROGRAM INCLUDES

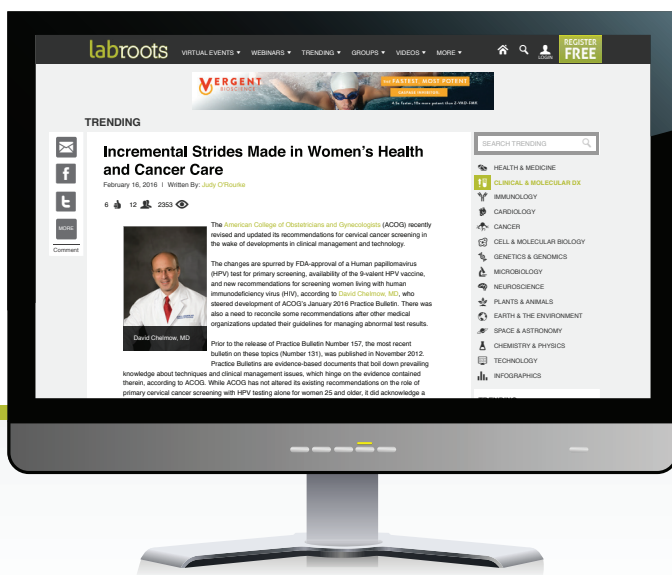
- Infographic article written by a LabRoots author
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- 5 social media posts on the most relevant LabRoots Facebook groups
- Infographic article housed on LabRoots.com website



For even greater impact and reach,
combine these two custom
opportunities and save.

Combine Custom Article And Infographic Campaigns

Combine the informative nature of news articles with the appeal of infographics to create a greater brand impact through LabRoots. By combining these two creative avenues, companies can maximize reach to a broad audience across all relevant disciplines. Using various forms of media aids in bringing attention to products and technological advances companies would like to provide to their potential customers.



COST: \$15,000

PROGRAM INCLUDES

- 1,500 word article and infographic written by a LabRoots author
- PDF of article and infographic and a full-bleed printable version of each
- 2 468x60 banner ads in an upcoming edition of our Trending eNewsletter
- 10 social media posts on the most relevant LabRoots Facebook groups
- Article and infographic housed on LabRoots.com website



We are very excited to introduce a special opportunity for companies interested in developing customized content.

Customizing content enables companies to build their brand and attract prospects and customers targeted to a specific area or expertise. By participating in the LabRoots Rich Media program, companies can provide information researchers need by answering potential questions and tailoring information to their interests. In addition, articles highlighting an innovative technology will bring in increased traffic and interest to that company or product. By providing information that conveys knowledge within a particular proficiency, companies are able to engage readers in a branded environment and establish their reputation.



CUSTOMIZED

TARGETED

VALUABLE

Benefits Of A Rich Content Program

- Customized editorial content written by an industry professional
- Thousands of page views on LabRoots website
- Targeted messaging
- Promotion of your company expertise and leadership
- Share best practices with industry professionals
- Distribute at sales meetings, trade shows, etc.



LabRoots provides next generation digital marketing opportunities which allow you to target your message to specific groups of scientists and medical experts.

For custom proposals or general information please contact us by email at

info@labroots.com or call **1.714.463.4673**.

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Your Science Network

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