

Dedicated Dialogue

The Dedicated Dialogue is a combined multimedia, online, and print program that provides our audience access to the technical experts in the market. We will conduct an interview with an expert from your company or one of your customers.

What you get:

- ▶ Podcast interview of your expert by a contributing editor
- ▶ Published into a two-page summary written by our editors
- ▶ Printed in LCGC magazine as sponsored content
- ▶ Digital interactive PDF of the published summary includes up to four direct calls-to-action (video, whitepaper, website, etc.)
- ▶ Hosted on the brand's website on-demand for 12 months: podcast and PDF
- ▶ Aggressively promoted to the brand community via dedicated e-blasts, social media postings, e-newsletters, and web banner ads
- ▶ Lead generation capturing contact & demographic information required at registration

The screenshot shows a promotional banner for a resource titled "Lab Water Hints and Tips for the Chromatography Lab". The banner is divided into several sections:

- Title:** "Lab Water Hints and Tips for the Chromatography Lab"
- Text:** "EMD Millipore recommends evaluating your unique lab requirements and applications when choosing a water purification technology."
- Sub-headline:** "A Dedicated Dialogue"
- Introductory Text:** "Water is the most common reagent in the laboratory but it is the most misunderstood and is often taken for granted. Learn how specific contaminants can affect your chromatography system and results and understand how to optimize water purification technologies to meet your experimental needs"
- Section Header:** "TWO OPTIONS TO PARTICIPATE"
- Option 1:** "ACCESS PODCAST" with a thumbnail image of a podcast cover and a "CLICK HERE TO ACCESS" button.
- Option 2:** "DOWNLOAD APPLICATION NOTE" with a thumbnail image of a document cover and a "CLICK HERE TO DOWNLOAD" button.