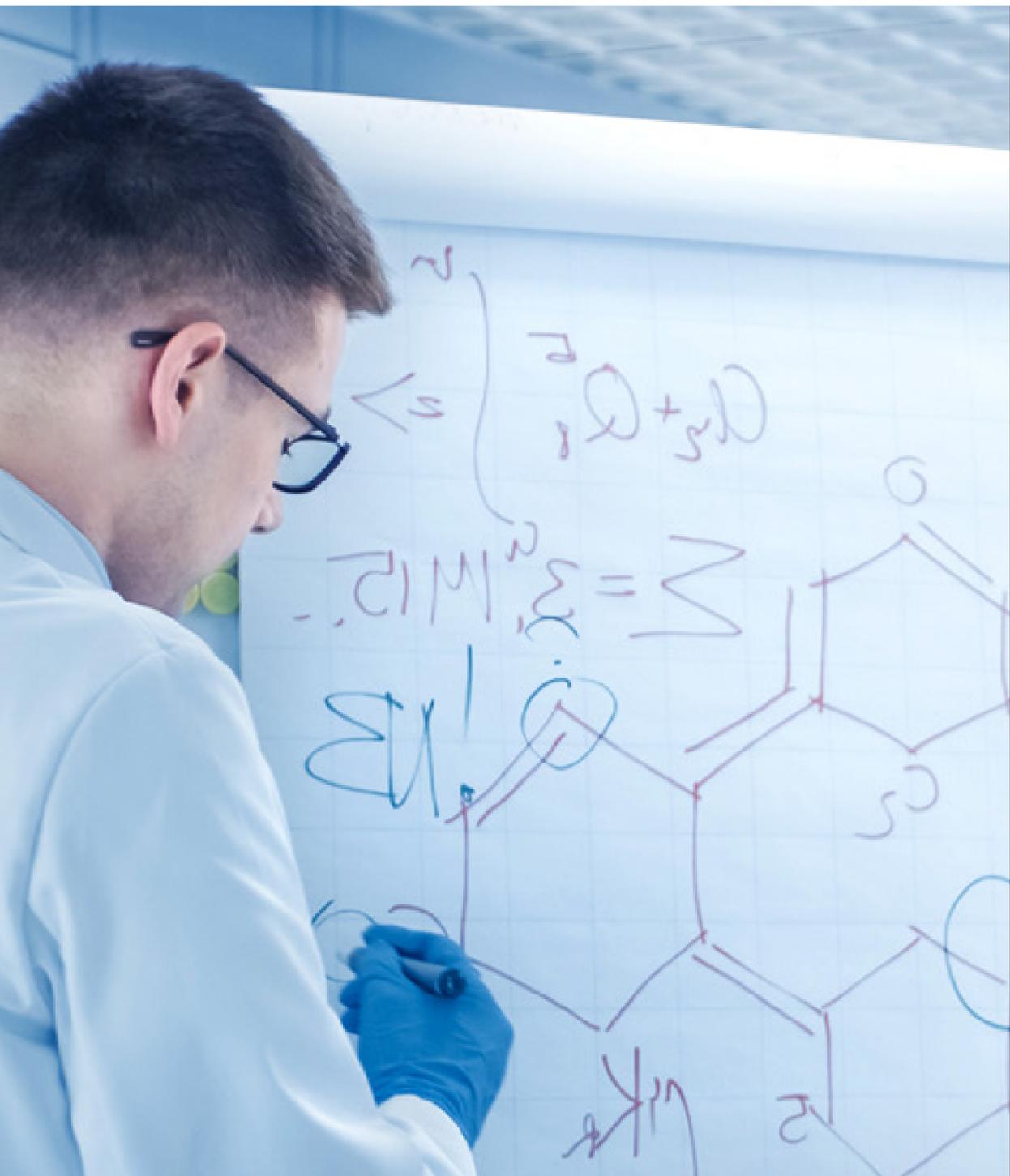


LC|GC's **CHROM**academy

powered by crawford scientific



CHROMacademy 2022 Sponsorship Opportunities

Lead Generation

Thought Leadership Brand

Awareness

www.CHROMacademy.com

CHROMacademy members have access to...

1000's of eLearning Topics

HPLC / GC / Sample Prep / MS / Infrared /
Basic Lab Skills / Biochromatography

Essential Guide Webcasts

Over 100's training topics covered by
industry experts

HPLC & GC Troubleshooting and Virtual Lab Tools

Become the lab expert with our HPLC and
GC Troubleshooters

Ask the Expert - 24hr Chromatography Support

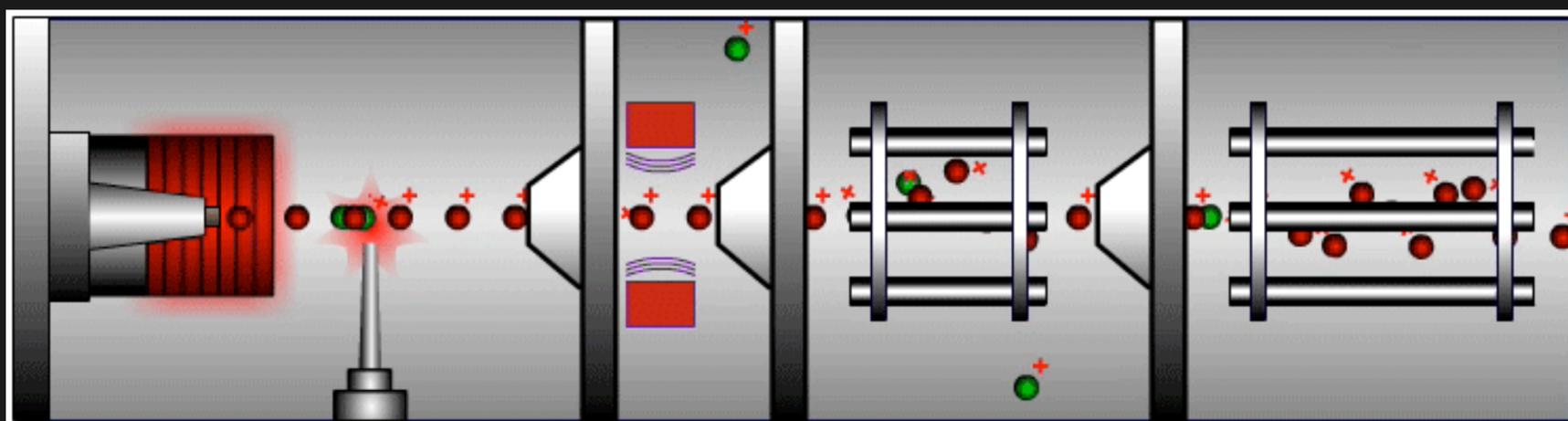
Our experts answer members questions
within 24 hours or less

Assessments

Test your knowledge, certificates awarded
upon completion

Video Training Courses Fundamental:

HPLC / GCMS / GC / LCMS / Method
Development / HPLC / GC



All video courses are endorsed by the American Chemical Society
& Royal Society of Chemistry

Associate your company's brand, products and services
with objective and highly useful educational materials from
CHROMacademy

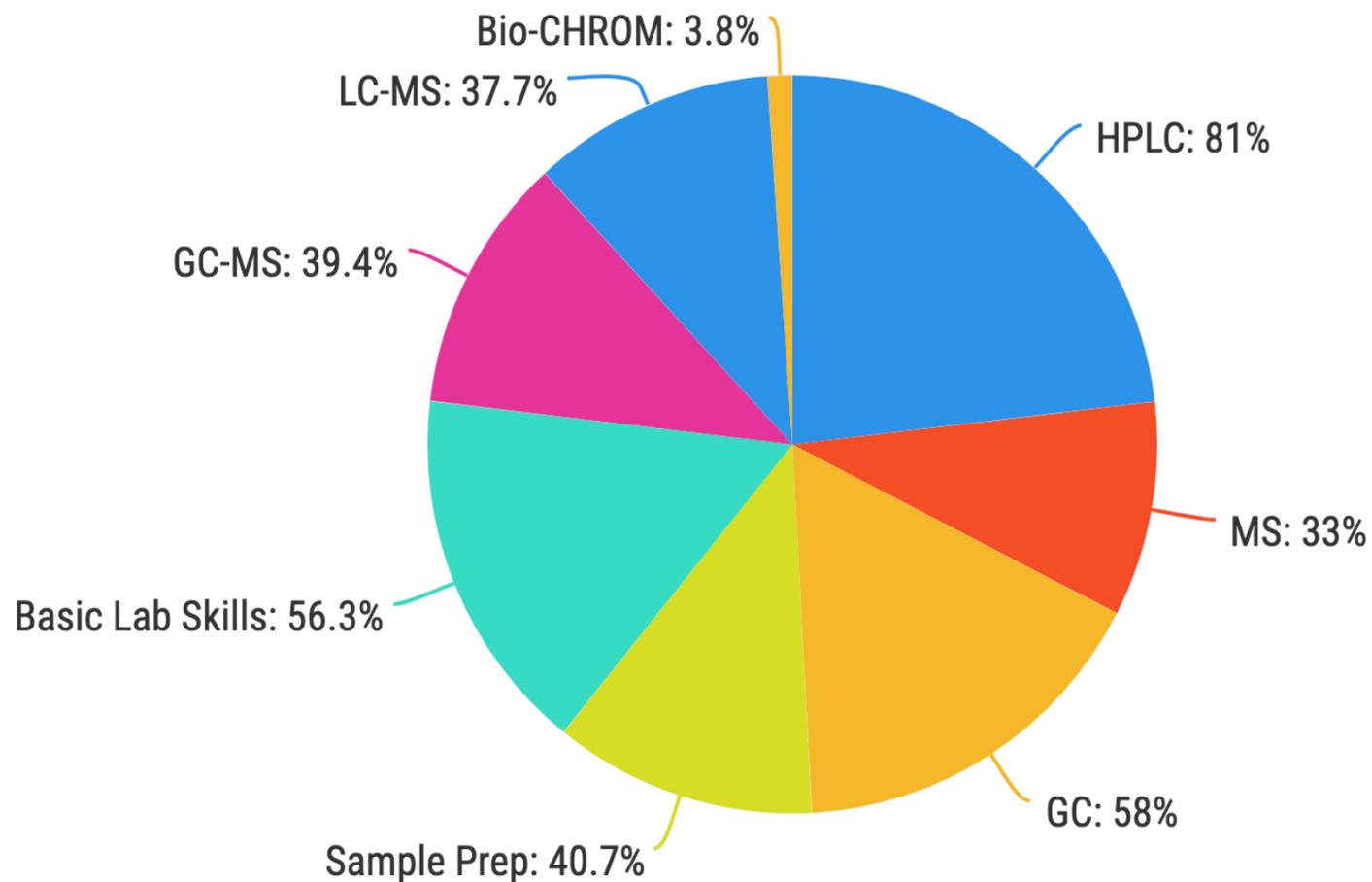


Our Members

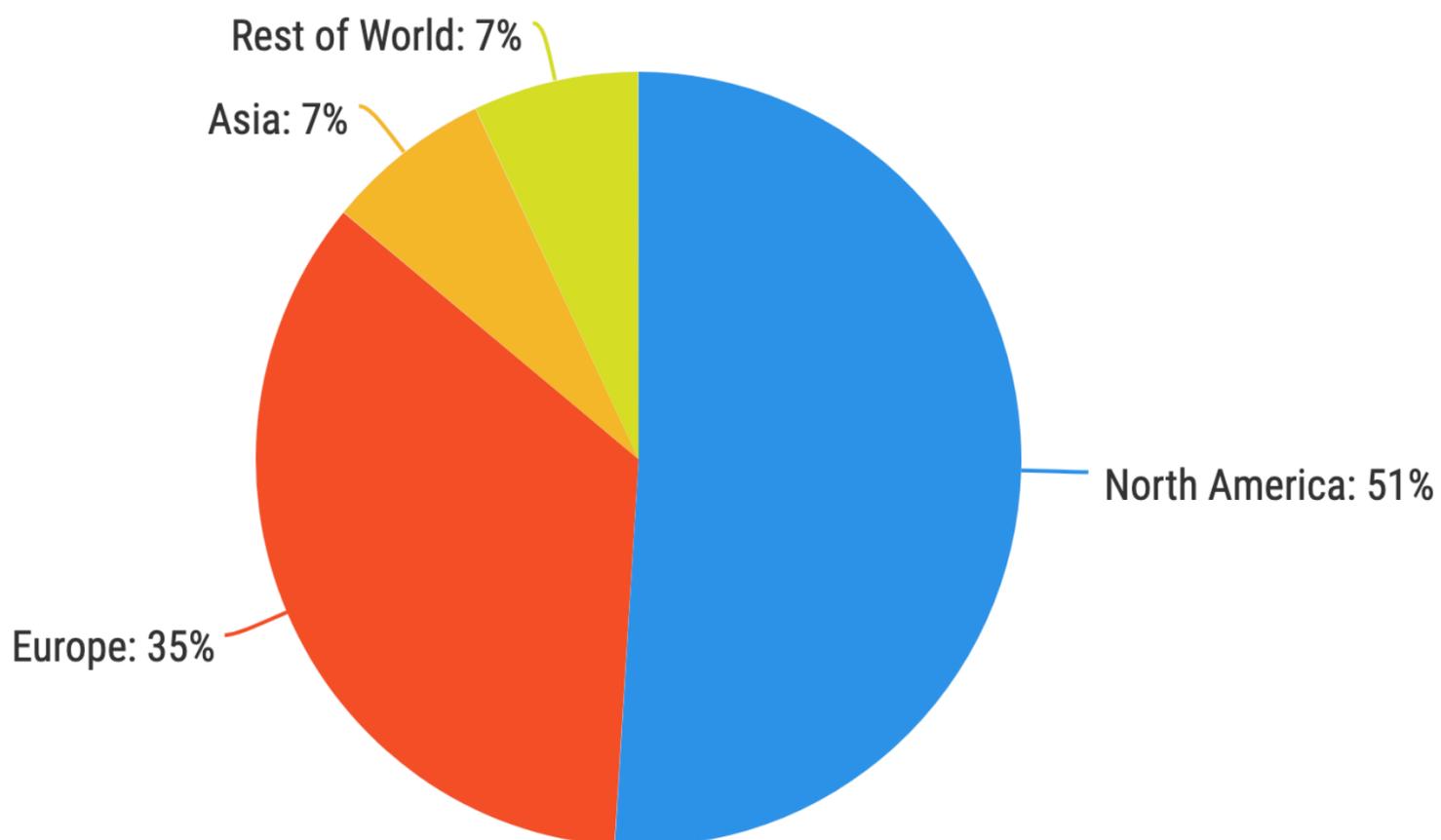
CHROMacademy members come from industry, university, government and hospital backgrounds.

CHROMacademy
90,000⁺
Members

Chromatographic Techniques Used



Geography





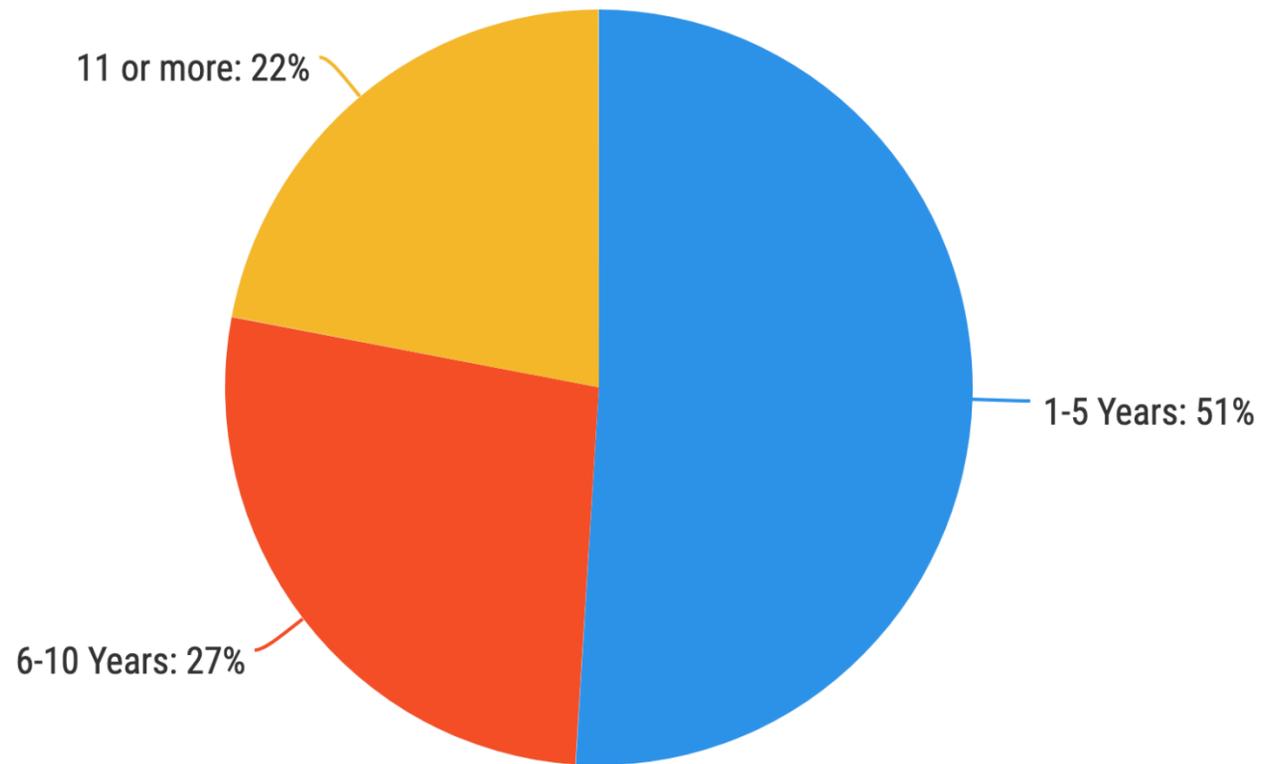
Our Members

Job Functions

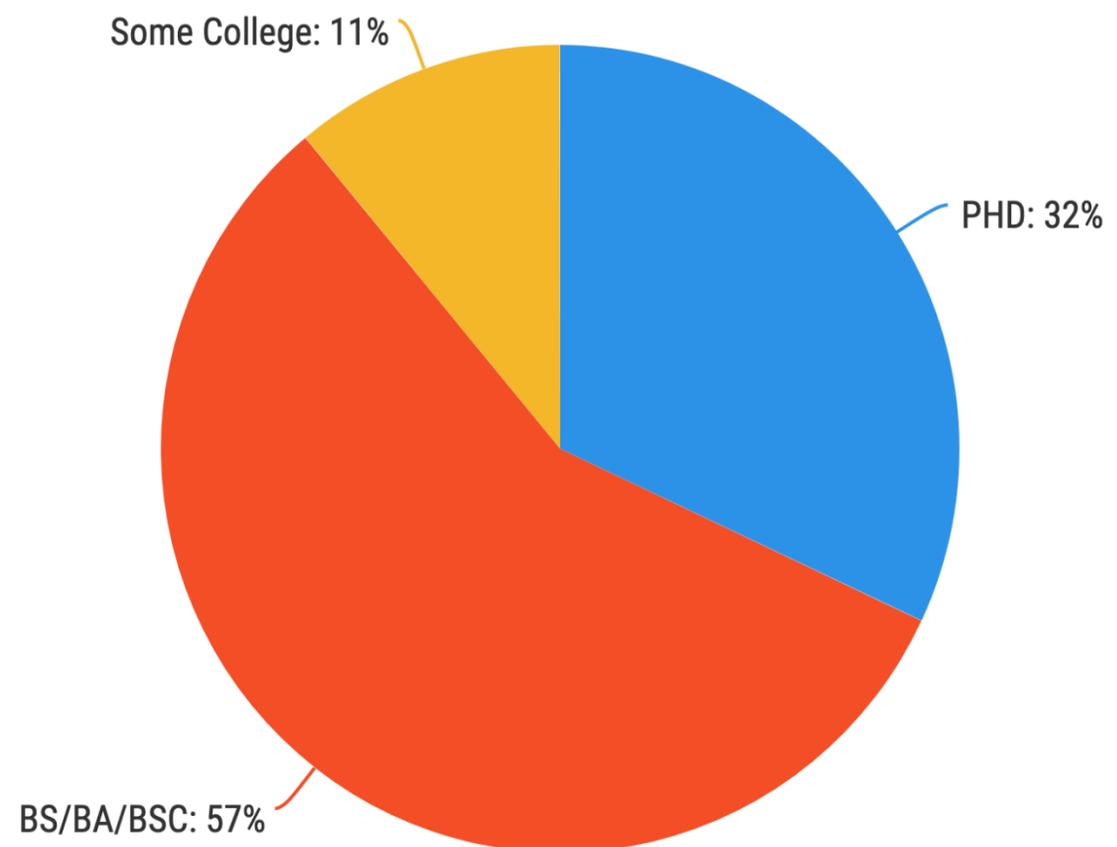
- R&D
- QA/QC
- Chemist/Scientist/Analyst
- Manufacturing/Processing
- Lab Management
- Technical
- Teaching
- Purchasing

CHROMacademy
90,000⁺
Members

Experience



Education



Grow your business

CHROMacademy is the worlds largest e-Learning website for analytical scientists, packed with practical information that helps its members improve their skills and productivity.

CHROMacademy
90,000⁺
Members



Lead Generation

CHROMacademy webcasts deliver on average 543 registrations and popular events deliver over 1000 sales ready leads to our sponsors.



Thought Leadership

Join forces with the CHROMacademy team as we deliver the best educational content to your industry.



Brand Awareness

Communicate your company's technical expertise, and with over 175,000 names in our database we can help you reach a truly global audience..



Sponsorship Opportunities

Together we can revolutionize how you communicate with your customers

Webcast

- Avg Registrations - 400-600
- Avg Live Attendees - 230-350
- Total Attendance Conversion Rate - 58%

*Actual registrants and attendees per event will vary depending on topic and target audience

CHROMacademy “Essential Guide” Webcasts

Featuring industry experts, LCGC editors and CHROMacademy/Crawford Scientific technical staff

Most retention **Little retention**

Low pH

Antibody
Specific for a tumor-associated antigen that has restricted expression on normal cells

Cytotoxic agent
Designed to kill target cells when internalized and released

Linker
Attaches the cytotoxic agent to the antibody. Newer linker systems are designed to be stable in circulation and release the cytotoxic agent inside targeted cells

MS Detector **Transfer Line** **GC Separative Technique** **Sample Inlet** **Detector Amplifier**

Control Electronics **Detector** **Mass Spectrometer** **Ion Source** **Column** **Column Oven**

Pump **Vacuum System**

View the video introduction to this month's webcast

2:32 HD

We excel in delivering our sponsors high quality engaged leads



Sponsorship Opportunities

Video Boot Camp & eBooks

- 1hr video boot camp
- eBook with optional sponsors content
- Sponsors questions to access content
- Links to sponsors content - video, pdf or other...
- Mobile friendly & responsive design
- Promoted via email campaigns, house ads and social media
- Sponsors logo on all marketing
- Optional video content with closed captions and translations into Chinese, Spanish, etc.



CHROMacademy Video Boot Camps & eBooks

A single vendor will have the opportunity to sponsor each of the following Video Boot Camps & related eBooks

- LC-MS - From Instrument Setup to MS/MS Transitions
- GC-MS - From Instrument Setup to Tuning and Data Analysis
- GC Instrument Setup - A Practical Step-by-Step Guide
- HPLC Instrument Setup - A Practical Step-by-Step Guide



Each Boot Camp Video will be accompanied by a related eBook, containing, CHROMacademy content, sponsors ads and optional sponsors content.



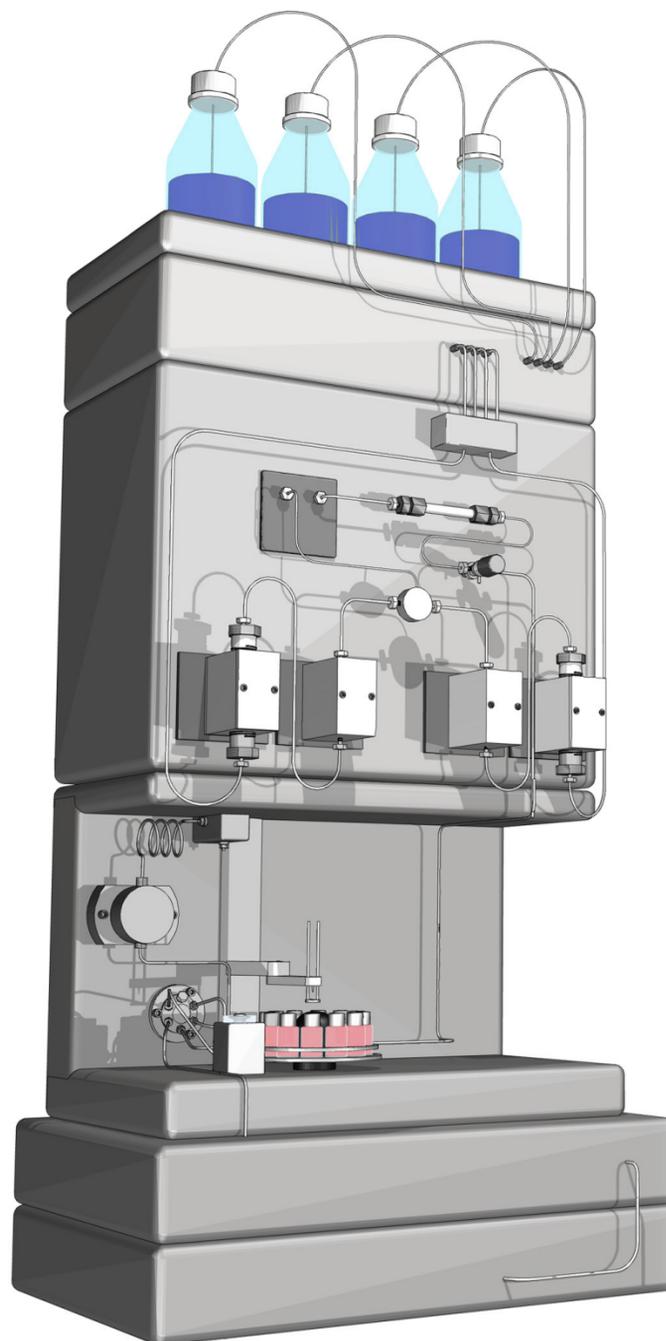
Sponsorship Opportunities

HPLC & GC Troubleshooters

- Exclusive sponsorship
- Marketing emails
- Users register to use troubleshooters
- Sponsors questions & branding

HPLC & GC Interactive Troubleshooting Tools

Groundbreaking interactive troubleshooting tools for chromatographers



We developed the CHROMacademy HPLC & GC Troubleshooters with busy chromatographers in mind.

In 3 simple steps we help overcome instrument, separation and quantitation issues.



Sponsorship Opportunities

House ads by channel

- HPLC
- GC
- LC-MS
- GC-MS
- Sample Prep
- Infrared
- Basic Lab Skills
- Bio Chromatography
- Home Page

ad size 300x250

House Ads by Channel

The screenshot displays the CHROMAcademy website interface. At the top, there is a navigation bar with the logo 'LC|GC's CHROMAcademy powered by CrawfordScientific', a 'Library' dropdown, a search bar, and buttons for 'Pricing', 'Sign up for a FREE Lite Account', and 'Sign In'. Below this is a secondary navigation bar with categories: 'Principles', 'Technique', 'Instrumentation', 'Troubleshooting', 'Method Development', and 'Learning Paths'. A third bar features logos for 'ACS DIVISION OF ANALYTICAL CHEMISTRY', 'ROYAL SOCIETY OF CHEMISTRY', and 'APPROVED TRAINING', along with icons for 'Request A Quote', 'Ask The Expert', 'Troubleshooter', and 'Q&A FAQs'. The main content area is a grid of 12 advertisement cards. Each card includes a thumbnail image, a title, a breadcrumb trail, an accreditation or sponsorship logo, and a 'Premier' or 'Lite' badge. The cards are: 1. 'HPLC Method Development Video Training Course' (Premier); 2. 'Fundamentals of HPLC Video Training Course' (Premier); 3. 'Practical HPLC Troubleshooting Video - Retention Time and Selectivity' (Sponsored by TOSOH BIOSCIENCE, Lite/Premier); 4. 'Top Instrument problems*' (Advertisement, pie chart showing percentages for FPD Detector, ECD Detector, MS Detector, Pressure/Flow, and FID Detector); 5. 'Practical HPLC Troubleshooting Video - Cycling Baseline' (Sponsored by TOSOH BIOSCIENCE, Lite/Premier); 6. 'HPLC Troubleshooting Video Guide to High Pump Backpressure' (Sponsored by TOSOH BIOSCIENCE, Lite/Premier); 7. 'Quantitation and Calibration' (Author: Crawford Scientific, Premier); 8. 'HPLC Troubleshooter' (Sponsored by TOSOH BIOSCIENCE, Lite/Premier); 9. 'HPLC Introduction' (Author: Crawford Scientific, Premier); 10. 'HPLC Essentials - System Dwell Volume' (Author: Crawford Scientific, Premier); 11. 'HPLC Solvent Pumping Systems' (Author: Crawford Scientific, Premier); 12. 'Mobile Phase Considerations' (Author: CHROMAcademy, Premier). At the bottom of the grid is a pagination control with 'PREV', a numbered list (1-12), and 'NEXT'. The footer contains a 'HOME' button, a 'CAST' logo with the text 'CUSTOM AUDIENCE SEGMENTATION TOOL', and the 'LC|GC's CHROMAcademy powered by CrawfordScientific' logo. Social media icons for Facebook, Twitter, and LinkedIn are also present.

LC | GC's **CHROM**academy

powered by **crawford scientific**

CHROMacademy Webcasts	<ul style="list-style-type: none"> • Logo on 3 emails to CA/LCGC List • Logo on WC Landing Page • Webcast Ad on Home Page Rotation • Webcast Ad on LCGC Home Page Rotation • Attendees' Names 	<ul style="list-style-type: none"> • Sponsored by Logo • Sponsored by Logo • Sponsored by Logo & 300x250 • Sponsored by Logo & 300x250 • Attendees' Names 	\$12,000.00
Video Boot Camp & eBook	<ul style="list-style-type: none"> • Please contact your CHROMacademy Sales Representative for more information 		
Troubleshooters - HPLC or GC	<ul style="list-style-type: none"> • Exclusive Sponsorship • Marketing emails • Users Register to use troubleshooters 	<ul style="list-style-type: none"> • Logo on marketing emails • Registrants Names/Details 	\$ 5,000.00
Banner Ads - Home Page	<ul style="list-style-type: none"> • Maximum 5 Rotations 	<ul style="list-style-type: none"> • 300x250 	\$ 2,500.00
Banner Ads - Technique Channel - HPLC, GC, etc	<ul style="list-style-type: none"> • Channel Exclusivity & Home Page Rotation 	<ul style="list-style-type: none"> • 300x250 	\$ 3,000.00
Vendor Lounge - coming soon	<ul style="list-style-type: none"> • Please contact your CHROMacademy Sales Representative for more information 		

Contact:

Michael Tessalone

Senior Vice President, Industry Sciences

o. 732-346-3016

c. 201-615-1004

mtessalone@mjhlifesciences.com