

e-Media Kit

GET CONNECTED TO THE INDUSTRY'S MOST HIGHLY-DESIRED AUDIENCE

Spectroscopy
Solutions for Materials Analysis

Spectroscopy
Solutions for Materials Analysis
www.SpectroscopyOnline.com



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Electronic Suite of Opportunities

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Usage Profile

Spectroscopy's e-Audience

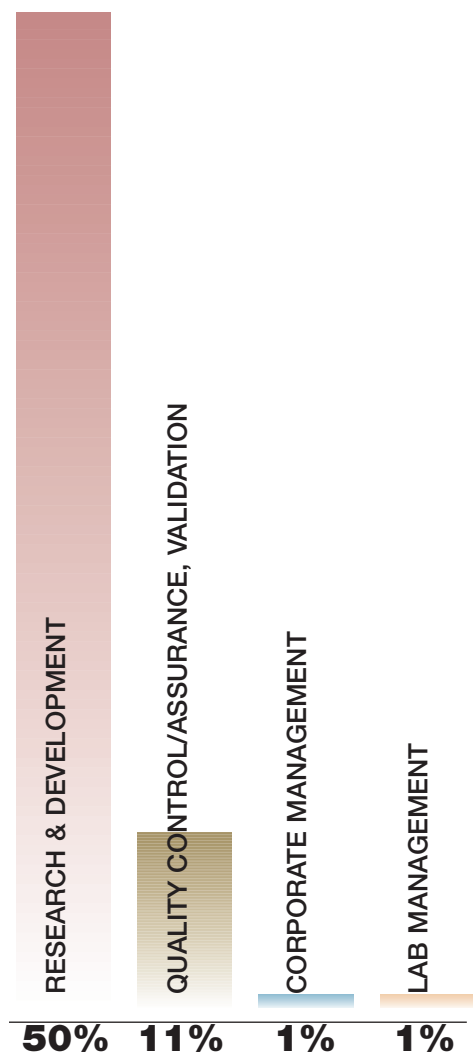
As the industry's most authoritative source for more than 20 years, lab professionals rely on *Spectroscopy* to deliver credible and practical applications and techniques necessary for their daily research. *Spectroscopy* is more than a magazine; it is a training tool for young professionals, a reference guide for purchasing services and equipment, a "how-to" guide in addressing work challenges, and a valuable resource to share among colleagues. Our electronic audience is comprised of seasoned and emerging professionals who have requested to receive information, e-Newsletters and a digital edition electronically from *Spectroscopy*.

Demographic Profile Representation

BUSINESS AND INDUSTRY

Private Industry	61%
University/College	18%
Government	10%

JOB FUNCTION



Usage Profile

WWW.SPECTROSCOPYONLINE.COM WEBSITE	
Unique Visitors	6,770
Total Page Views	26,700
Average Time Spent on Site	6.4 min.
e-NEWSLETTERS	
e-Issue Alert	
Number of Subscribers	27,300
Open Rate	23%
The Wavelength	
Number of Subscribers	28,400
Open Rate	17%



SpectroscopyOnline.com

A TRUSTED RESOURCE FOR SPECTROSCOPISTS

SpectroscopyOnline.com covers the full spectrum of technical, applications-oriented information related to the separation sciences. Online topics include: RAMAN technology, mass spectrometry, X-ray analysis, ICP-MS, hyphenated techniques and much more! *Spectroscopy's* loyal following of print readers and online viewers visit the site to keep current with technology and application developments, application notes, online solutions, troubleshooting tips, events calendar and more information relevant to their laboratory work.

Website Advertising Opportunities

- Leaderboard728 x 90
- Banner468 x 60
- Skyscraper160 x 600
- Button120 x 60
- Box300 x 250

Site Ownership Opportunities

Grab the attention of our audience, while increasing brand recognition and purchase intent through a home page Interstitial Ad. This 640 x 480 ad opens a new window that blocks the home page until an action is taken, offering enormous visibility for your products and services.

Other rich media formats available upon request include: Peel Page Ads, Push Down Ads, Expandable Banners, Floating Ads.

Ad Design Services

If you don't have the artwork ready, but want immediate placement in *Spectroscopy's* e-Newsletter and website, our creative services team is ready to assist you in creating a dynamic web ad that will communicate your message in a convincing and professional manner. Contact your sales representative for more information.



LabTV: Web Video Program

Up Trend in Web Videos

Plug into a powerful, cost effective platform to engage prospective buyers and create deeper brand experiences.

Use our unique web video program to show and tell how your products and services solve problems for chromatography-related applications.

Viewers who find your web videos useful can forward it to a friend - enabling your message to be easily passed to other prospective buyers and influencers.

It's more than a trendy new medium. Internet users are embracing web videos that entertain or educate them. According to media industry research, web videos are more than doubling the clickthroughs of static banner ads and significantly increase brand awareness.

Recommended Programming Style for LabTV:

- Short, informative videos of two to three minutes total run time
- A video for each featured product, service and/or category
- Case studies of successful use
- Demonstration of an application
- Unique features & benefits

Television-like commercials will probably be less favorably received by the audience.

Two ways to go:

1. Spectroscopy Creates Your Web Video

- We provide a script template for you to complete
- You record the voice of your topic expert or sales/marketing executive, or we can record an "interview" of your speaker with our publisher or our voice talent
- You provide us with your logo, product/service photos and/or video footage
- You provide text and links for the Message Box next to our video player
- We create the video and add intro and closing music
- You choose up to 3 categories where the video will run
- We post and host the web video on LabTV

You have an option to purchase the video for your marketing efforts.

continued on next page



LabTV: Web Video Program

2. You Supply us With Your Finished Ready-For-Web Video

- DVD, MiniDV or BetacamSP format
- You provide text and links for the Message Box next to our video player
- We post and host the web video on LabTV

LabTV Video Page

- Your web video will be accessible via our search box and in thumbnails organized by category
- When selected, your video can be enlarged to view full screen
- Features “forward to a friend”
- Code can be cut and pasted for use in an industry blog or website

We drive traffic to your video:

- When the video is launched we will display a thumbnail of your video on high traffic pages of our website which, when clicked, will play your video automatically on the LabTV video page
- During your campaign, your video will be included in our Feature Video Alert e-mailed to *Spectroscopy* electronic subscribers
- We will also be promoting LabTV in *Spectroscopy* magazine and our electronic newsletters

Reporting Package:

- Number of downloads
- Length of average view
- Clickthroughs of text links
- Page views of *Spectroscopy* video page
- Benchmarks vs. other web videos



e-News letters

The Wavelength

The Wavelength is *Spectroscopy's* monthly e-Newsletter providing cutting-edge information to approximately 28,400 spectroscopists' inboxes. Readers are exposed to new tools, applications, feature articles and other industry-related developments pertinent to their professional work.

Featured sections include:

- > Industry News
- > Upcoming Events
- > Technology Forum
- > Featured Products
- > Question of the Month

e-Issue Alert

Spectroscopy's monthly e-Issue Alert is deployed to approximately 27,300 subscribers as a preview to the monthly print edition. Included in the Issue Alert are current feature articles, columns and a "look ahead" at the next issue.

The Wavelength and e-Issue Alert - Advertising Opportunities

Banner Positions: . . .468 x 60 (primary, secondary, anchor)

Skyscraper:160 x 600

Button:120 x 60

Text Ad Positions: . . .65 words of content including live URL (primary, secondary or anchor)

Spectroscopy - November 2006 - Microsoft Internet Explorer provided by Advanstar Communications, Inc.

File Edit View Favorites Tools Help

Back Forward Stop Home Search

Address http://www.nxtbook.com/nxtbooks/advanstar/spectroscopy1106/ Go Links

TOOLS CONTENTS ZOOM 1-PAGE VIEW SEARCH PRINT SAVE LINK HELP

6 SPECTROSCOPY GLOBAL EDITION NOVEMBER 2006

Molecular Spectroscopy Workbench An Ode to Traceability and Calibration Interval

At the recent (August is recent, isn't it?) International Diffuse Reflectance Conference in Chambersburg, Pennsylvania, I was chatting with Art Springsteen about standards for reflection measurements. (Where would be a better place?) Because he is an expert and a sucker for flattery, he agreed to write a column about some of the topics we covered.

—Emil Clureczak

Art Springsteen

As a major supplier of artifact standards of transmittance and reflectance to the pharmaceutical, agricultural, and remote sensing communities, we are asked two questions with disturbing regularity: One, "Are your standards traceable?" and two, "At what interval should the standards be recalibrated?" The answers to these two questions are, alas, not as simple as one might think, which leads to the gist of this article. We'll handle traceability first.

(NIST, Gaithersburg, Maryland), the National Research Council Canada, or the Center for Metrology of Mexico in North America, or the National Physical Laboratory (UK) or Physikalisch Technische Bundesanstalt (PTB, Germany). But that's only part of the story: To really claim traceability, the artifact standard must be measured at the same geometrical (or reciprocal) as the NML-supplied standard and under similar (if not identical) conditions of bandpass and other instrumental parameters. The closer you get to those conditions

The Art of Information.
Inspired by the Spotlight 400.

Announcing the most powerful FT-IR imaging systems in the world: The Spotlight® 400 FT-IR and 400X FT-IR imaging systems deliver imaging capabilities, greatly enhancing your laboratory productivity by offering:

- **Speed:** Ultra fast scanning and multiple area image scan dramatically reduce this collection time
- **Depth:** Unmatched sensitivity allows for detection of the smallest changes in materials. The new 400X Imaging Recovery delivers significant spatial resolution enhancement enabling detection of the smallest features in your samples
- **Traceability:** System greatly expands scope of sample types for FT-IR imaging by accepting an extremely wide range of sample sizes
- **Efficiency:** Ability to scan multiple standards and overnight

Whether you are in pharmaceuticals, food, materials, medical, operations, manufacturing, or forensic science, you can utilize the Spotlight 400 in the fastest, most efficient and flexible imaging system available today.

Raise the insights of your lab to an art form.
Visit www.perkinelmer.com/spotlight400

Or call a PerkinElmer 24-hour Imaging Specialist at 1-800-762-4000 • 1-800-655-6000

e-Zine

Global Digital Edition

The Global Digital Edition e-Zine provides technical, application-oriented articles and features from the pages of *Spectroscopy's* monthly print edition. The e-Zine reaches an audience of approximately 35,000 global professionals monthly (17,000 in the US, and 18,000 in Europe and Asia).

The e-Zine is deployed approximately two weeks after the print issue mails, multiplying your exposure each month and going beyond a North American reader base.

E-Zine Advertising Opportunities*

Two-Page Spread

Cover Tip

Full Page

Half Page

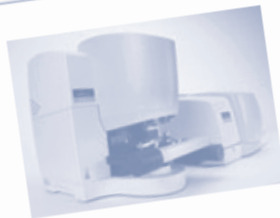
- All artwork must be provided in PDF format with embedded images and fonts.
- **Artwork may be obtained from submitted print materials unless otherwise specified by the advertiser. This is an option for print advertisers only.**

* Special loyalty rates apply for print advertisers.

The Art of Innovation.
Inspired by the PerkinElmer® Spotlight™ 400

Announcing the most powerful FT-IR imaging systems in the world. The *PerkinElmer* Spotlight 400 FT-IR and 400N FT-NIR Imaging Systems redefine imaging capabilities and greatly enhance your laboratory productivity by offering speed, detail, versatility, and efficiency.

Whether you are in pharmaceuticals, food, materials, medicine, agriculture, manufacturing, or forensics – whatever your industry – the Spotlight 400 is the fastest, most efficient and flexible imaging system available today.



Raise the insights of your lab to an art form.

Visit
www.perkinelmer.com/spotlight400
or
www.perkinelmer.com/spotlight400N

e-Solution Broadcast

DESKTOP DELIVERY OF YOUR MESSAGE TO OUR AUDIENCE

You Provide the Message, We Deliver it to the Right Audience

Your customized HTML and text formatted message includes live hyperlinks, your company logo, image, description, and contact information. Your message will be embedded into *Spectroscopy's* e-Solution Broadcast e-mail template and will deploy to selects you have chosen from our subscriber base under the brand name of *Spectroscopy* magazine.

The **e-Solution Broadcast** is a focused medium that drives our audience to your Website and provides the visibility necessary to turn interest to your company's capabilities.

The e-Solution Broadcast is Ideal for Communicating:

- New product releases
- New acquisitions and company expansion
- Case study success stories
- Online product catalogs
- Launch of a new website
- Any marketing initiative that requires immediate attention

Offering

- Includes design and execution of e-Solution Broadcast
- One round of edits from the sponsor
- Minimum demographic selection of 3,500 subscribers



Webcasts

ACCELERATE YOUR BUSINESS WITH A COMPELLING MARKETING PROGRAM CONDUCTED BY THE EXPERTS

Webcast Program

Combining the immediacy and the impact of cutting-edge, interactive, web technologies, *Spectroscopy's* superb quality Webcast program strategically showcases your company as a significant industry leader. The interactive Webcast platform offers a compelling promotional outlet for sponsors that **accelerates lead generation** and produces visible results while delivering educational information to our readers and viewers. Each Webcast is designed to **generate new sales opportunities** for participating sponsors by providing an educational forum for viewers to learn about new technologies and services, industry issues and solutions that will enable intuitive buying choices for their companies.

Webcast Platform

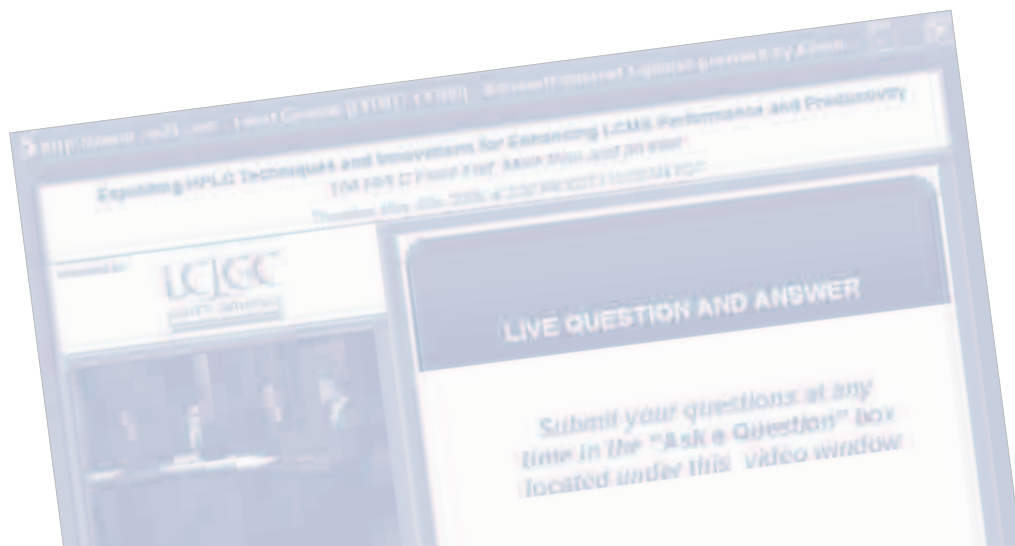
We offer a complete turnkey marketing program with 60 to 70 minutes of a video and/or audio Webcast, broadcast live and/or on-demand. The package includes program management, marketing, production and execution by our trained professional staff. The most striking feature of the Webcast platform is the lead reporting functionality that allows for customized registrant profiling for successful qualification and following up of leads. Our team collaborates with an array of technology partners to ensure that your program is fully-serviced with the best technology that meets your program's needs. The Webcast platform features 12 months of on-demand viewing, a master event CD, live Q&A, real-time polling, post-Webcast survey deployment, and real-time reporting functionality.

Content

The Advanstar Pharmaceutical & Science Group is comprised of the market's leading magazines spearheaded by the industry's leading editorial team. Our successful Webcast program is a direct result of the concerted effort to deliver programs that are editorially-driven and appealing to our readers based on our market expertise. As the sponsor, you have the opportunity to collaborate with the editorial team of *Spectroscopy* to refine your topic or seek new topics that complement your industry solution. A senior editor from the magazine will be available to moderate the Webcast at your request.

Project Management

The above responsibilities will be managed and executed, in cooperation with the sponsor, by *Spectroscopy's* Webcast team. A Webcast team leader will be assigned to oversee the execution of marketing, content and operation project timelines, and keep the sponsor informed on the various event development stages. Preferred lead time for premium marketing results is 90 days prior to live broadcast.



Webcasts

TARGET AND ENGAGE AN ACTIVE AND QUALIFIED AUDIENCE

Marketing

We provide an aggressive, targeted, and integrated marketing campaign leveraging the extensive reach of Advanstar's Pharmaceutical & Science Group. This campaign has proven to be successfully formulated to drive your brand's visibility and deliver a qualified audience for your Webcast program. Our Webcast marketing program has been developed through years of trial and error to arrive at a formula that can generate the leads you desire. Two pre-determined marketing platforms are available with diverse Webcast packages. Custom marketing campaigns are available upon request.

➤ Standard Webcast Marketing Platform includes:

One full page print ad, four custom HTML/text formatted e-mails, and two months of banners (or other available position) on the website and e-Newsletters.

➤ Premier Webcast Marketing Platform includes:

Three full page print ads, six custom HTML/text formatted e-mails, and three months of banners (or other available position) on the website and e-Newsletters.

Registration Management

A flexible registration process enables the profiling and qualification of your leads at the point of entry on a custom registration site. The sponsor will be invited to supply custom demographic questions to supplement the request for the registrant's contact information. Registration reports feature a full audit of each attendee's activity, both live and on-demand, real-time polling, and post-event survey responses all designed to help further lead qualification. As a sponsor, you will have unlimited use of the leads database which may also be downloaded into Excel format. This database is conveniently accessible 24/7, beginning when your registration site is posted through close of on-demand viewing.

Investment

Two pre-determined packages are currently available.

Audio Webcast

Includes audio-only Webcast with live Q&A, real-time polling, 24/7 registration management, project management, standard marketing campaign, and editorial contribution.

Video Webcast

Includes video Webcast broadcast live from a professional TV studio. Webcast features live Q&A, real-time polling, 24/7 registration management, project management, premium marketing campaign, and editorial contribution.

Additional marketing opportunities that transcend your online event to print are available with custom proposals upon request.



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