

SUCCESS YOU CAN MEASURE

CREATING SALES OPPORTUNITIES,
REACHING BUYERS

THE **2016**
MEDIA KIT

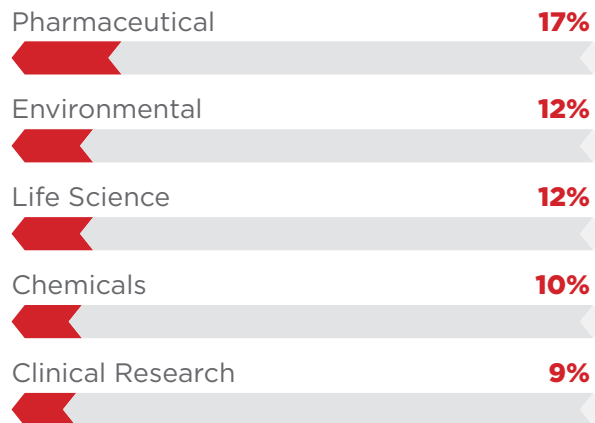
LabX
NEW PRODUCTS, CLASSIFIEDS & BUY NOW

LabWrench
Products, Forums & Answers

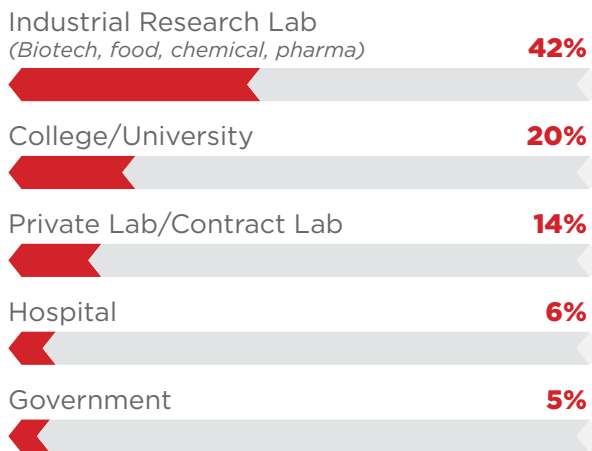
OUR LABX AUDIENCE

Website Ranked **#2** in the World for Scientific Instruments and Supplies¹

TOP 5 AREAS OF RESEARCH



TOP 5 TYPES OF ORGANIZATIONS



LabX Website Monthly Average Metrics

160,000 Sessions

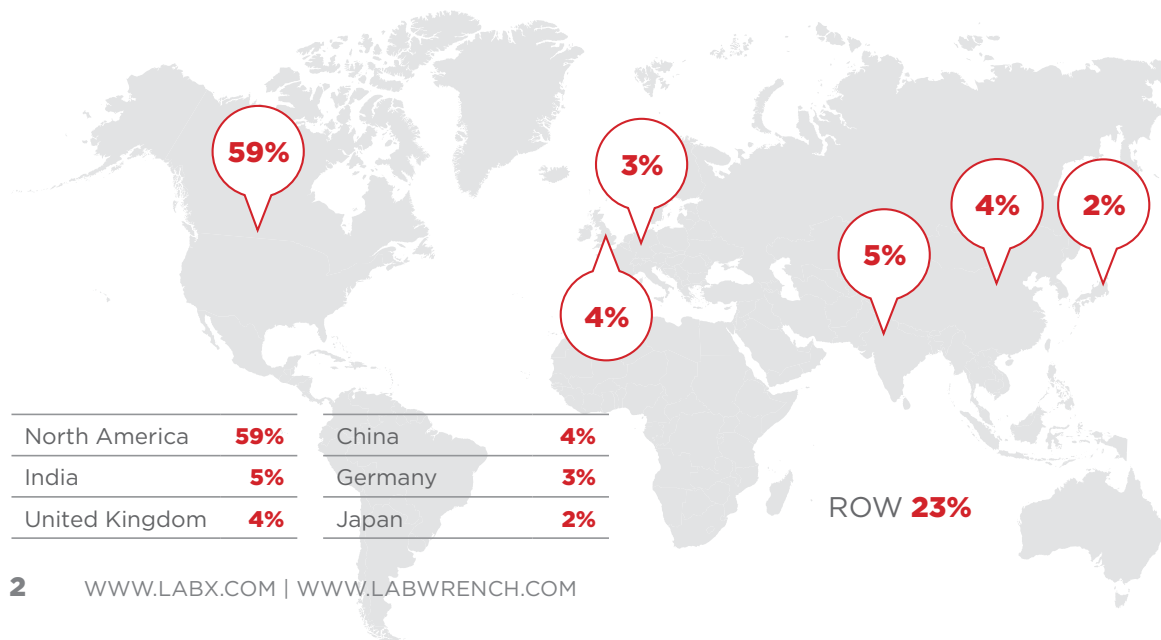
130,000 Unique Visitors

650,000 Page Views

6000+ Inquiries Per Month

190,000+ Product Listings

GEOGRAPHIC AREAS



3 minutes average time spent on site

LABX TOP 3 JOB TITLES

Lab Manager/Purchasing Manager **55%**

Researcher **19%**

Academic Department Head **5%**

1. Based on statistics from SimilarWeb, www.similarweb.com

OUR LABWRENCH AUDIENCE

LabWrench Website Monthly Average Metrics

30,000 Sessions

26,000 Unique Visitors

68,000 Page Views

19,000+ Product Listings



1.31 minutes average time spent on site

LABWRENCH TOP 3 JOB TITLES

Scientist/Chemist/Technologist **45%**

Lab Director/R & D Management **30%**

Project Manager **6%**



Registered LabX Users and Growing

TOP 10 CATEGORIES FOR TRAFFIC ON LABWRENCH

Centrifuge	56,385
UV/VIS Spectrophotometers	35,089
Hematology Analyzers	33,966
GC Systems	24,902
Atomic Absorption	16,585
Microplate Readers	15,655
Clinical Chemistry Analyzers	14,115
PCR / Thermal Cyclers	13,640
HPLC Systems	13,319
Clinical Laboratory	12,192


WHAT CAN LABX/ LABWRENCH DELIVER?

- 1 Full contact sales leads
- 2 Clickthroughs to your website
- 3 Impressions— via display ads on LabX and LabWrench
- 4 Completed sales via our Buy Now program
- 5 Search Engine Optimization (SEO)— listing products on LabX/LabWrench, or linking our websites will improve your SEO. LabX has an extensive marketing team to analyze SEO, track conversions & manage our Google AdWords campaigns.


WHY DO SCIENTISTS VISIT LABX AND LABWRENCH?


#1 REASON IS TO SOURCE TECHNOLOGY SOLUTIONS

LabX is the marketplace for purchasers, where LabWrench is the site for equipment “power users” who recommend purchasing. We help you connect to both the key decision makers and the key influencers.

 **99%** are involved in the purchasing decision

 **78%** in final stages of approval

 **84%** have identified a need and are ready to buy

 **79%** have budgets approved for purchase



WHAT TO LIST?

New, used, demo equipment, overstocks, deals, promotions, consumables, supplies and more.

PRODUCT LISTINGS

Product listings include: high resolution product images, product description, price, availability, video link (if available), and any other key information to help a buyer request a quote for your product.

CATEGORY SPONSORSHIP BANNERS



PRODUCT CONTENT

Do you have a white paper, video, infographic, buying guide or anything else you feel is relevant to the LabX visitor? Please consult your representative as we are continuing to build out more content in our product areas.

WHAT'S NEW AT LABX?

NEW DYNAMIC HOME PAGE

Located on the LabX homepage in highly visible areas, with price points that vary from \$995 per month to \$1995 per month, depending on position. For companies interested in metrics-based opportunities on LabX, this advertising option will drive visitors to your full list of products on LabX, and allows up to three product images on the home page.



SERVICE PAGE

LabX/LabWrench will be creating a dedicated page to help scientists who have technical trouble with their laboratory apparatus. Here, they can submit a request for service, including their name, email, and phone number, along with the product, location, and timeline for service. Advertisers can sponsor the LabX/LabWrench service page and receive these service leads on a daily basis. Sponsorships start at \$2500 for 2016 for six months and include banner impressions and service lead generation during sponsorship.

MARKETING AUTOMATION

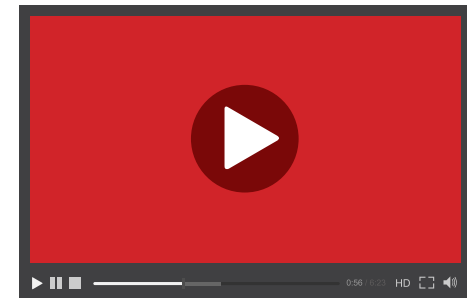
LabX/LabWrench will be offering sponsors and advertisers more data than ever before through our investment in marketing automation software beginning Q4 of 2015. This will allow LabX to nurture leads from initial inquiry and search activity to the direct purchase of a product via the Buy Now shopping cart tool on LabX.

VIDEO

The LabX/LabWrench team is pleased to announce expanded video and content services for 2016, with the hiring of Vince Navarro to lead our creative services team. This will offer sponsors the best of both worlds, creative video design, and placement and promotion via the LabX/LabWrench media channels.

Types of video can include:

- Product demonstration video
- Trade show product video
- Corporate video
- Creative commercial-style videos ideal for the LabX product marketplace
- Reasons to upgrade video discussing the benefits of newly-released models over past models
- Custom video projects



LIFE SCIENCE AND CLINICAL EXPANSION

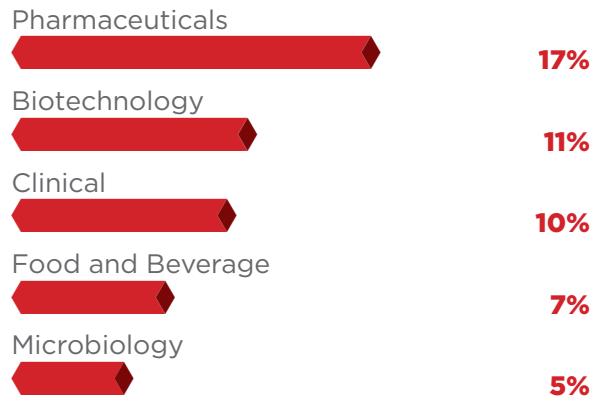
LabX/LabWrench is expanding its life science and clinical offerings for 2016! More categories are being created to cater to life science companies and clinical companies.

- Better navigation to those categories
- New header designed to easily access these key markets
- 25% of all 2015 registrations at LabX.com are from professionals in the life sciences
- More content opportunities in 2016 with key locations for video, applications, and more
- Dedicated life science newsletter once per month with sponsorship opportunities
- Linking the LabX audience with the content and power of our sister brand's website, The Scientist Magazine in 2016



An extensive variety of products on LabX cater to people working in life science and clinical applications. Key audience statistics for life science visitors are:

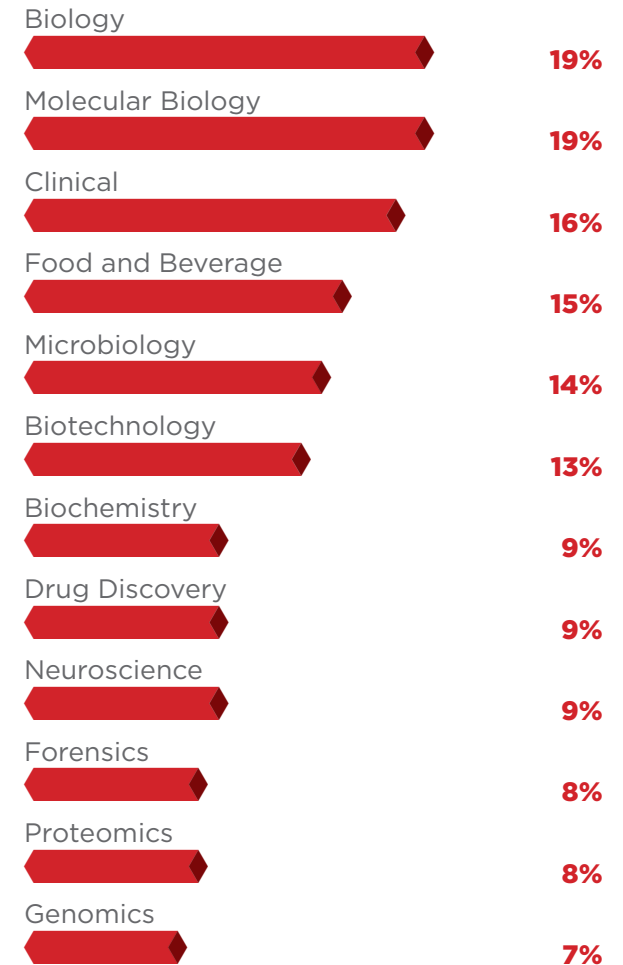
LABX LIFE SCIENCE AUDIENCE



+4400 products currently listed on Laboratory Life Science/Biotechnology pages

+80,500 products listed under Laboratory Equipment

LABWRENCH LIFE SCIENCE AUDIENCE



LABX BUY NOW PROGRAM

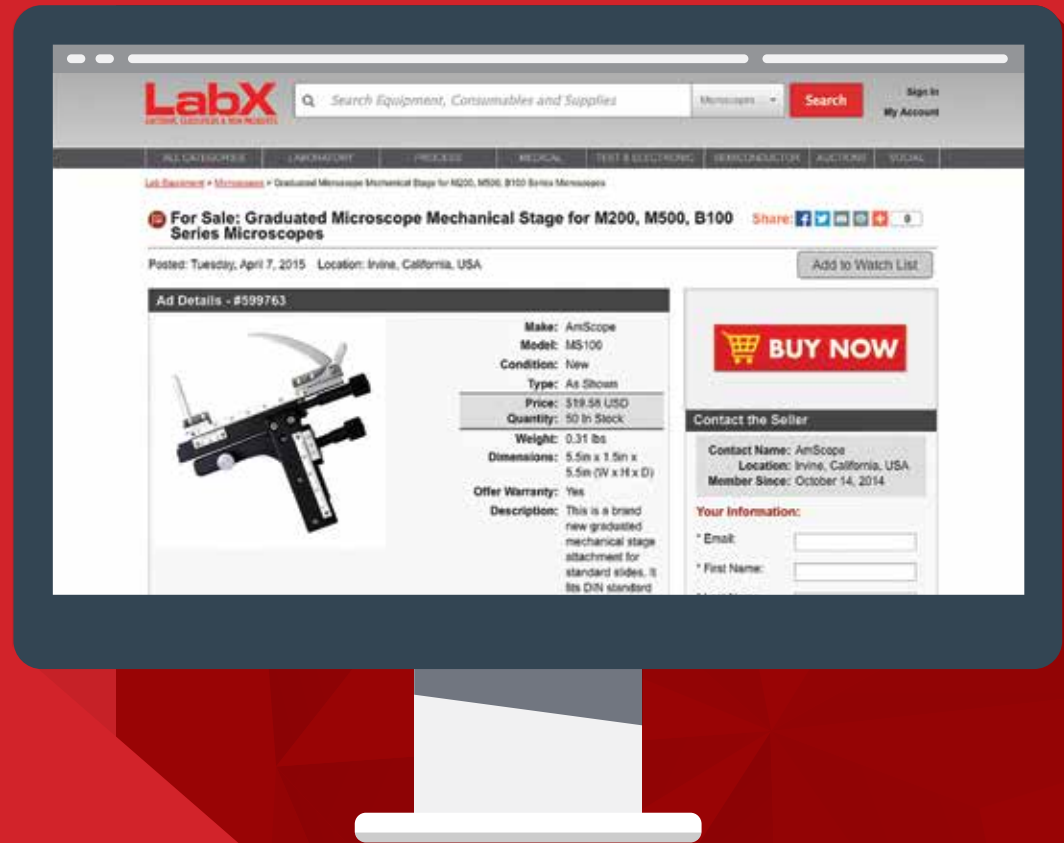
LabX has launched a new program that allows for immediate buying! The Buy Now program enables buyers to purchase laboratory products directly through the LabX website and gives sellers a quick and efficient way to advertise and sell.

- List vast inventories of products on a dedicated scientific marketplace
- Products will be featured in the LabX Buy Now Newsletter & other LabX promotions
- Commissions are based on the sale of an item, and billed at the end of each month
- Approximately 100 vendors in Buy Now program and growing quickly
- Order volume has increased over 200% since January 2015
- Active PayPal account required

**Contact Cheryl Ward at
705-528-6888, ext. 244
to sign up or inquire**



BUY NOW



HOW CAN LABX/LABWRENCH HELP YOU REACH OUR AUDIENCE WITH YOUR CONTENT?

The laboratory database currently contains over **76,141** email names for targeted email rental

LABX/LABWRENCH TARGETED EMAIL OPPORTUNITIES

We can help drive promotions from your company to our targeted list to deliver:

Leads to a lead form on your website

Clickthroughs to your website

Impressions to your html marketing message

Sales opportunities for specific promotions

Select a list by job title, work area, discipline, or product type

11% Average Open Rate and
Almost a **5%** Clickthrough Rate



IT'S EASY TO GET STARTED

- 1** Work with your LabX representative to pick an exclusive day of delivery
- 2** Have your team send over the HTML promotion to the LabX content coordinators for testing, best practices review, and deployment
- 3** Approximately two weeks after deployment, your LabX representative will be able to share valuable metrics with you and discuss future email blast opportunities

LABX/LABWRENCH ENEWSLETTERS

We offer weekly and monthly targeted newsletters that make it easy for you to connect to scientists in your product area in a cost-effective way.

KEY AREAS OF FOCUS AND DISTRIBUTION:

Weekly

General Laboratory:	48,818
Process Plant Monitor:	11,841
Process:	7463
Medical:	7801
Test and Measurement/ Semiconductor:	6441
LabWrench:	8236

Monthly

Life Science:	25,100
Lab Deals:	34,919
New Product Showcase Monthly:	30,129
Buy Now:	55,783



Average Open Rate is over **9%**, and Average Clickthrough Rate is **5%** (some open rates are 13-15%)

Sponsorships are low-cost, strategically positioned adjacent to relevant content, and help drive interested scientists to your company website.

To sign up for newsletters, please visit LabX.com and click on the newsletter link.

LABVISTA

DO YOU HAVE A VAST INVENTORY OF USED LABORATORY PRODUCTS? LABX HAS THE SOLUTION TO YOUR MARKETING NEEDS!

LabX LabVista is an online web crawler tool designed to index your online inventory of equipment and display your products in the form of professional-looking ads to thousands of buyers in our online marketplace. Our automated system can update thousands of products per week from your website.

- LabVista offers seven package levels to choose from, each offering increased value and greater exposure for you in our dedicated marketplace. We have programs to match every budget, every inventory, and to match your company's lead needs.
- LabVista requires a one-time setup by our designated LabX technician. No manual product entry required, so you can start selling fast.
- The LabVista crawler indexes your website weekly, so you can make sure your inventory remains accurate and up-to-date.
- The LabVista software by LabX.com is compatible with most websites. For more information and to find out how you can start selling, please contact a LabX representative today.

SOCIAL MEDIA

LabX/LabWrench has an extensive social media team to help drive creative messages and content to the following:



FACEBOOK

Analytical Chemistry Techniques

www.facebook.com/AnalyticalChemistryTechniques
(139,540 followers)

Cell Biology Research

www.facebook.com/CellBiologyResearch
(62,412 followers)

Environmental Science Techniques

www.facebook.com/EnvironmentalScienceTechniques
(44,674 followers)

Food & Nutrition Science

www.facebook.com/pages/Food-Nutrition-Science
(41,631 followers)

Laboratory Products and Equipment

www.facebook.com/LabProductsAndEquipment
(9,942 followers)

- We also include one "share" of one of your own page posts on our pages
- Our followers are strictly from the scientific industry
- We'll choose the page that best fits what you are promoting
- We have a social media team that works with you to create the graphics/post
- The material required is a link and working files for the images

Contact your sales representative for ideas to expand your social media presence.

The Lab Safety and Survival Guide

www.facebook.com/pages/The-Lab-Safety-and-Survival-Guide/203764789818674
(5,405 followers)

LabX

www.facebook.com/LabXMarketplace
(10,072 followers)



TWITTER

More than **2,277 users** follow breaking news and our micro-blogging at twitter.com/LabX.



LINKEDIN

www.linkedin.com/company/labx

AD SPECIFICATIONS

LABX DISPLAY AD SPECIFICATIONS

Ad Type	Dimensions	File Type	File Size Limit	Animation	URLs	Notes
Regular Category Banner	234 x 60	GIF or JPG	24kb	Animation may loop 4x	Provide Click URL	
Double Category Banner	234 x 120	GIF or JPG	40kb	Animation may loop 4x	Provide Click URL	
Product Showcase Banner	75 x 85	JPG	5kb	-	Provide Click URL	Please include text description - 30 characters max
Homepage Slideshow Banner	693 x 132	GIF or JPG	40kb	Animation may loop 4x	Provide Click URL	Please include text description - 25 characters max
Main Menu Banner	130 x 77	GIF or JPG	16kb	Animation may loop 4x	Provide Click URL	
Auction Event Banner	130 x 77	GIF or JPG	16kb	Animation may loop 4x	Provide Click URL	
LabX Auction Page Banner	234 x 60	GIF or JPG	16kb	Animation may loop 4x	Provide Click URL	
Homepage Text Ad	130 x 77	GIF or JPG	16kb	Animation may loop 4x	Provide Click URL	Please include title and 80 words max text description

LABX eNEWSLETTER SPECIFICATIONS

Ad Type	Dimensions	File Type	File Size Limit	Animation	URLs	Notes
Marketplace Newsletter - Sponsored Highlight	150 x 150 - <i>logo or photo</i>	JPG	30kb	-	Provide Click URL	Please include title and 80 words max text description
Marketplace Newsletter - Side Banner Ad	200 x 300	JPG	40kb	-	Provide Click URL	
Marketplace Newsletter - Text Ad	185 x 185	JPG	10kb	-	Links to LabX Listings	Please include text description - 25 words max
New Product Showcase - Leaderboard	728 x 90	JPG	40kb	-	Provide Click URL	
New Product Showcase - Product Highlight	88 x 66 - <i>product photo</i>	JPG	3kb	-	Provide Click URL	Please include title and 80 words max text description
Lab Deals - Deal of the Week	175 x 100 - <i>product photo</i>	JPG	10kb	-	Provide Click URL	Please include title and 40 words max text description
Lab Deals - Product Highlight	88 x 66 - <i>product photo</i>	JPG	3kb	-	Provide Click URL	Please include title and 25 words max text description
Lab Deals - Side Banner Ad	200 x 300	JPG	40kb	-	Provide Click URL	

LABWRENCH DISPLAY AD SPECIFICATIONS

Ad Type	Dimensions	File Type	File Size Limit	Animation	URLs	Notes
Regular Banner	234 x 60	GIF or JPG	24kb	Animation may loop 4x	Provide Click URL	80 charaters of text to appear below your banners
Leaderboard Banner	728 x 90	GIF or JPG	24kb	Animation may loop 4x	Provide Click URL	80 charaters of text to appear below your banners
Skyscraper Banner	160 x 600	GIF or JPG	36kb	Animation may loop 4x	Provide Click URL	80 charaters of text to appear below your banners
Torpedo Banner	960 x 45	GIF or JPG	30kb	Animation may loop 4x	Provide Click URL	80 charaters of text to appear below your banners
Homepage Right Bar	250 x250	GIF or JPG	24kb	Animation may loop 4x	Provide Click URL	80 charaters of text to appear below your banners
Company Logo	150 x 62	JPG	12kb	-	Provide Click URL	
Product Showcase Banner	75 x 85	JPG	5kb	-	Provide Click URL	Please include text description - 30 characters max

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