



# IMAGING & MICROSCOPY ONLINE

## BUYERS GUIDE

LIGHT MICROSCOPY, ELECTRON AND ION MICROSCOPY, SCREENING PROBE MICROSCOPY

EVENTS

## LEAD GENERATION

## SCIENCE

## NETWORKING

## ONLINE-ARCHIVE

INDUSTRY NEWS

## WEBINARS

# IMAGING-GIT.COM

APPLICATIONS RSS FEED

PRODUCTS INFORMATION JOBS

## WEBCASTS



[www.imaging-git.com](http://www.imaging-git.com)

[www.gitverlag.com](http://www.gitverlag.com)

**Imaging  
& Microscopy**  
RESEARCH • DEVELOPMENT • PRODUCTION

# Online Portal for Microscopy and Imaging in R&D

imaging-git.com serves information adapted to its readers needs for business and education. Furthermore, it offers fast and comprehensive access to up-to-date briefings in Microscopy and Imaging in R&D. This eases work, saves time and stands for a considerable surplus value for the daily work of the target groups' specialists and executives.

## ePaper

The Imaging & Microscopy journal is now online available as an ePaper version including a full text search for relevant information. This presents a great value in addition to the printed version.

## Industry News

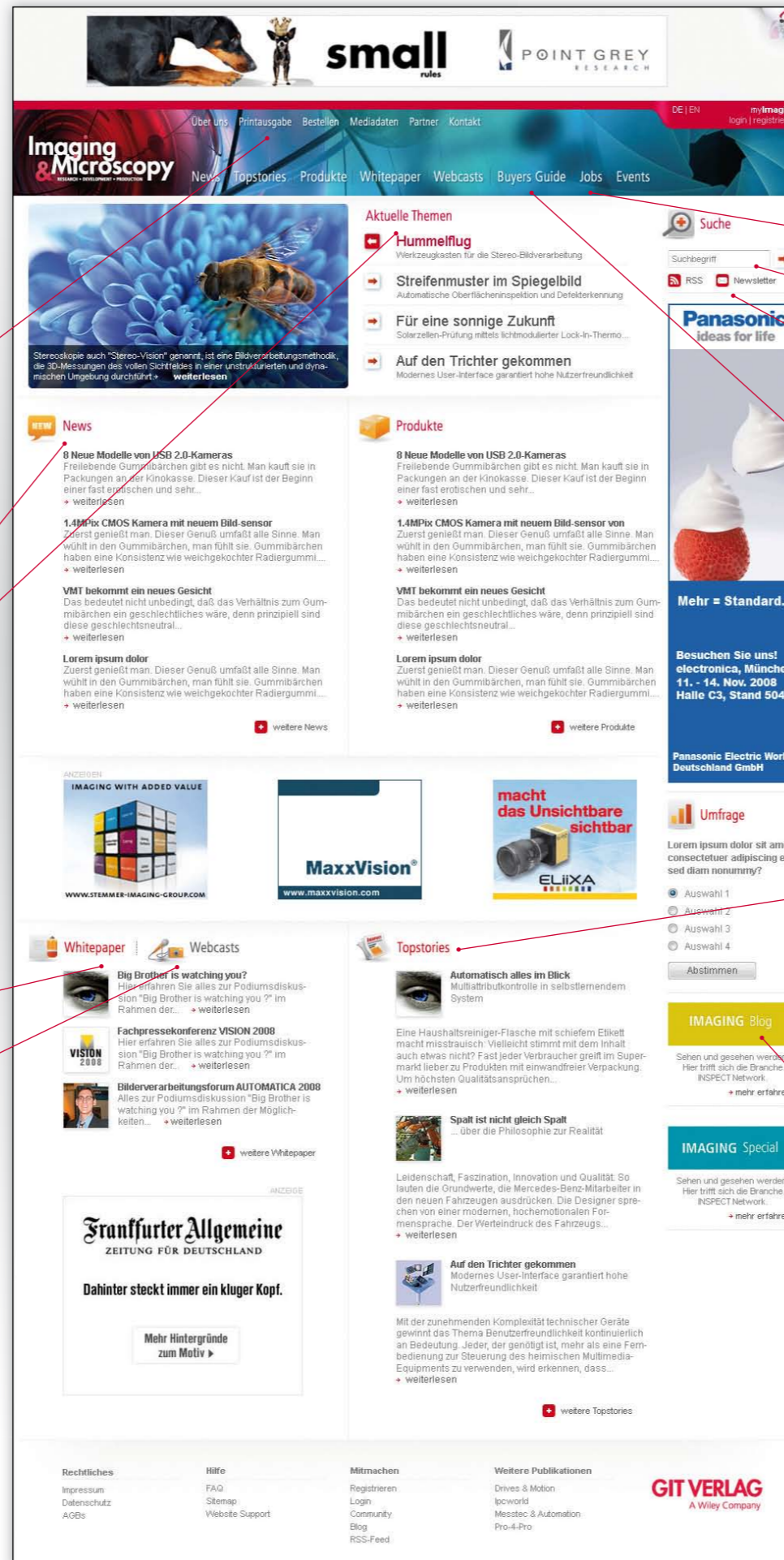
Up-to-date daily news for business, particulars, joint ventures, mergers & acquisitions, awards, market data, reports from the associations, trend topics, trade show previews and reviews, and further industry information are available at Imaging & Microscopy news.

## Whitepaper/Applications

Detailed information on current trends and new products will be presented as case study, user report, market study, and analysis in PDF format and is available for online view and download, respectively.

## Webcasts & Webinars

Webcasts – webcasting is “broadcasting” on the “web” – provide information using video and audio files to perform a multi-media-based information on relevant news, insights, and products. A special application of webcast is the webinar, an interactive online seminar with live event character. It combines image sequences with audio content and presentations. The live webinar even allows for interaction between author and audience. The Imaging & Microscopy portal offers webinars to specific issues. It is an attractive and efficient way for your marketing.



## Full Text Search

Keywords based quick search within the entire web site.

## Jobs

Continuously updated job portal for highly motivated industry specialists and executives.

## Buyers Guide

International online database for components, products, systems, and services concerning Microscopy and Imaging in R&D. The visitors will get a comprehensive and complete overview of vendors and products. Get always the appropriate vendor, partner, and solution provider at one mouse click.

## Newsletter and RSS Feed

Up-to-date industry news can be received as a free newsletter or RSS feeds. This way all new data will be present at your desktop without delay.

## Science

Current top stories focused on Electron and Ion Microscopy, Light Microscopy, Scanning Probe Microscopy, Image Processing X-Ray Analysis and Laboratory Protocols.

## Blog

Comments, opinions, and insights into industry and business at <http://blog.imaging-git.com>.

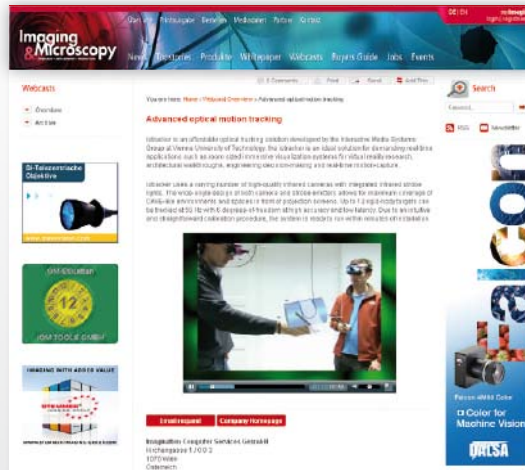
# WEBCASTS, WEBINARS, JOBS, BUYERS GUIDE

- Webcast:** EUR 810 for 6 months including:
  - Teaser text
  - Product video
  - Company address for lead generation
  - Choice between Lead Generation, addresses from potential customers or Branding (maximum circulation without registration)

- Webinar communication package:**
  - One exclusive sponsor: EUR 9,920
  - Two sponsors: EUR 4,960 per sponsor
  - Three sponsors: EUR 3,310 per sponsor
  - Four sponsors: EUR 2,480 per sponsor.

Webinars are online seminars with live-character – a brilliant instrument for lead generation. The webinar communication package not only includes the technical and organisational handling. Additional activities which generate an optimum of webinar attendees likes display advertising on the website, newsletters midterm and shortly before the webinar as well as print advertising.

- Jobs:** EUR 810 up to 3 months



Webcast



Newsletter

# IMAGING & MICROSCOPY BUYERS GUIDE

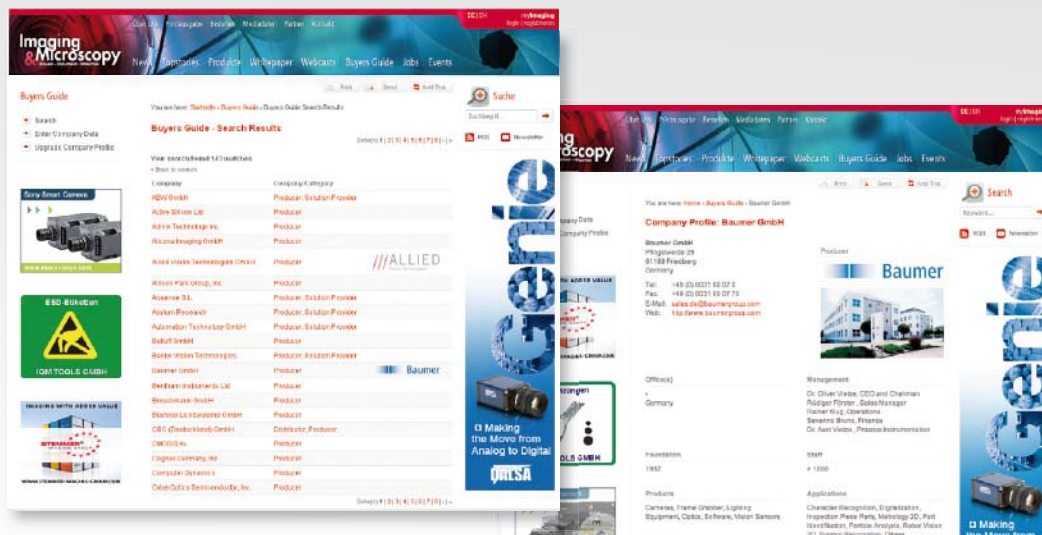
## Reach your future customers

The Imaging & Microscopy Buyers Guide is the European reference for components, products, systems and services for Microscopy and Imaging in R&D.

- Basic Company Entry: free
- Premium Company Entry: EUR 510 / 12 months
- Product Showcase: EUR 100 per Showcase

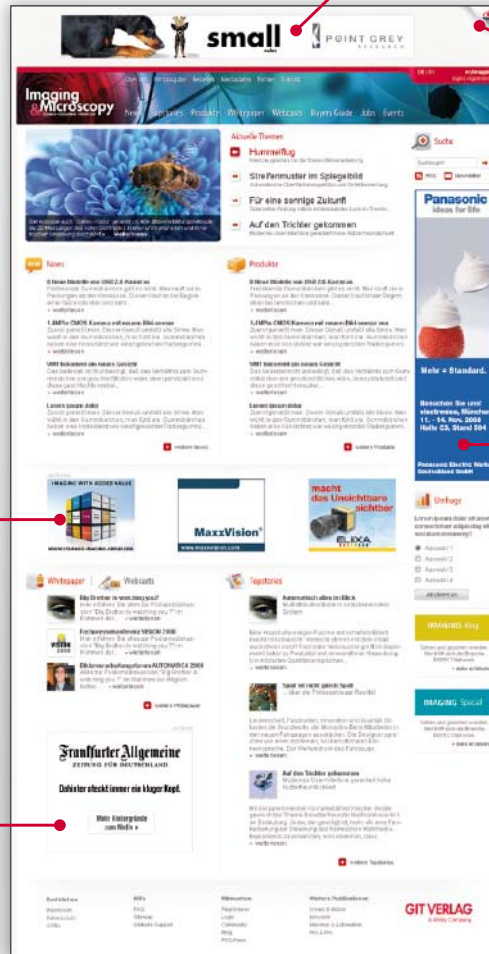
Clearly structured, complete with company profile, product information and cross-references, market overviews and trend reports.

Use this platform for your success.



# BANNER, WHITEPAPER, PRODUCTS, NEWSLETTER

imaging-git.com offers you all types of web-advertisements of the "Universal Ad Package", which was listed for Europe by the Interactive Advertising Bureau (IAB) and the European Interactive Advertising Association (EIAA). On top of that, additional attractive banner types like Full Banner, Standard Skyscraper or PagePeel are available.



Website

## Newsletter

- Wide Skyscraper (at top right): EUR 885
- Full-Banner (middle): EUR 770
- Product Feature: EUR 420 plus product price for website

In case of „Product Feature“ the product will be highlighted one time in the newsletter.

## Banner formats & prices:

|                   |                 |                              |
|-------------------|-----------------|------------------------------|
| Leaderboard:      | 728 x 90 Pixel  | € 810 / month, run of site*  |
| Medium Rectangle: | 300 x 250 Pixel | € 1,130 / month, start page  |
| Wide Skyscraper:  | 160 x 600 Pixel | € 1,080 / month, run of site |
| Rectangle:        | 180 x 150 Pixel | € 1,070 / month, run of site |
| Full Banner:      | 468 x 60 Pixel  | € 580 / month, run of site   |
| Skyscraper:       | 120 x 600 Pixel | € 850 / month, run of site   |
| Page Peel:        | 500 x 500 Pixel | € 1,200 / month, run of site |

\* „run of site“ means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

Leaderboard & Full Banner

Page Peel

Rectangle

Wide Skyscraper & Skyscraper

Medium Rectangle

## Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

## Banner:

Size of data: max. 40 KB, Flash (SWF no FLV)  
Data formats: GIF, JPG

Target-website: please tell us the exact URL, where your banner should be linked to.

Exception Flash banner: We require an additional banner as GIF or JPG for users without Flash.

Exception Newsletter: Only static banners, no animated GIF and no Flash.

## Whitepaper:

Data format: pdf  
Size of data: max. 8 MB

## Product Information:

Text: up to 1,000 characters incl. blanks  
Pictures: JPG, PNG, TIF

## Webcasts:

Data format: Flash (FLV no SWF)  
Size of data: max. 40 MB

## Whitepaper/Applications:

€ 810 for 6 months

including:

- teaser text
- product photos
- company contacts
- pdf for download
- Choice between Lead Generation, addresses from potential customers or Branding (maximum circulation without registration)

## Product Information

(in combination with PRO-4-PRO.com):

€ 285 for 6 months  
€ 510 for 12 months

including:

- text (1,000 letters)
- product photos
- company contacts
- Product information appears also at vertical product search engine PRO-4-PRO.COM, segment laboratory & biotechnology

## ADDED VALUE

- Multi-Channel-Marketing through cross-media campaigns in web, newsletters and print
- Laser-precision addressing of the target audience without wastage
- Advertising in high value content environment with the leading European print and online publication for Microscopy and Imaging in R&D
- Measurable success and measurable marketing ROI
- Webcasts to allow for new ways of corporate and product communication and optimized customer contact
- Through newsletter advertisements (banner and product presentation) direct into the e-mail accounts of industry decision makers
- Lead generation through webinars: high value contact data from persons who have documented their specific product interest by webinar participation; the leads are preselected through customized questionnaires
- Your Buyers Guide entry with your most important company information will be found by the purchase decision makers with online research
- Your Buyers Guide entry will be present already at the beginning of the decision making process and the vendor research
- Buyers Guide entries generate relevant and strong back links to your company website and thus enhance your own Search Engine Optimization (SEO)
- All standard banner formats are available and embedded in high value content
- Whitepaper marketing: a chance to present your application, technology, new development or success stories in ample length

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