



MEDIA PACK



Why Promote Your Product on Expert Cytometry?

Expert Cytometry was created by core managers and research scientists with the goal of providing leading edge flow cytometry training to academics and industry professionals. As a result, Expert Cytometry is now the world's number one resource in independent flow cytometry training, as measured by both online traffic and course and e-course sales.

Expert Cytometry's academic and industry credentials allow us to provide a unique insight into the needs of end-users, better inform marketing strategies and enhance engagement within the research community. This makes Expert Cytometry the dominant independent platform on which to raise your product's profile in the competitive flow cytometry and immunology markets.



1. Full Company to Customer Impact Package

Generate Sales Leads Online: Core managers and flow cytometry users stay up-to-date with current trends and best practices in flow cytometry by accessing Expert Cytometry's extensive database of online resources, bi-weekly webinars, members-only web pages and continuity products, and flow cytometry product reviews pages. The organization of these resources into easy-to-locate categories, articles, and informational products that are paired with relevant supporting resources is an ideal way to increase awareness and generate 'high value' targeted traffic.

FEATURES:

- ★ Live mention by webinar host(s) before and after webinar commences with 100+ live attendees and 500+ recorded version attendees
- ★ Rotating Banner Ad on main homepage
- ★ Static Box Ad on "Blog" article homepage
- ★ Static Box Ad on product reviews page
- ★ Product Focus Page incorporating appropriate links
- ★ Customized Email Blast to full 20,000+ flow cytometry core manager and user email list and/or 50,000+ Life Science email list
- ★ Image and product/service description on all ads and emailings
- ★ Contact information and links to sponsor website on all ads and emailings
- ★ Proven low bounce and unsubscribe rates
- ★ Advice to maximize reach and impact
- ★ Detailed statistical report

PRICING STRUCTURE

1-Month: \$9,225

6-Months: \$4,225 per month

12-Months: \$2,225 per month

OPTIONAL ADD-ONS

- ❑ **Mastery Class rotating homepage banner advertisement for \$425 per month**
- ❑ **Bi-weekly e-newsletter advertisement for \$225 per month**

2. Webinar Sponsorship Packages – Live Mentions

Live sponsorship mentions at the beginning and end of each live webinar. Sponsorship mentions are maintained on recorded webinars afterwards (for the life of the webinar). And emailed out to 500+ Mastery Class core managers and high-end users. A prominently positioned leaderboard ad is included on the Higher Profile Mastery Class homepage to encourage high click-through rates and strengthen profile and branding. Click-throughs are registered.

FEATURES:

- ✦ Customized verbal Call-to-Action by webinar host(s)
- ✦ Image and product or service description on first and last webinar slide
- ✦ Customized Call-to-Action on first and last webinar slide
- ✦ Contact information and links to Sponsor website on webinar slides

OPTIONS AVAILABLE

- ❑ **Live mention by webinar host(s) before and after webinar commences with 100+ live flow cytometry core manager and user attendees.**
- ❑ **Live mention by webinar host(s) before and after webinar commences with 100+ live attendees and 1,000+ recorded version attendees – recorded versions are sent to all Mastery Class members (500+ attendees) and several core managers who have been given rights to show to their users. *As an example, Nancy Fisher at UNC uses these webinars as part of UNC'S seminar program.***

PRICING STRUCTURE

Single Webinar Sponsorship (live version only):
\$425

Single Webinar Sponsorship (live and recorded versions): \$925

6 Webinar Sponsorship Pack (live version only):
\$1,625

6 Webinar Sponsorship Pack (live and recorded versions): \$2,825

3. Homepage & Webpage Banner Advertisements

Prominently positioned leaderboard advertisements help to encourage high click-through rates and strengthen profile and branding. Click-throughs are registered.

OPTIONS AVAILABLE

- ❑ **Rotating Banner on Expert Cytometry homepage (maximum of 5 “live” during any given period): 1110 x 400 pixels**
- ❑ **Higher Profile Banner on Mastery Class homepage (maximum of 3 “live” during any given period): 1050 x 175 pixels**
- ❑ **Static box ad on “Blog” article homepage, will also appear on all individual articles: 375 x 375-450 pixels**
- ❑ **Static box ad on product reviews page, will appear on all individual product reviews: 375 x 375-450 pixels**

FEATURES:

- ✦ Image and product or service description
- ✦ Customized Call-to-Action
- ✦ Contact information and links to Sponsor website
- ✦ Low bounce and unsubscribe rates
- ✦ Advice to maximize reach and impact
- ✦ Detailed statistical report

PRICING STRUCTURE

Expert Cytometry Homepage Banner Ad:
\$425 per month

Mastery Class Higher Profile Homepage Banner Ad:
\$925 per month

Static Box Ad on “Blog” Article Homepage:
\$325 per month

Static Box Ad on Product Reviews Page:
\$525 per month

4. Custom Email Blasts & Bi-Monthly E-Newsletter Advertisements

Expert Cytometry's tailored e-blast offers a cost effective way of communicating vendor specific information and promoting events to an extensive, targeted audience of 20,000+ flow cytometry core managers and users and/or 50,000+ Life Science professionals. We also offer embedded advertisements in our bi-monthly e-newsletter featuring flow cytometry training topics and leading edge flow cytometry instructions. These embedded ads allow you to feature your product in to our extensive, targeted audience of 20,000+ flow cytometry core managers and users.

FEATURES:

- ★ Customized email content
- ★ Customized Call-to-Action
- ★ Image and product or service description
- ★ Contact information and links to sponsor website
- ★ Low bounce and unsubscribe rates
- ★ Advice to maximize reach and impact
- ★ Detailed statistical report

OPTIONS AVAILABLE

- ❑ Customized product e-blast
- ❑ Bi-monthly product ads in flow cytometry e-newsletters

PRICING STRUCTURE

Customized Product E-blast:
\$925 per blast

Bi-monthly Product Ads in E-Newsletters:
\$425 per newsletter

Bi-monthly Product Ads in E-Newsletters:
\$325 per newsletter (3-month pack)

Bi-monthly Product Ads in E-Newsletters:
\$225 per newsletter (6-month pack)

Advanced Market Research Services

Expert Cytometry offers advanced market research services to all affiliates during the length of affiliate partnership to help you gain a deeper insight into the direction of flow cytometry and the behaviour of flow cytometry end users.

Using our expert knowledge in this field coupled with data sourced from our user databases our team can answer your flow related questions enabling you to make informed decisions when developing future products and services. For more information and prices email: expert@expertcytometry.org

Statistical Data Analysis

Expert Cytometry is fully integrated into Google Analytics, and can provide a wealth of information on activity and visitor demographics, including:

- ✔ Number of clicks on the Homepage Banner ads
- ✔ Number of clicks on the Site Banner ads
- ✔ Number of visitors to each Product Focus page
- ✔ Number of 'click-throughs' to the target website on the Sponsors' home pages

Social Media Activities

All activities are supplemented by a continuously active and vibrant program of social media activities that are channeled through Twitter, Facebook and LinkedIn, all of which are focused on the dissemination of relevant information and raising the profile of Expert Cytometry and our Sponsors. Expert Cytometry currently has 5,000 engaged followers on social media.

Founders & Instructors

TIM BUSHNELL, PH.D., DIRECTOR OF THE URMIC SHARED RESOURCE LABS

Tim is an expert flow cytometrist and technical applications scientist. His goal is to help researchers get the best possible data out of their flow cytometry experiments as possible. He is the director of one of the largest medical research cores in the world and is the co-founder of Expert Cytometry. Tim's specialities include flow cytometry, cell sorting, design of polychromatic panels, data analysis, quality control, core management operation, training, and education. Here is a brief history of Tim's appointments:

- ✧ **2012, Appointed as Director of the URMIC Shared Resource Labs**
- ✧ **2011, Appointed Assistant Professor of Pediatrics and Hematology**
- ✧ **2008, Appointed Research Assistant Professor and Director of the URMIC Flow Cytometry Core**
- ✧ **2004, Founded the WNYFUG group, served on the board of GLIFCA, currently serving on the Executive Committee of ISAC since 2008, currently the Secretary and co-chair of the Membership Services committee**
- ✧ **2003, Appointed the Director of the Center for Pediatric Biomedical Research's flow cytometry facility at the University of Rochester Medical Center**

ALFANSO BLANCO, PH.D., SCIENTIFIC DIRECTOR OF THE CONWAY CORE FACILITIES

Dr. Alfonso Blanco is the Scientific Director of the Conway Core Facilities, which provides technical, educational and scientific support to a very large variety of groups, institutions and private companies across Ireland. Alfonso obtained his B.Sc. in Biology in 1995 from the University of Santiago de Compostela, Spain, and his M.Sc. and Ph.D. Biology from the Universidade de Vigo, Spain, in 1997 and 2003 respectively. He joined the UCD – Core Technology Unit of the UCD – Conway Institute of Biomolecular and Biomedical Research in May 2004 in order to develop the Flow Cytometry Core Technology (FCCT) and research projects specific to this technology.

Alfonso is involved in many educational and training programs, such as the International Summer Schools organized by the European Society of Clinical Cytometry Analysis (ESCCA). During the 7th European Clinical Cytometry Course in September 2011, he has been involved in the organization of the first on-line cell sorting training course using remote sites and he is one of the leaders of an international educational initiative for e-learning. In 2011, Dr. Blanco has been incorporated as one of the board members of the ESCCA Website & Communication Committee. In 2012 Alfonso was elected as one of the councilor of the International Society for Advancement of Cytometry (ISAC) and is working as one of the members of the ISAC Educational Task Force and Programming Committee of CYTO. Alfonso is finalist in two categories of the *Irish Laboratory Awards 2013: “Educational Laboratory of the Year” and “Laboratory Staff Member of the Year”*.

DEREK DAVIES, FACS MANAGER AT THE FRANCIS CRICK INSTITUTE

Derek runs the Flow Cytometry Laboratory at the London Research Institute, which is part of Cancer Research UK. He has been in the cytometry field since 1980 and in flow cytometry since 1985. Since then, Derek has run a huge variety of analysers and cell sorters. He has particular expertise in cell cycle and cell death analysis, but also in complex phenotyping, rare event analysis, and functional assays, such as calcium flux.

Derek devotes a large part of his time to teaching. All new users to his facility undergo a training program. In the wider community, Derek teaches on, and organizes, several established courses in the UK. Derek is the Chair of *flowcytometryUK*, the UK's National Society, and sits on the Council of the Royal Microscopical Society (RMS) and the International Society for the Advancement of Cytometry (ISAC).

RYAN DUGGAN, UNIVERSITY OF CHICAGO TECHNICAL DIRECTOR

Ryan Duggan serves as the Technical Director of the Flow Cytometry Core Facility at the University of Chicago (UCFlow). Ryan is best known for his critical evaluation of flow cytometry technology and support services. Most of this information can be found on the UCFlow Blog. He also serves as a technology consultant for numerous equipment and reagent manufacturers, Biopharma, translational research groups, and other educational institutions.

Testimonials

"I am a Core Director and have a lot of experience in flow cytometry. I joined ExCyte's Mastery Class because I wanted to keep up with where the field was headed and learn more about a few specific topics, namely experimental design and flow cytometry statistics. I really enjoyed having access to high-level flow cytometry knowledge online and found many of the instructional videos to be excellent."

— **NANCY FISHER, PH.D.**

CORE DIRECTOR, UNIVERSITY OF NORTH CAROLINA

"I'm a Principle Investigator and Core Manager. I'm very experienced in flow cytometry and spend a lot of time learning and training to stay on the cutting edge of the field. I joined ExCyte's Mastery Class to do just that — to keep up with current trends and best practices. Plus, I was interested in learning more about specific things like statistical analysis and measuring proliferation by flow cytometry. I really enjoyed ExCyte's Mastery Class training videos and was very happy to find that I could go back through the material whenever I wanted because everything was archived. The Mastery Class is a great resource for both beginner and advanced flow cytometry professionals."

— **MARIELLE CAVROIS, PH.D.**

CORE DIRECTOR, GLADSTONE INSTITUTES

"I attended an Excyte course at the University of Iowa. The course was extremely detail-oriented, allowing attendees to work through the process of choosing the correct flow cytometry fluorophores and reagents for their particular experiments. I learned a lot from the discussions on flow cytometry controls, which helped me figure out which ones to use in my own research. I found the instructor very approachable and willing to stay after the lecture for a long time to answer questions and give additional resources."

— **HEATHER HOLAHAN**

UNIVERSITY OF IOWA GRADUATE STUDENT

“ExCyte provided a wonderful course in Boston. Feedback from attendees has been very positive and individuals want more. I believe there is great benefit to advanced courses in Flow Cytometry as number of fluorescence antibodies and analysis parameters keeps increasing. Between the multi-institutional CyTOF, and my labs 32 parameter Astrios, we are moving into some very high-end and cutting edge science. The expertise that the ExCyte team brings to these courses is incredible. It is amazing how some individuals such as ExCyte can take very complex materials and make them appear simple. In addition, I am and always will be a strong advocate of learning by doing. ExCyte’s course structure allows the student to be involved and interactive. This allows for greater ease of translation of the learned material into the student’s experiments. Great courses from great people.”

— **JOHN TIGGES**

CORE MANAGER AT BETH ISRAEL DEACONESS MEDICAL CENTER

“I invited ExCyte to Lilly to teach a two-day comprehensive course; ranging from the fundamentals of flow to the experimental design of assays specific to what I think a lot of biotech companies are doing these days. Afterwards, several of my users wondered why I didn’t bring in a course like this earlier! Our instructor, Tim Bushnell, Ph.D., educated my users with the background they needed to design their assays most effectively. I immediately noticed the positive impact he had when my users began to ask more informed questions during the planning stages of their experiments. As a busy core manager, it’s difficult to find the time to prepare such a well designed course like ExCyte offers while trying to stay focused on innovation and maintaining a competitive advantage in the fast paced industry environment. I’m grateful to the ExCyte team for helping me to keep things moving forward at Lilly.”

— **CARINA TORRES**

CORE MANAGER AT ELI LILLY & COMPANY

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