

2009 media planner

the chromatographers' choice

www.chromatographyonline.com

unrivalled solutions ...

Reputation

- **LCGC Asia Pacific** is the leading publication for separation scientists working across the Asia-Pacific region. It provides troubleshooting advice and application articles on all aspects of liquid and gas chromatography, capillary electrophoresis, mass spectrometry, hyphenations, sample preparation techniques and data analysis.

Reach

- **LCGC Asia Pacific** reaches more than 10,000 recipients across 11 countries in the region including China, India, Australia and Malaysia.*

Results

- **LCGC Asia Pacific** is the sister publication of the market leading chromatography titles **LCGC Europe** and **LCGC North America** and delivers the same brand of practical, solutions-oriented editorial.

LCGC Asia Pacific is part of a global portfolio

LCGC
asia pacific
solutions for separation scientists

LCGC
europe
solutions for separation scientists

LCGC
north america
solutions for separation scientists

LCGC
Ausgabe in deutscher Sprache

The Column
the new interactive e-publication for the european separation science industry



Comprehensive coverage

- HPLC Methods
- Technical Notes
- LC Troubleshooting
- Quality Issues
- New Column Technology
- Gas Chromatography
- Capillary Electrophoresis
- Sample Preparations
- Coupled Systems
- Mass Spectrometry
- Practical Data Handling
- Environmental Analysis
- Food & Beverage Analysis
- Pharmaceutical Analysis
- Proteomics
- Green Chromatography
- High Performance TLC

“ when asked what chromatography magazines they read on a regular basis

94%*

”
said LCGC Asia Pacific

electronic media suite

GLOBAL WEBSITE

www.chromatographyonline.com

Original content and fresh material supplied by external sources make this the most comprehensive and essential resource for professionals in the chromatography industry.

Benefits

- Reach a demanding and targeted audience cost-effectively
- Integrated platforms offer you more than just a banner advertisement

LabTV

use our unique web video programme to demonstrate how your products/services solve chromatography-related problems.

Benefits

- According to media research, web videos are more than doubling the clickthroughs of static banner ads.
- Significantly increases brand awareness

clickVISION™

Let us produce your promotional FLASH movie for your product or service. We create a 1–2 minute film that includes animated on-screen text and graphics, photos, animation and audio.

Benefits

- Our viewer is your next prospect with a link to your website
- Forwarding that easily enables and encourages viewers to forward it to others, increasing your exposure
- Timely platform for exposure **pre** and **post** key industry events.

MONTHLY eALERTS

Delivered direct to the readers inbox each month. The eAlert provides news, market developments, surveys and industry events.

Benefits

- Reach an audience on a monthly basis with banners, skyscrapers and text ad positions.
- 12 opportunities a year to market your business

PODCASTS

Our editorially-driven audio podcast series are designed to keep chromatography and industry professionals connected to the industry. We will bring the experts and the issues to the forefront. If you have the message, we have the audience. Choose a topic from our Podcast Topic list or customize your sponsorship.

Benefits

- Hosted for 12 months in LCGC Asia Pacific's Podcast Directory
- Sponsor logo on download page
- Monthly metric report including number of downloads and site visits.

WEBCASTS / WEB SEMINARS

Our editorially-driven webcast programme offers participating sponsors a compelling promotional outlet and provides an educational forum for readers and viewers to learn about new technologies, industry issues and services.

Benefits

- Accelerates lead generation
- 12 months on-demand viewing, master CD event, live Q&A, real-time polling, post-webcast survey deployment.
- A complete turnkey marketing programme

further opportunities...

SPECIAL SUPPLEMENTS

In each issue of **LCGC Asia Pacific** we will be running a series of special sections for Application Notes.

- See separate Editorial Calendar for details of what suits your advertising requirements.

Other exclusive opportunities in the magazine

Belly Bands, Tip Ons, Barn Doors, Bound Insert etc., ideally suited to raising your brand profile for product launches and trade shows.

Website recruitment

Industry professionals monitor the job market. Catch the attention of our readers looking for vacancies by advertising in **LCGC Asia Pacific**. Your advert could also run on chromatographyonline.com for additional exposure.

Reprints

If your company has been highlighted in **LCGC Asia Pacific** you can further benefit from cost-effective marketing tool. A reprint is a reproduction of a published feature and can be a valuable aid when marketing.

Custom publishing

Consult our editorial and design team to help you to deliver your message creatively, professionally and with maximum impact.

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Supplement to LCGC Asia Pacific 2009 media planner

LCGC Asia Pacific editorial calendar

| Features (s) | Columns |
|--|---|
| February LC-MS Environmental analysis | <ul style="list-style-type: none"> • LC Troubleshooting • GC Connections • CE Currents |
| June Pharmaceutical analysis | <ul style="list-style-type: none"> • LC Troubleshooting • GC Connections • CE Currents |
| September GC-MS Food Analysis | <ul style="list-style-type: none"> • LC Troubleshooting • GC Connections • CE Currents |
| November LC-MS Fuel Analysis | <ul style="list-style-type: none"> • LC Troubleshooting • GC Connections • CE Currents |

LCGC Asia Pacific (\$)

| Display Colour | 1x | 3x | 6x | 12x |
|----------------|------|------|------|------|
| Full page | 8491 | 7812 | 7642 | 7472 |
| 2/3 Page | 7333 | 6746 | 6599 | 6453 |
| 1/2 Page | 6493 | 5973 | 5844 | 5714 |
| 1/3 Page | 4970 | 4572 | 4473 | 4373 |
| 1/4 Page | 4270 | 3928 | 3843 | 3758 |

Application notes (\$)

| | 1x | 3x | 6x |
|--------|------|------|------|
| 1 Page | 3399 | 3059 | 2889 |
| 2 Page | 5099 | 4589 | 4334 |
| 3 Page | 6373 | 5736 | 5417 |
| 4 Page | 7223 | 6501 | 6139 |

Special position charges (\$)

| | |
|------------------------------------|-----|
| Outside back cover | 750 |
| Inside front cover | 600 |
| Page 3 | 500 |
| Page 5 Opposite TOC | 400 |
| Page 7 opposite EAB | 400 |
| Inside back cover | 350 |
| Feature Articles | 300 |
| LC Troubleshooting | 300 |
| GC Connections | 300 |
| Column Watch | 300 |
| Sample Prep Perspectives | 300 |
| MS in Practice | 300 |
| Practical Data handling | 300 |
| Coupling Matters | 300 |
| Questions of Quality | 300 |
| CE Currents | 300 |
| Early right hand page (guaranteed) | 450 |

Special products (1x) (\$)

| | |
|-----------------|-------|
| Belly band | 11702 |
| External tip on | 11702 |
| Internal tip on | 10931 |

Inserts (up to 20g) (\$)

| | |
|----------------------------------|------|
| < 5000 (cost per '000) | 649 |
| > 5000 (cost per '000) | 539 |
| Full circulation (cost per '000) | 9701 |

Monthly e-Alerts (\$)

| Monthly e-Alerts | 1x | 3x | 6x | 12x |
|-------------------------|------|------|------|------|
| Product of the Month | 1360 | 1224 | 1156 | 1088 |
| Application Notes | 1360 | 1224 | 1156 | 1088 |
| Recruitment Spotlight | 1360 | 1224 | 1156 | 1088 |
| Corporate Profile | 1360 | 1224 | 1156 | 1088 |
| Events | 1360 | 1224 | 1156 | 1088 |
| Lead Sponsor Banner | 2266 | 2039 | 1926 | 1813 |
| Lead Sponsor Skyscraper | 2266 | 2039 | 1926 | 1813 |
| Button | 1700 | 1530 | 1445 | 1360 |

Advanstar Ad sizes

Keep live matter 10mm from all sides

| | Non-bleed | Bleed | Trim size |
|---------------------|-----------|-----------|-----------|
| Two page spread | 336 x 241 | 400 x 273 | 394 x 267 |
| Full page | 171 x 241 | 203 x 273 | 197 x 267 |
| 2/3 page | 114 x 241 | 133 x 273 | 130 x 267 |
| 1/2 Island | 114 x 178 | 133 x 187 | 130 x 194 |
| 1/2 page vertical | 86 x 241 | 105 x 273 | 102 x 267 |
| 1/2 page horizontal | 171 x 117 | 203 x 137 | 197 x 133 |
| 1/3 page vertical | 54 x 241 | 73 x 273 | 70 x 267 |
| 1/3 square | 114 x 117 | 133 x 137 | 130 x 133 |
| 1/4 vertical | 86 x 117 | 105 x 137 | 102 x 133 |



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