

LCGC e-Separation Solutions



Delivering news for today's chromatographer

"E-Separation Solutions," LCGC's monthly e-newsletter, is a unique electronic publication covering all of the hottest topics, techniques, and applications covered in the print issue, with each month dedicated to a different area of separation science. Monthly topics in 2007 include HPLC, GC, sample prep, LC-MS and GC-MS, and numerous emerging techniques such as chiral, SPE, TLC, ion chromatography, and more.

The centerpiece of each issue is the "Technology Forum," our roundtable discussion of the trends and issues surrounding a particular area of separation science, conducted by different industry experts each month. This casual discussion forum allows readers to receive the latest and most pertinent information on a topic directly from the best possible source: the scientists working the lab. In addition to this feature, readers will also find informative sections such as: "Ask the Editor," in which LCGC's technical editor responds to reader questions; "Application Notes," in which different vendor application notes are featured in each issue; and the "Industry Events" and "Calendar" sections, to keep readers up to date on all of the latest conferences, seminars, and short courses taking place in the field.

Banner Ad \$3,000

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Skyscraper \$3,500

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Text Ad \$1,000

Up to 65 words, No graphics

Application Notes \$1,000

PDF format, 100 word description

From: LCGC
To: johndoe@advanstar.com
Subject: In this Issue of LCGC e-Separation Solutions

The screenshot shows the top portion of the newsletter. It includes a header with logos for Chromatography Solutions for Polymer Characterisation, Polymer Laboratories, and LCGC north america. The main title is "E-SEPARATION SOLUTIONS" for "JANUARY 2007". Below this is a "Technology Forum" section titled "Sample Preparation" with a brief description and a list of experts: Kary Staples (Gilson, Inc.), Mike Koczynski (ENS Nanotechnology), and Ron Majors (LCGC Columnist). There are also "Featured Application Notes" for "GPC application note" and "Steroids application note". A sidebar on the right promotes "LCGC's Web Seminars" as "The Chromatographer's Choice" and lists benefits: Informative, Interactive, and Economical.

Get into a highly visible position on the e-newsletter for chromatographers. For position availability, contact:

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2007 Focus:

January:
Sample Preparation

February:
Pittcon Roundtable

March:
GC Applications

April:
LC-MS Applications

May:
GC-MS Applications

June:
HPLC - Chiral

July:
Sample Preparation
- SFC/SPE

August:
Chromatography
Software

September:
HPLC - Ion
Chromatography

October:
LC & GC-MS
Applications

November:
HPLC - TLC

December:
Editor Roundtable