



labroots

2026 MEDIA KIT



Ready to join the virtual revolution? Labroots is the solution.

[View Rate Card](#)

[Download 2026 Media Kit](#)

For 18 years, Labroots has been perfecting the art of producing and hosting virtual and hybrid events. In the process we've developed a diverse range of advertising opportunities tailored to the life sciences industries. Discover all that Labroots has to offer – from custom events and webinars to third-party emails, sponsored content, and social media—uniquely targeted to our community of over 5 million registered members.

Labroots is here to help you go VIRTUAL!


Labroots Testimonials

Read what our clients have to say about their Labroots experience.



The layout is simple, and the ability to display our content is useful. Creating a platform to display our content for virtual trade shows has lots of benefits/deliverables.

Robert Adams
Sr. Marketing Coordinator for Trade Shows; Event Planner
Biolegend



The platform allowed our virtual attendees to feel like they were actually at the conference with the customizable virtual environment. We were able to have the platform look like the venue we at in-person with some additional added touches of the city within the event.

Our members were able to attend conferences without having the travel expenses and allows our organization to still reach those who cannot attend as well as gain some revenue that otherwise wouldn't be there.

KariAnn DeServi
Director of Education
ABSA International - The Association for Biosafety and Biosecurity



We are happy with the platform for use in our educational webinar campaigns, along with promotions of our products. We greatly value the platform and use it frequently to share educational and scientific information around our product offering.

Getting educational and product information out to our customers in a visually pleasing and comprehensive fashion is of great benefit, serving as a complement our company's main website.

Paul Riley
Scientific Business Development Manager
Diagnostics Stago

Table of Contents

A Letter from the Labroots Team 6

Connect with Your Ideal Audience 7

About the Labroots Audience 8

Custom Virtual Events..... 10

Hosting a Virtual Event with Labroots 11

Virtual Event Features 12

Managed Event Process 13

Labroots Custom Virtual Event Packages 14

 Persistent Virtual Events 14

 Scheduled Virtual Events..... 15

 Half-Day Symposiums 16

 Mini Custom Virtual Events..... 17

 Hybrid Event 18

Virtual Event Examples 20

Self-Service Virtual Event Packages..... 25

Hosting Webinars with Labroots..... 26

Webinar Packages 28

WAVE Trial Package29

Virtual Event Series 30

Virtual Event Series Schedule 2026 32



Webinar+Digital Trial Package...33

Editorial Calendar 2026 34

Digital Advertising 36

 Third Party Emails..... 36

 Scientific Product Listings 37

 Podcasts with Labroots..... 38

Digital Media Trial.....39

Banner Advertising..... 40

Sponsored Content 42

Rich Content Campaign..... 43

Gated Sponsored Content 44

eBooks 46

Newsletter Advertising..... 48

Social Media Campaigns 50

Rate Card..... 52

Custom Virtual/ Hybrid Events..... 52

Virtual Event Series 53

Webinars 54


Podcasts..... 54

Digital products..... 54




Labroots Testimonials

The science of success! Check out what people are saying about us.




Insightful presentations, speakers are dedicated and knowledgeable, events are well managed and well spaced, and question and answer sessions are interesting. I love learning and expanding my knowledge.

Anubha Bajaj
Consultant Histopathology
A.B. Diagnostics



The virtual layouts for each of the meeting rooms was really impressive. Attendees felt that they were actually participating in an in-person meeting. Moving from "room to room" was very simple and easy to coordinate and integrate. The customer support was a huge plus! Each of our event managers attended every client conference call and worked with the speakers.

Mark Dennis
Deputy Director of Conference Services
The Scientific Consulting Group, Inc.



Bringing together people with same interests without having to install additional software, like Zoom, I love the platform!

Daniel S
Academic Advisor, Content Creator and Professor

A Letter from the Labroots Team

At Labroots, our mission continues to focus on connectivity; bridging global STEM communities through open-access, digital-first engagement. Scientists, researchers, clinicians, academics, and professionals from around the world rely on our platform to foster collaboration without borders.

As we step into 2026, Labroots remains committed to advancing virtual science communication and education. Building on the momentum of past years, we will continue to bring people together, foster meaningful connections, and deliver trusted, relevant content to a worldwide audience.

Virtual and hybrid events have become the cornerstone of scientific outreach and communication, and Labroots continues to lead in this evolving space. With over 18 years of experience since our founding in 2008, we offer unmatched expertise in producing dynamic virtual events, webinars, and custom digital solutions. Our team is dedicated to helping scientific and medical organizations transform their educational and marketing efforts through adaptable, results-driven digital strategies.

2025 was another exceptional year for Labroots; highlighted by team growth, new strategic partnerships, and strengthened client

relationships. Looking ahead, we are deepening our focus on innovation and access. From our Virtual Event Series and Trending Science News to Webinars and continuing education tools, we are expanding the ways we support the global scientific community.

Through our partnership with Chati, a next-generation virtual event platform, we are redefining the virtual experience with cutting-edge technology and sustainability at the forefront. This collaboration enables us to elevate our offerings and remain a leader in delivering impactful, immersive virtual and hybrid events.

In 2026, Labroots is excited to continue growing alongside our partners, clients, and community. Join us as we shape the future of virtual science communication—driven by innovation, inclusion, and the power of connection.

Sincerely, The Labroots Team



Labroots is committed to ensuring the security and protection of the personal information that we process. Please read our [GDPR Compliance Statement](#) online.

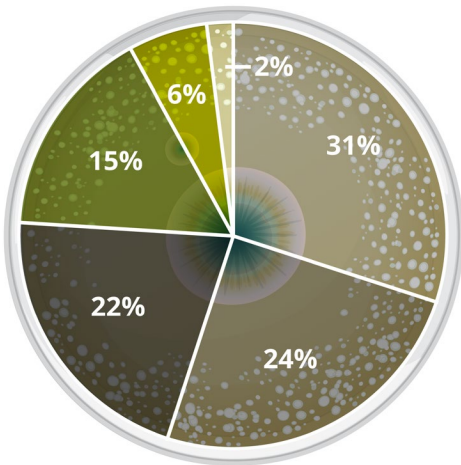
Connect With Your Ideal Audience

Find your market with Labroots’ audience selection lists. Choose from thousands of specialty keywords via our online [Audience Selection Form](#).

We have thousands of tags, below is just a sample. Reach out to explore our list of keywords and their audience size and reach.

Keyword	Audience Size	Keyword	Audience Size
Agricultural Sciences	130,294	Immunology	108,689
Analytical Chemistry	149,411	Immuno-Oncology	101,570
Antibodies	143,872	Infectious Disease	73,905
Assay Development	84,068	Influenza	64,144
Biochemistry	210,370	Laboratory Automation	75,297
Bioinformatics	76,553	Laboratory Animal Sciences	87,913
Biopharma	196,430	Laboratory Testing	94,101
Bioprocessing	52,949	LC/GC	100,993
Biotechnology	151,045	Mass Spectrometry	116,316
Cancer/Oncology	200,175	Medicine	254,193
Cannabis Sciences	63,581	Microbiology	121,080
Cardiology	50,169	Microscopy & Imaging	125,574
Cell Biology	137,367	Molecular Biology	213,735
Cell Therapy	68,830	Molecular Diagnostics	106,573
Chemistry	226,810	Neurology	88,714
Chromatography	98,202	Neuroscience	139,834
Clinical Research	130,996	Next-Gen Sequencing	90,110
CRISPR	90,117	Nucleic Acid Analysis	127,295
Diagnostics	113,749	Pathology	89,417
Digital PCR	81,610	PCR/RT-PCR/Real-Time PCR	190,088
DNA Sequencing	68,523	Pharmaceuticals	135,961
Drug Discovery	92,172	Point of care	203,631
ELISA	138,391	Precision Medicine	99,124
Flow Cytometry	101,765	Protein Assay & Analysis	110,483
Forensics	66,825	Protein Expression	128,029
Gene Expression	114,060	Spatial Biology	65,767
Gene Therapy	70,446	Stem Cells	118,516
Genetics	156,202	Synthetic Biology	91,581
Genomics	139,447	Toxicology	73,917

About the Labroots Audience



Institution Type

- Academia** (University / College): 31% (1.7M)
- Hospital / Medical Center:** 24% (1.35M)
- Commercial / Industry** (Biotech / Pharma / Life Science Company): 22% (1.2M)
- Private** (CRO, CMO, Research Institute): 15% (850K)
- Government:** 6% (330k)
- Other:** 2% (120k)

Geography

- North America:** 51%
- Asia:** 20%
- Europe:** 19%
- South / Central America:** 4%
- Oceania:** 5%
- Africa:** 1%



Average Website Sessions

16 Minutes 25 Seconds

Average Webinar Sessions

31 Minutes

Average Virtual Event Series Sessions

3.55 Hours

Average Custom Virtual Event Sessions

3.02 Hours Average

Average Hybrid Virtual Event Sessions

2.83 Hours

Users

5M

User Sessions

221k Monthly | 2.65M Annually

Page Views

1.66M Monthly | 20M Annually

Social Media Followers

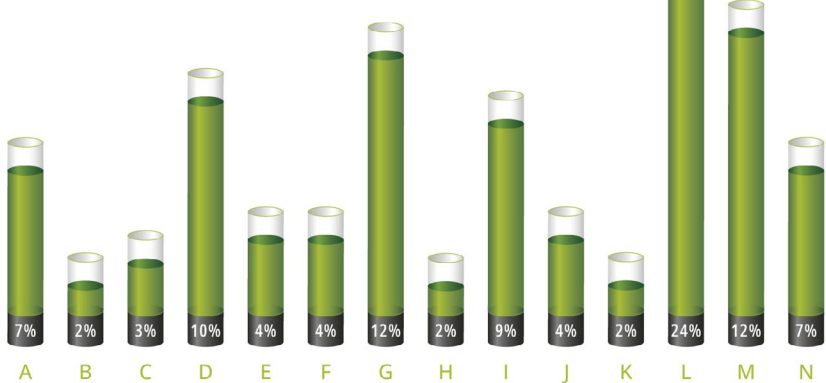
2.53M+

Opted-In Newsletter Subscribers

697K+*

* Our database is now more powerful than ever—focused exclusively on engaged, active users—ensuring your campaigns reach the right audience for maximum impact.

Job Titles (Registrants)



- A.** Clinical Laboratory Scientist / Medical Laboratory Technician / Clinician 7% (381K)
- B.** Consultant 2% (108K)
- C.** Core Facility Manager 3% (156K)
- D.** Education Specialist 10% (541K)
- E.** Engineer 4% (212K)
- F.** Executive Management 4% (217K)
- G.** Lab Management 12% (623K)
- H.** Nurse 2% (109K)
- I.** Physician / Doctor / Medical Expert 9% (488K)
- J.** Principal Investigator / Post Doc 4% (229K)
- K.** Purchasing / Procurement 2% (99K)
- L.** Research Scientist / Researcher / Scientist 24% (1.3M)
- M.** Student 12% (685K)
- N.** Other 7% (384K)

Content by Category


Content Categories:		Trending Articles	Webinars	Virtual Events	User Base
	Health & Medicine	12,689	5,932	440	852,139
	Cell & Molecular Biology	5,476	1,086	120	475,432
	Technology	5,249	530	80	450,139
	Genetics & Genomics	3,782	771	100	331,483
	Microbiology	3,766	695	72	295,185
	Neuroscience	4,451	516	49	313,447
	Plants & Animals	4,196	177	18	343,134
	Earth & The Environment	4,664	86	18	231,304
	Cancer	3,139	847	99	548,219
	Clinical & Molecular DX	3,440	843	131	357,142
	Immunology	3,004	933	99	264,537
	Chemistry & Physics	3,955	177	49	432,404
	Drug Discovery & Development	3,139	685	100	352,301
	Space & Astronomy	2,906	11	1	180,353
	Cardiology	2,179	167	36	283,459
	Cannabis Sciences	1,570	213	26	195,556



Custom Virtual Events

Labroots
is here to
help you go
VIRTUAL!

We know going virtual can be daunting, but with the right guidance and support, it's totally worth it. When you host a virtual event with Labroots, you get the whole package; hey, we've been doing this since 2008! Whether you are ready to jump in with our persistent virtual event option or want to dip your toes in with a half-day symposium, virtual events with Labroots are customizable to tailor your needs.




Turn-key service and support



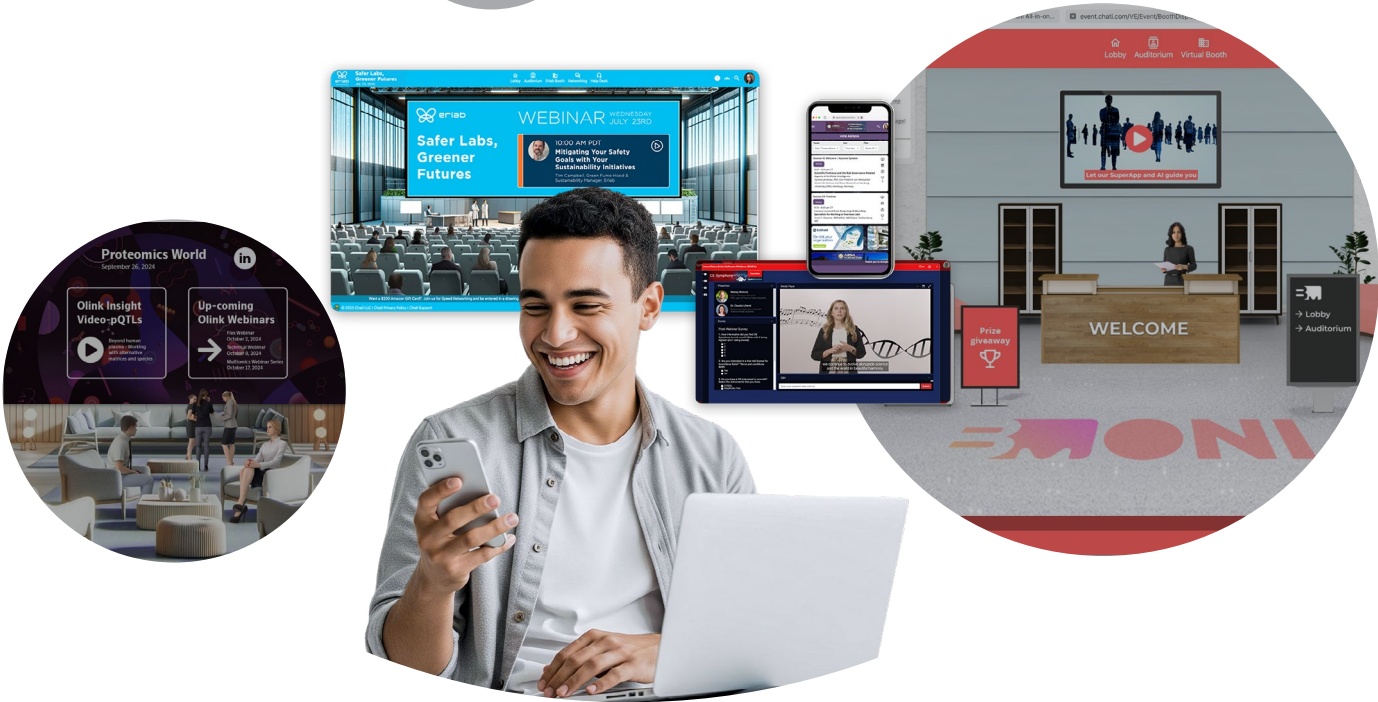
Real-time ROI tracking for measured success



Cost savings with greater reach



Deeper and more frequent connections

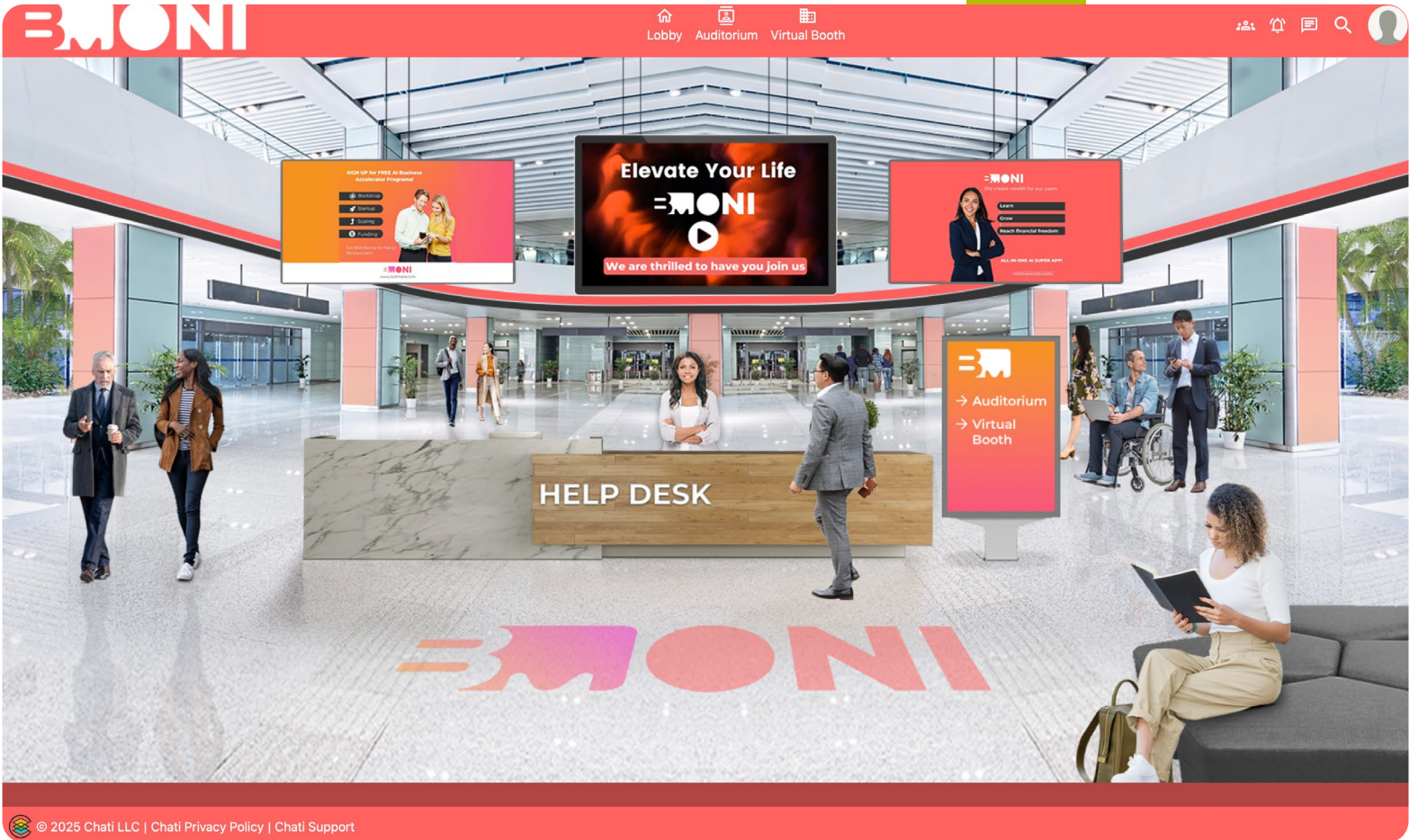


Hosting a Virtual Event with Labroots

Your virtual event starts with a powerful HTML5 platform, fully supported on all devices. Labroots works with you to ensure the branding, design, and tone reflect your vision. Choose from customizable templates or let our design team bring your ideas to life.

Each event includes a dedicated microsite and registration page, plus interactive features like lobbies, auditoriums, poster halls, networking lounges, and more. Whether you're hosting a trade show, company meeting, or product showcase, Labroots makes it easy to create an engaging virtual experience. Powered by the Chati platform.

When we
say custom,
we mean
custom.



Virtual Event Features



- Auditorium
- Webinars
- Customized Rooms (Various Templates Available)
- Live Surveys/Polling
- Networking Lounge
- Virtual Laboratories
- Education/Learning Center
- API Integrations
- Courses
- Live Video Chats
- Poster Hall
- Exhibit Hall
- Virtual Booth Builder
- Photo Booth
- Attendee Tracking
- Custom Animated Avatars
- Agenda Builder
- Networking Hub
- Speed Networking
- User Journeys
- Round Table Networking
- Photo Gallery
- Leaderboard/Gamification
- ChatiConnect or Zoom Room Chats
- Continuing Education (CE) Credits
- Welcome Videos
- Multiple Languages
- Virtual Streaming Support*
- Job Fairs
- Entitlement
- Customized and Automated Reporting
- Block / Allow Listing
- Carbon Calculator

* Going hybrid? Need onsite support? We've got you covered! Our experienced production managers provide onsite assistance and coordinate with audio/visual teams to ensure seamless virtual streaming for your hybrid event.

Managed Event Process



Labroots Custom Virtual Event Packages

Persistent Virtual Events

Let's start with the crowd favorite

A Persistent Virtual Event with Labroots allows companies to showcase products and research on an ongoing basis. Whether it's additional webinars or a mini-event launch, content can be added throughout the year, with each added webinar marketed to target audiences for optimal event attendance.



Persistent Virtual Events Include:

Event Support

- One Project Manager
- One Lead Designer
- One Lead Marketing Expert
- One Production Specialist

Event Design

Choose from a variety of event templates or have the Labroots design team create an event space for you based on an image or physical office space. Designs for your main event are branded specifically to your event and include, if applicable, the necessary banners in varying dimensions for all event promotions.

Main Event Launch Marketing

- Email Blasts x 5 (20,000 cap each)
- Social Media x 6 (Facebook & X), 1 x (LinkedIn)
- Banner Ad x 1 month
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

Marketing after Main Event Launch (per webinar)

- Email Blasts x 4 (20,000 cap each)
- Social Media x 4 (Facebook & X), 1 x (LinkedIn)
- Banner Ad x 1 week
- Newsletter Posting & Banner Ad (1 WAVE + 1 Trending Newsletter)



Scheduled Virtual Events

The Labroots Scheduled Virtual Events runs much like a physical event, with a specific date(s) and time(s). Scheduled Virtual Events run for one or more days, can be archived in your content library, and are available on-demand for 12 months or longer.

Scheduled Virtual Events Include:

One Event Launch (up to 24 hours)

Event Launch Support

- One Project Manager
- One Lead Designer
- One Lead Marketing Expert
- One Production Specialist

Event Launch Design

Choose from a variety of event templates or ask the Labroots design team to create an event space based on an image or physical office space. Designs for your event are branded specifically to your event and include, if applicable, the necessary banners in varying dimensions for all event promotions.

Event Launch Marketing

- Email Blasts x 5 (20,000 cap each)
- Social Media x 5 (Facebook & X), 1 x (LinkedIn)
- Banner Ad x 1 month
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)



Labroots Custom Virtual Event Packages

Half-Day Symposiums

More than just a couple of webinars, but not quite a full event

A Labroots Half-Day Symposium provides a much smaller targeted virtual event that only runs over the course of the morning, afternoon, or evening. The Half-Day Symposium has all the perks of a Scheduled Virtual Event, including a full-event build-out, with less overall content.



Half-Day Symposiums include:

One Event Launch (up to 4 hours)

The event launch includes scheduled meetings with an assigned project manager, helping to ensure the event reflects your company's brand message and highlights your product and/or service adequately.

Event Launch Support

- One Project Manager
- One Lead Designer
- One Lead Marketing Expert
- One Production Specialist

Event Design

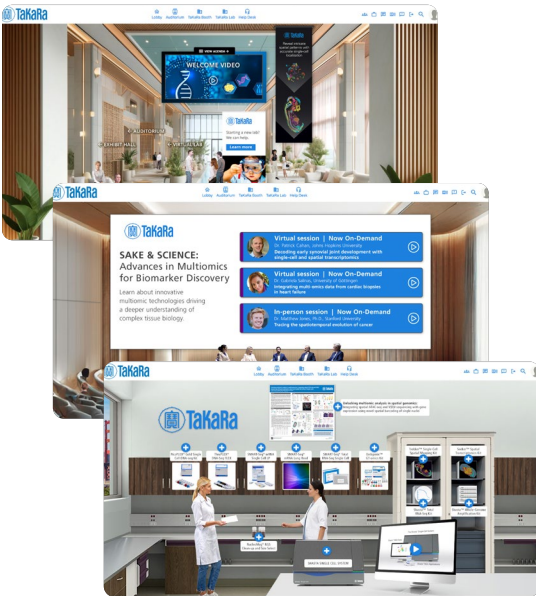
Choose from a variety of event templates or ask the Labroots design team to create an event space based on an image or physical office space. Designs for your event are branded specifically to your event and include, if applicable, the necessary banners in varying dimensions for all event promotions.

Event Launch Marketing

- Email Blasts x 5 (20,000 cap/email)
- Social Media x 3 (Facebook & X), 1 x (LinkedIn)
- 1 Month Banner Ad on Labroots.com
- 2 WAVE Newsletter and 2 Category Specific Trending Newsletter Postings & Banner Ads

Mini Custom Virtual Events

If you're looking for just a taste of the virtual event experience, consider some of Labroots' basics event options.



Webinar Event

The Webinar Event Package Includes:

- One Webinar
- Two Hour Event
- On-demand for 12 months
- Microsite/Registration Page
- Three Animated Avatars
- Virtual Event Venue
 - Lobby/Entry Point
 - Virtual Booth
 - Auditorium

Event Launch Support

- One Project Manager
- One Lead Designer
- One Lead Marketing Expert
- One Production Specialist

Marketing:

- Email Blasts x 5 (20,000 cap/email)
- Social Media x 3 (Facebook & X), 1 x LinkedIn
- 1 Month Banner Ad on Labroots.com
- 2 WAVE Newsletter and 2 Category Specific Trending Newsletter Postings & Banner Ads

Virtual Lab Event

The Virtual Lab Event Package Includes:

- One Webinar
- Two Hour Event
- On-demand for 12 months
- Microsite/Registration Page
- Three Animated Avatars
- Virtual Event Venue
 - Lobby/Entry Point
 - Virtual Booth
 - Auditorium

Event Launch Support

- One Project Manager
- One Lead Designer
- One Lead Marketing Expert
- One Production Specialist

Marketing:

- Email Blasts x 5 (20,000 cap each)
- Social Media x 3 (Facebook & X), 1 x (LinkedIn)
- 1 Month Banner Ad on Labroots.com
- 2 WAVE Newsletter and 2 Category Specific Trending Newsletter Postings & Banner Ads

Labroots Custom Virtual Event Packages

Hybrid Event

It's difficult to fully define a hybrid event because it can be any combination of physical or virtual attendees, booths, and presentations with virtual audiences, posters, webinars, and more.

Hybrid events aren't bound by the limitations of solely in-person events. Where physical attendance may be geographically limited with a physical event, hybrid events are accessible to a broad audience.

Virtual Event Features

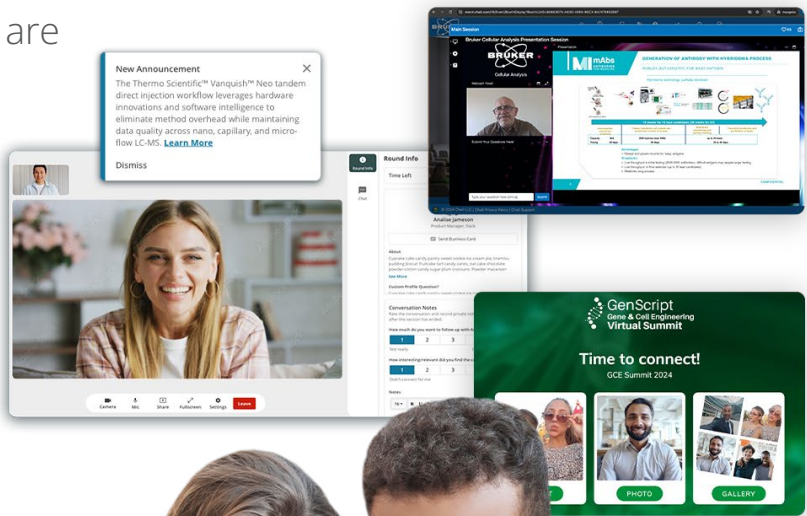
- Physical & Virtual Integration
- Custom Virtual Event
 - Auditorium
 - Live Polling
 - Networking lounge
 - Poster hall
 - Exhibit hall
 - Photo booth
 - Photo gallery
 - Gamification
 - ChatiConnect or Zoom Room Chats
 - Speed Networking
 - Agenda Builder
 - Networking Hub
 - User Journeys
 - Attendee tracking
- Virtual streaming support
- QR Integration
- Continuing Education (CE) credits

Event Launch Support

- One Project Manager
- One Lead Designer
- One Lead Marketing Expert
- One Production Specialist

Physical Event Features

- Physical & virtual integration
- Labroots personnel on-site for streaming and event support
- Use of Smart Phone
 - QR Integration
 - Polling and Voting
 - Photo booth
- Zoom networking and booth engagement



The truth about hybrid events is that the possibilities are endless



Easy Access Materials

Make documents, PowerPoints, and videos easily accessible to your attendees using our virtual briefcase feature.



Expanded Networking

Give your attendees more opportunities to connect through integrated match-making tools & online chat functionality.



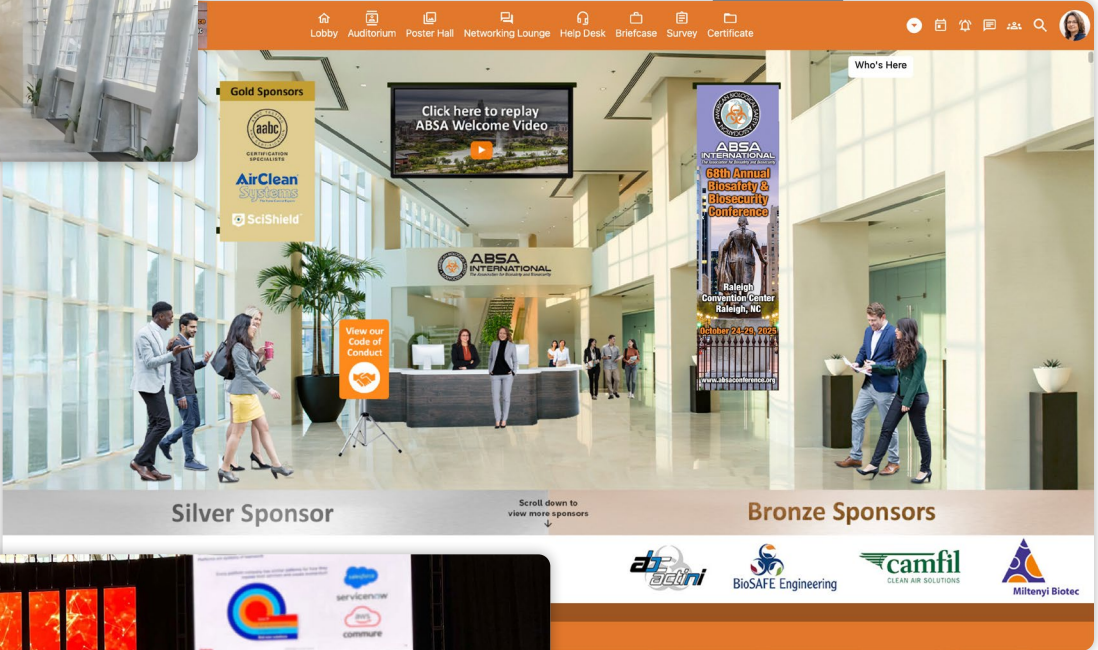
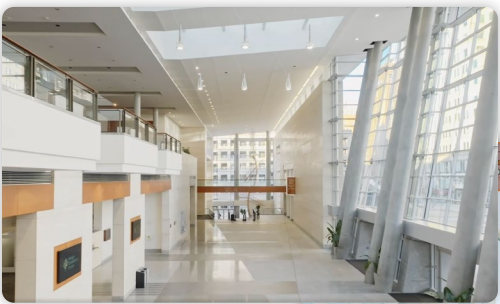
Interactive Participation

Enable your attendees to ask questions from their seats, respond to polls, chat with others, & more right from their electronic device.



On-Demand Viewing

Offer your attendees the flexibility to watch all sessions anytime with our On Demand feature, available at the click of a button.



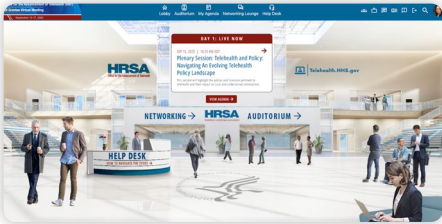
Virtual Event Examples

Government

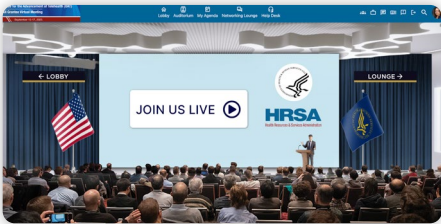
Health Resources and Services Administration (HRSA)
Office for the Advancement of Telehealth (OAT)

The HRSA OAT All Grantee Virtual Meeting is a 3-day event and brings together staff and partners from OAT-funded grant programs to discuss telehealth advancements, share best practices, and

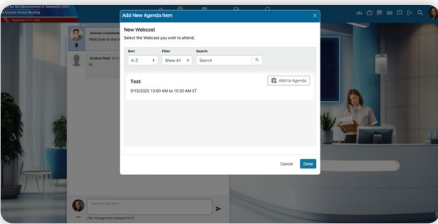
network. Leveraging the ChatiConnect feature of the virtual event platform, attendees experience enhanced collaboration, learning, and networking.



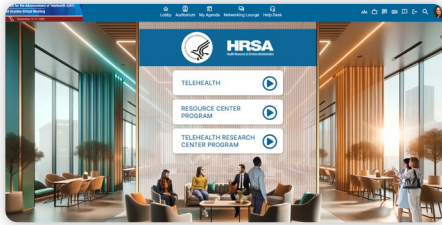
Lobby



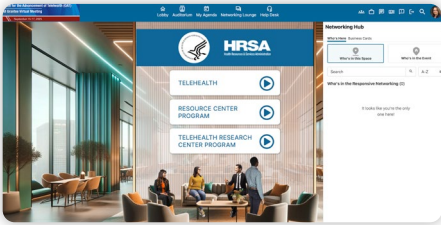
Auditorium



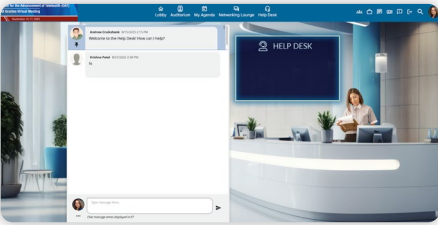
Agenda Items



Networking Lounge



Networking Attendee Hub



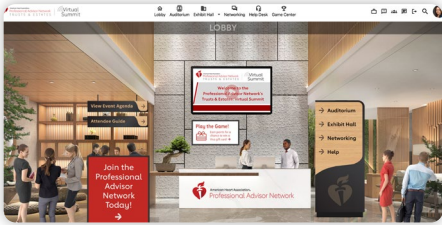
Help Center

Healthcare

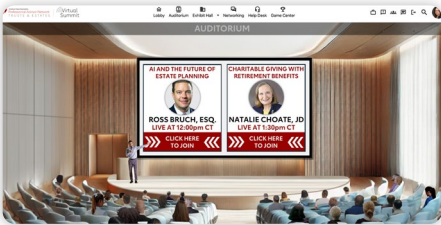
American Heart Association
Professional Advisor Network Virtual Summit

This summit is a continuing legal education event and is held online, allowing for broader participation from across the country and even Canada. The event is designed to offer CLE credits, making it

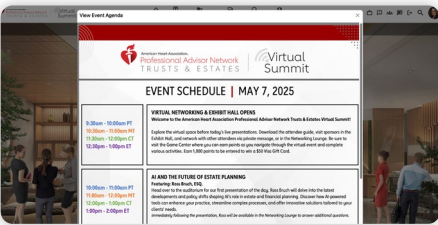
a valuable opportunity for professional development. The Attendee Hub, a central online space for attendees to access information, provided a comprehensive experience for attendees to engage.



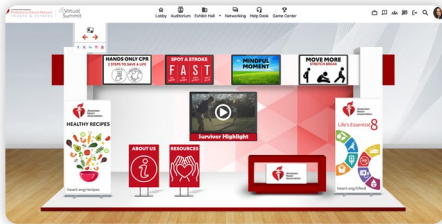
Lobby



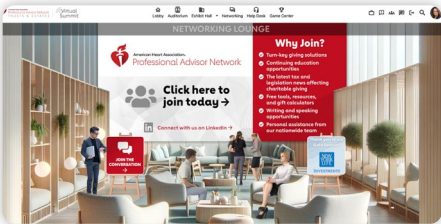
Auditorium



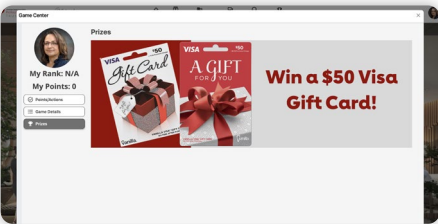
Event Schedule



Booth



Networking Lounge



Game Center Reward

Brand Retail

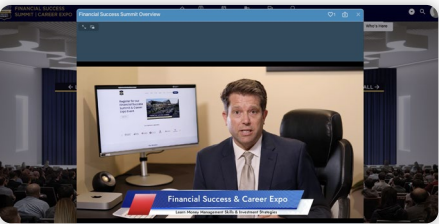
ProCloud Marketing Group
Financial Success Summit

This virtual event was designed for individuals facing financial challenges who are ready to take charge of their future. Attendees enjoyed interactive features like live Q&A, networking lounge, and

on-demand replays—making it easy to connect with experts, learn at your own pace. They could join from anywhere to gain practical tools and inspiring insights on overcoming obstacles.



Lobby



Auditorium

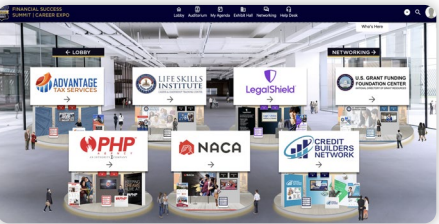


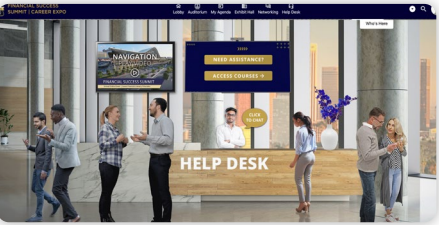
Exhibit Hall



Booth



Booth Resource



Help Center

Product & Services

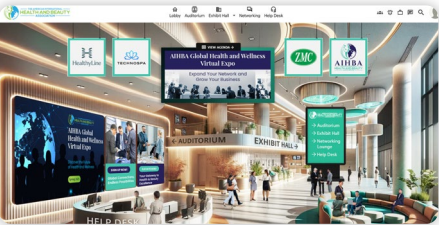
American International Health & Beauty Association (AIHBA)
AIHBA Global Health and Wellness Virtual Expo 2025

AIHBA Global Health and Wellness Virtual Expo exhibitors got to boost their exposure and maximize their brand's visibility and impact with a global reach 24/7. The self-service options on the

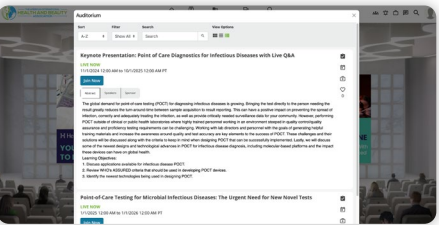
advanced platform offers placement of products within virtual booths, access to live product presentations, and engagement with customers via text and video chats for meaningful discussions.



Custom Microsite



Lobby



Auditorium Schedule

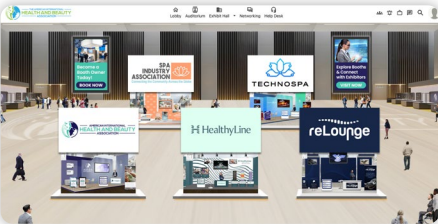
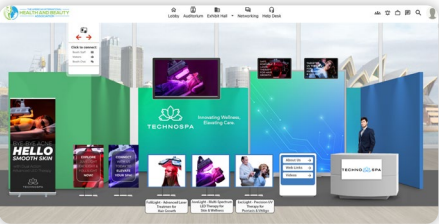
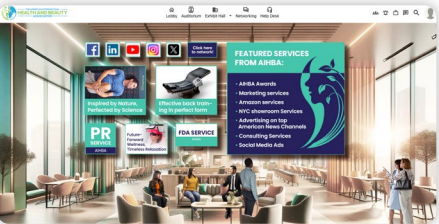


Exhibit Hall



Self-Service Booth



Networking Lounge

Virtual Event Examples

Products & Services

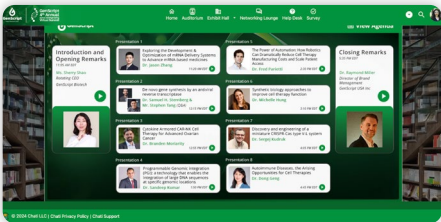
GenScript
4th Annual Gene & Cell Engineering Virtual Summit

This Virtual Summit brought together experts to explore advancing gene and cell therapy. This one-day online event featured an interactive photo gallery, gamified engagement with a leaderboard

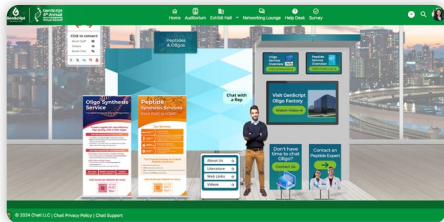
and hidden icons, six exhibitor booths showcasing products and services, region-specific networking lounges for targeted interactions, and in-event surveys that captured valuable attendee feedback.



Lobby



Auditorium



Exhibitor Booth

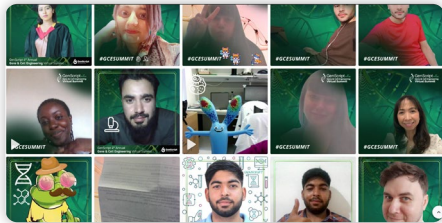
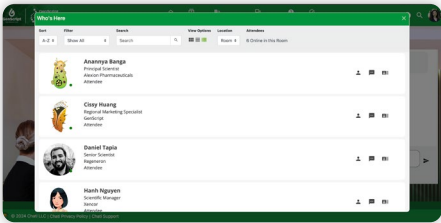


Photo Booth



Who's Here Attendee Hub



Event Survey

Educational

Tulane University
Biocontainment Institute Training Courses

This event offered a dynamic online Learning Library meant for lasting access and flexibility. With package-based registration, participants can tailor their experience by selecting the courses

most relevant to their needs. Real-time presentations are recorded and available as MP4s for continued learning, while built-in metrics ensure progress tracking and course completion validation.



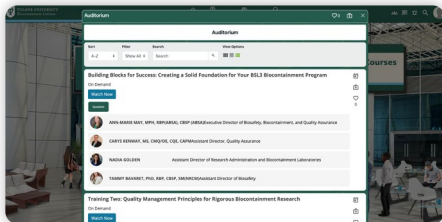
Custom Registration



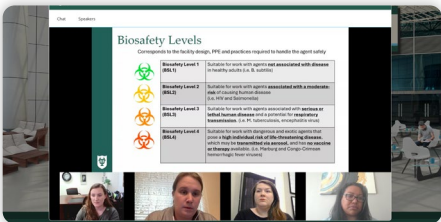
Lobby Greeting



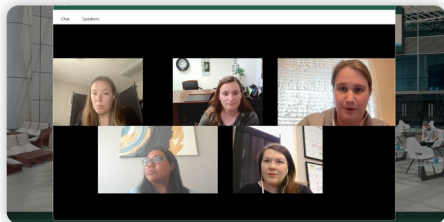
Auditorium



Panel Speakers



Educational Presentation



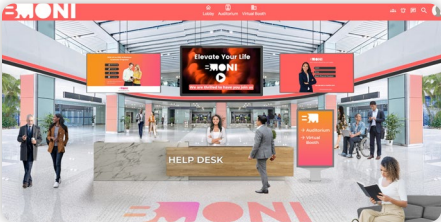
Panel Q&A

Company Events

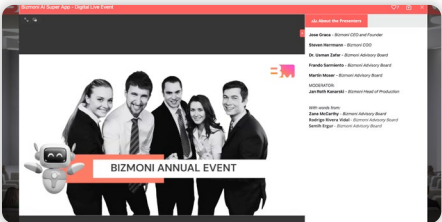
BizMoni
BIZMONI: The Next Gen All-in-One AI SuperAPP!

A virtual event showcasing the products vision and features through founder presentations, interactive panels on the future of business and AI, and direct engagement with BizMoni representatives.

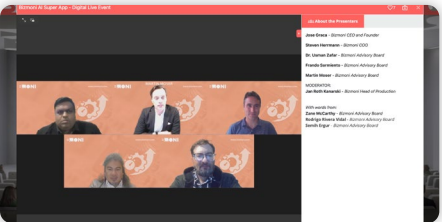
Attendees also had the chance to join the growing community and explore the beta version of the app through an exclusive prize giveaway. Downloadable tools gave access to their coveted Growth program.



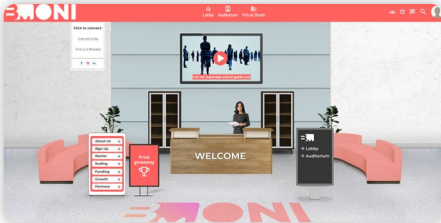
Lobby



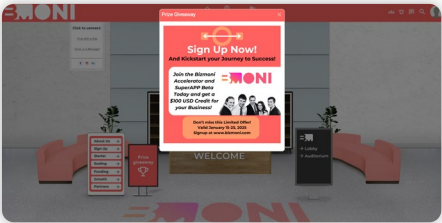
Auditorium Presentation



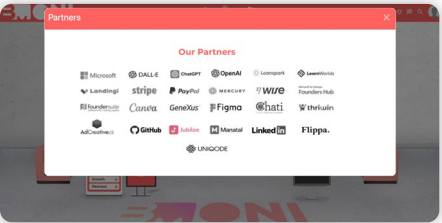
Panel Presentation



Booth



Booth Resource



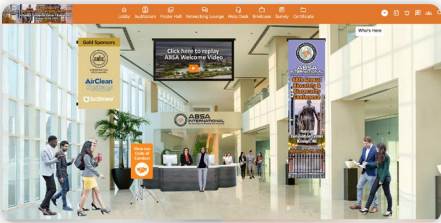
Partner Resource

Hybrid

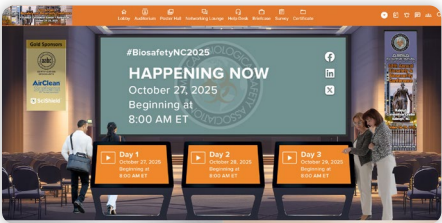
ABSA International
68th Annual Biosafety and Biosecurity Hybrid Conference

Many of ABSA conferences are hybrid, having both in-person and virtual components, allowing for wider participation. Three full days of state-of-the-art keynotes, papers, and panels

highlight best practices and hands-on skills. In-person exhibits showcasing the latest products and services while extensive online resources and networking opportunities for professionals to connect.



Lobby



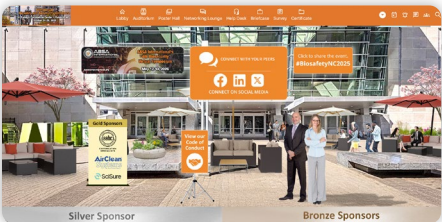
Auditorium



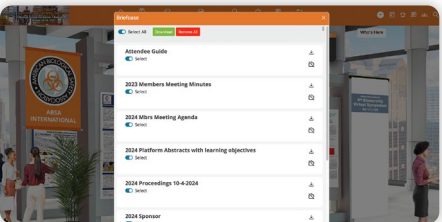
Live Stream



Poster Hall



Networking Lounge



Briefcase

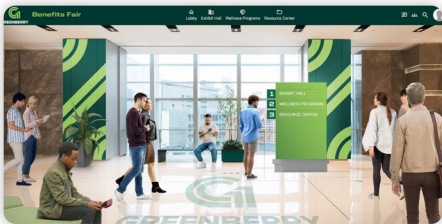
Virtual Event Examples

Vendor Fair

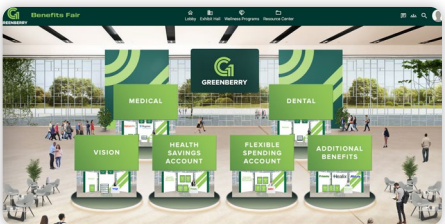
Greenberry Virtual Benefits Fair

The Greenberry Virtual Benefits Fair offers a flexible and efficient way for employees to learn about and enroll in their benefits. Virtual features included live chat functions to interact with vendors,

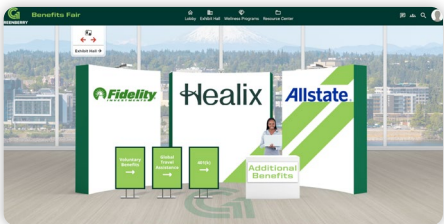
webinars for presentations and Q&A sessions, and virtual booths to explore different benefit options. Virtual benefits fairs offer greater accessibility, centralized information, and on-demand access.



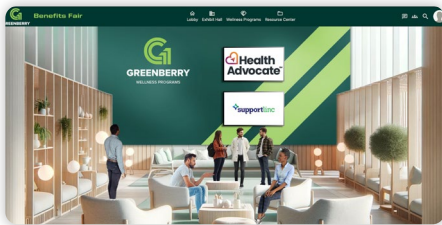
Lobby



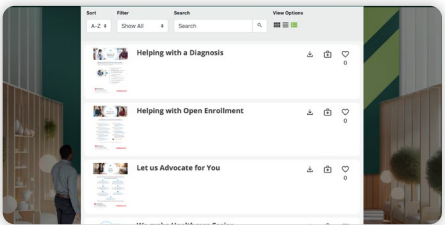
Vendor Hall



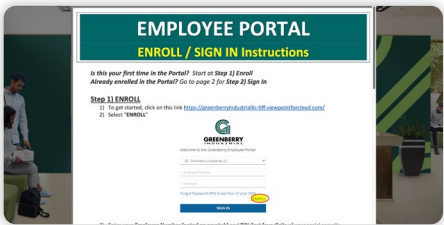
Vendor Booth



Wellness Center



Wellness Resources



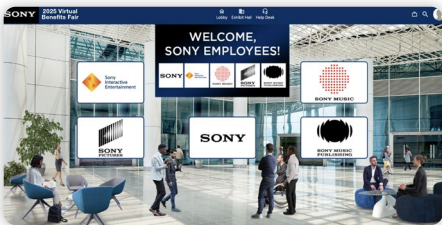
Employee Portal

Vendor Fair

Sony Entertainment Virtual Benefits Fair

This event is typically held during Open Enrollment and provides access to various resources and information about healthcare, financial, and other benefits. Employees are invited to the event via

link with instructions on how to access the virtual fair where they can then attend information sessions, chat with representatives, and access documents related to their benefits.



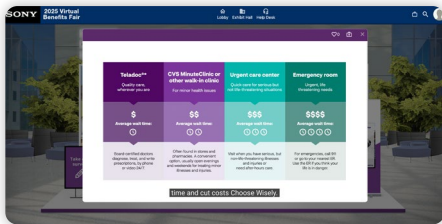
Lobby



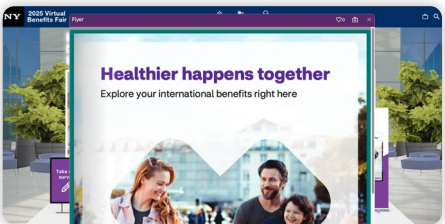
Vendor Hall



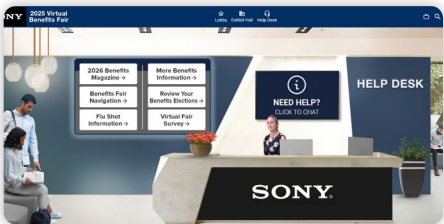
Vendor Booth



Vendor Resources



Vendor Resources



Help Desk

Self-Service Virtual Event Packages



Through our partnership with Chati, a flexible, highly scalable virtual event platform that allows for the creation of unique, effective, and memorable online events, Labroots offers more than ever.

<div>Basic</div> <div>\$1,350 per month (of use)</div> <div>\$14,950 per year</div> <div><ul style="list-style-type: none">Microsite/Registration Page6 Months On-DemandUnlimited Live DaysUnlimited Content4 Event Spaces (Event Entry / Lobby, Auditorium, Exhibit Hall / Resource Center, Networking Lounge)Webinar Integration (Zoom, Teams, GlobalMeet, ON24, Webinar.net, Webex)4 Hours Platform TrainingBasic Support (email)Up to 2,500 Registrations3 Admins5 Unique Event URLs</div> <div>Highlighted Features</div> <div><ul style="list-style-type: none">Platform LicenseHostingBranding</div>	<div>Pro</div> <div>\$3,950 per month (of use)</div> <div>\$45,950 per year</div> <div>MOST POPULAR</div> <div><ul style="list-style-type: none">Microsite/Registration Page12 Months On-DemandUnlimited Live DaysUnlimited Content5 Event Spaces (Event Entry/Lobby, Auditorium, Exhibit Hall/Resource Center, Networking Lounge)Webinar Integration (Zoom, Teams, GlobalMeet, ON24, Webinar.net, Webex)6 Hours Platform TrainingPro Support (email and chat)Up to 5,000 Registrations5 Admins10 Unique Event URLs</div> <div>Highlighted Features</div> <div>All Basic Plan Features –PLUS–</div> <div><ul style="list-style-type: none">Additional Event SpaceBlock/Allow ListingGamificationSurveysVideo Chat</div>	<div>Enterprise</div> <div>\$6,950 per month (of use)</div> <div>\$76,450 per year</div> <div><ul style="list-style-type: none">Microsite/Registration Page12 Months On-DemandUnlimited EventsUnlimited ContentUnlimited Event SpacesWebinar Integration (Zoom, Teams, GlobalMeet, ON24, Webinar.net, Webex)8 Hours Platform Training + Dedicated Production SpecialistEnterprise Support (email and chat)Up to 10,000 Registrations15 Admins35 Unique Event URLs</div> <div>Highlighted Features</div> <div>All Pro Plan Features –PLUS–</div> <div><ul style="list-style-type: none">MatchmakingEntitlementsCRM IntegrationAPI Configuration</div>
---	---	---


Hosting Webinars with Labroots

Webinars


Labroots is the turn-key solution to webinars! Labroots webinars provide an excellent solution to support your company's ongoing campaigns and promotional efforts. This long-form media opportunity is a unique way to reach your ideal audience and generate high-quality leads with real-time analytics and attendee data.

Labroots is the turn-key solution to webinars!


Average Webinar Metrics:




Total Registrant Range
253-427



Live Attendees
153



On Demand
267



Total Viewers
87%



Labroots webinars have all the fixings. We have truly narrowed down the best practices and features that make for a successful webinar.

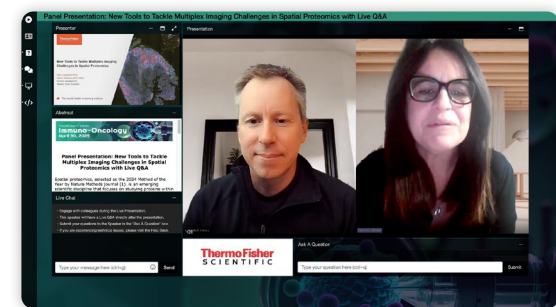
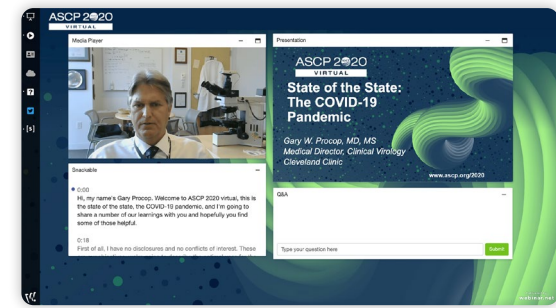
Webinar Features

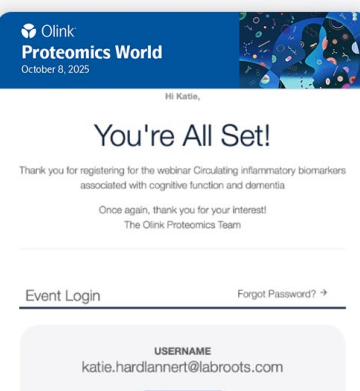
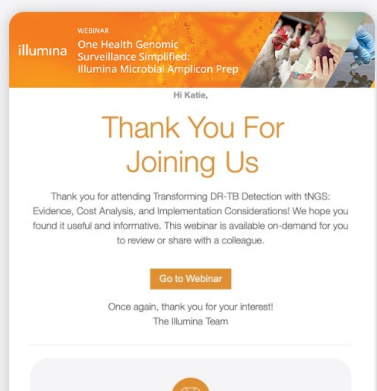
- Branded registration page
- Live polling, surveys, & customizable presentation interface
- 12 months on-demand
- Hosted on the Labroots website forever
- MP4 copy of the webinar
- Comprehensive reporting & metrics
- Continuing education (CE) credits to attendees: P.A.C.E., CEU, and more (if the presentation qualifies)
- Speaker selection assistance (optional)
- Webinar moderation if needed
- Live Q&A option available

Webinar marketing

- Email Blasts (Up to 5 Emails, Capped at 20,000 each)*
- Social Media (2 Facebook, 2 X, 1 Labroots LinkedIn)
- Banner Ads (MPU 300x250 Delivers on Labroots.com for 2 Weeks)*
- Automatic reminder emails to webinar registrants
- Inclusion in the WAVE Newsletter
- Inclusion in a Trending Newsletter

* A prompt approval of the marketing materials will ensure promotions are executed to their fullest extent.





Webinar Packages

Go Virtual!

Having produced hundreds of virtual events and thousands of webinars over the last 18 years, Labroots has a solution to fit your needs. Let us help you make your webinars and virtual event a success.

Webinar Packs

- Single Webinar
- 2 Pack Webinars
- 3 Pack Webinars
- 5 Pack Webinars
- 10 Pack Webinars
- 20 Pack Webinars

What's Included

- A dedicated production manager
- P.A.C.E. Continuing Education Credits
- Experienced Moderator availability
- Tech/Test practice calls and pre-recordings
- MP4 recording of the presentation
- Comprehensive reporting & metrics
- Reminder emails

Turn Your Webinar Pack into a Persistent Virtual Event

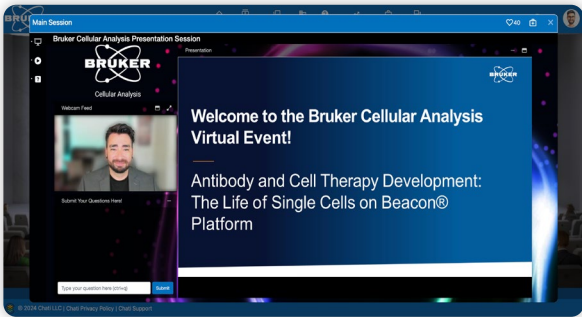
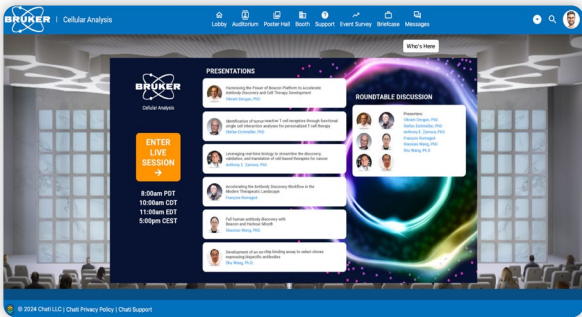
Standalone webinars provide a lot of value, but with a persistent virtual event you can highlight all your webinar content in one place with the bonus of a visually engaging virtual environment.

What's Included:

- Microsite / Registration Page
- Lobby / Entry Point
- Exhibit Hall or Product Showroom or Virtual Lab
- Auditorium (Webinars)
- Breakout Room (video chat meeting) or Resource Center
- Networking Lounge
- Help Desk
- Other spaces available (Poster Hall)

Marketing for Each Webinar

- Email Blasts x 4 (20,000 cap each)
- Social Media x 4 (Facebook & X), 1 x (LinkedIn)
- Banner Ad X 1 week
- Newsletter Posting & Banner Ad (1 WAVE + 1 Trending Newsletter)



WAVE Trial Package

\$19,500

Get your feet wet with the Labroots Webinar & Virtual Event (WAVE) Trial Package. The perfect sampling of webinar and Virtual Event Series products, the WAVE Trial Package allows you to explore which Labroots virtual product provides the best ROI for your company and/or campaign.

The WAVE Trial Package Includes:

- 1 Webinar
- 2 Virtual Events (get to choose)
- 2 Virtual Event Booths OR 2 Track Speakers OR 1 Virtual Event Booth & 1 Track Speaker

Trial packages are available for new clients only.

Virtual Event Series

Become part of the world’s largest online scientific conference series and contribute to the help the advancement of science through online learning.

Virtual Event Series Overview

Bringing the scientific world together online, Labroots is the world’s largest producer of virtual events focused on the life sciences and clinical diagnostics community, exclusively online.

Virtual event features include:

- Free CE Credits (accredited by P.A.C.E.)
- Engaging networking opportunities with peers and professionals
- Live or on-demand webinars delivered by industry experts
- Educational posters and a live Poster Discussion with the authors
- A virtual exhibit hall with companies showcasing advancements in life sciences and medical technologies
- Speed networking sessions
- No Cost and No Travel!
- Virtual Event & Webcasting Demo

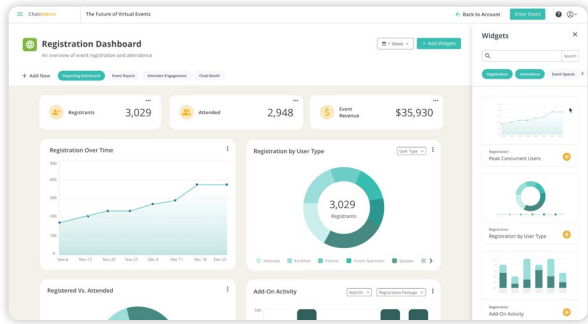
The Value of Virtual Events

Gauge user interest and behavior, and receive in-depth participant data. Generate hundreds of targeted leads of the people who enter your virtual booth or sponsored webinar.

Reporting Features Include:

- Detailed demographics such as name, job title, degree, institution, phone number, email address, and more.
- Conference Statistics
- Behavioral Data
- Qualify the booth leads by understanding their interests. Every asset click is tracked and noted in a detailed report.
- Grow your e-marketing lists by taking home the entire registration report which can be as high as 20,000 contacts.
- Polling Results
- CE Continuing Education

Bringing the scientific world together online



Sponsorship & Advertising Opportunities

Become a part of our users' virtual experience. As a sponsor of one or more upcoming Labroots virtual events which stay on our website for users to experience the content on-demand, you're providing ongoing visibility to your company.

How it works:

- Choose your sponsorship placements
- Customize your campaign
- Engage with your audience during a live event
- Recieve detailed reporting highlighting engagement

Placements

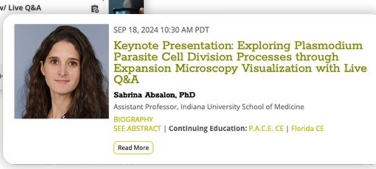
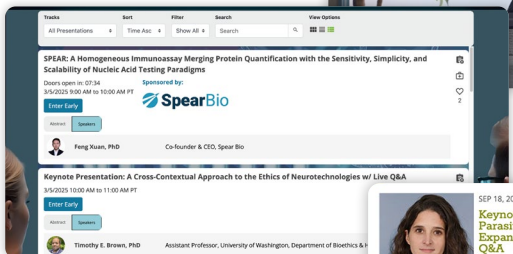
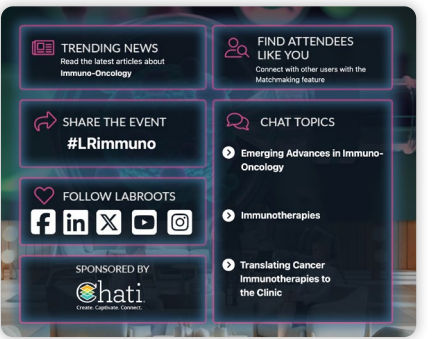
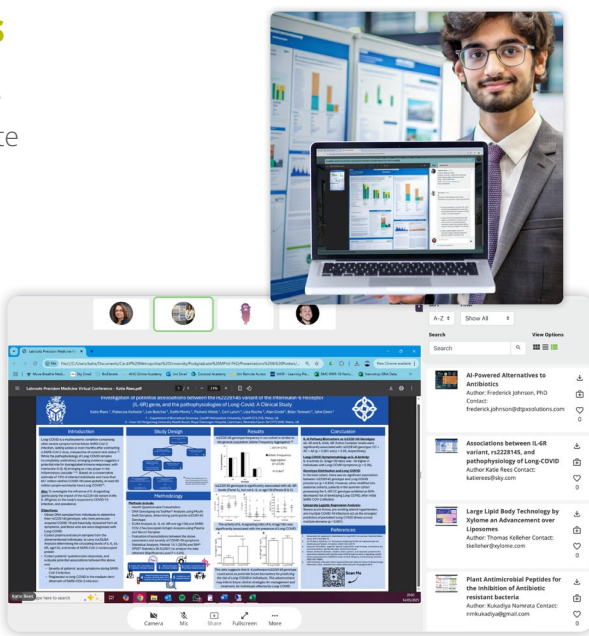
- Virtual Booth with logos, images, videos, digital assets, online chat, and customization options
- Sponsor speakers, live webinar presentation via webcam
- Keynote speaker sponsorship, in studio opportunities
- Lobby Greeting
- MPU: 300 x 250 pixels
- Virtual Lab, build a custom laboratory with your products
- Banner ads in the lobby, poster hall, and lounge
- Pre-event newsletter advertising
- Pop-up announcements
- Speed Networking

Extend Your Reach:

Virtual Event Series make it easy and convenient to share content. Virtual exhibitors and advertisers can interact and distribute information with their target audience.

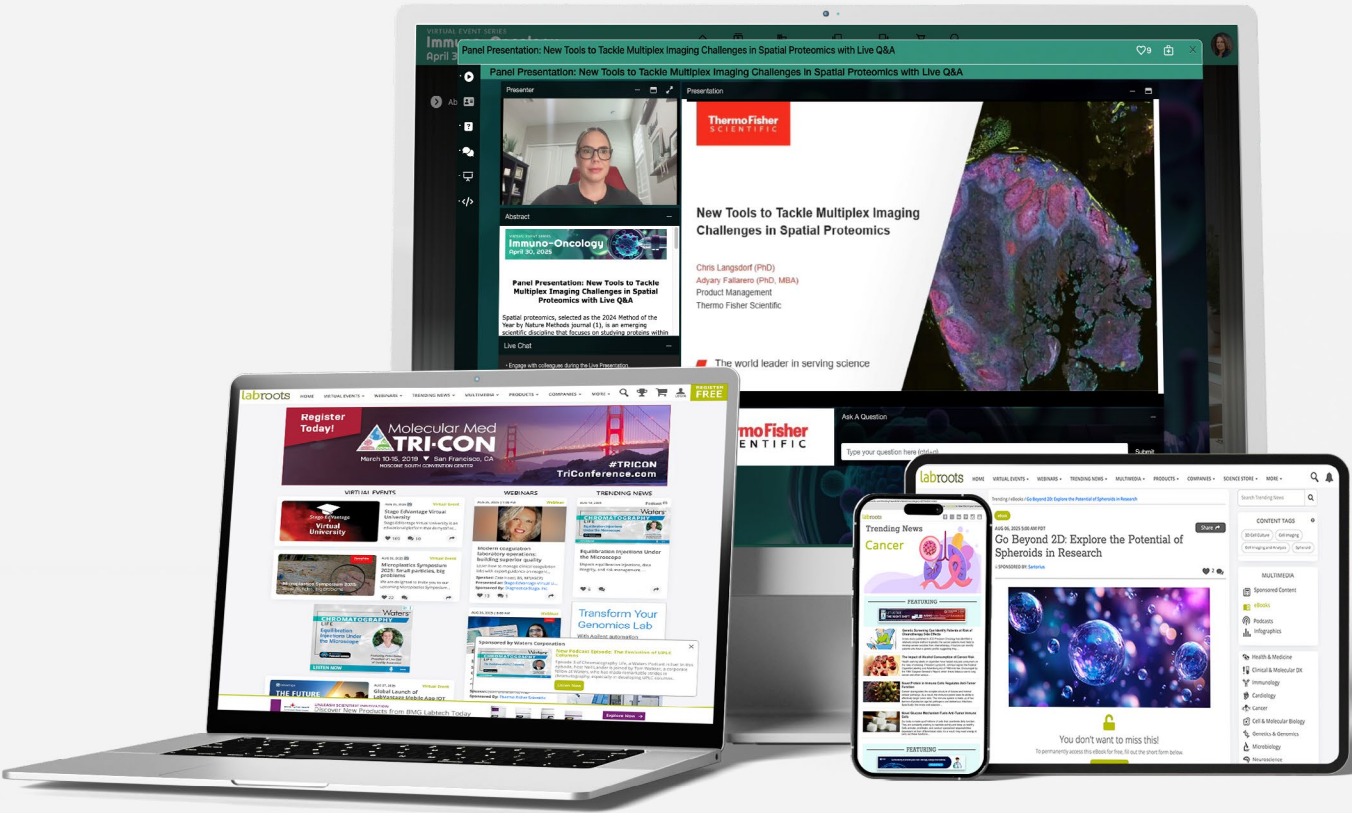
Sponsors Can Engage With Attendees Via:

- Text and Video Chat
- X, Facebook and LinkedIn
- Networking Lounge
- Live Q&A
- Speaker Polling
- CE Continuing Education



Virtual Event Series Schedule 2026

FEB 18		Drug Discovery & Development February 18, 2026
MAR 04		Neuroscience March 4, 2026
MAR 18		Laboratory Automation March 18, 2026
APR 01		Bioprocessing April 1, 2026
APR 15		Cannabis Sciences April 15, 2026
APR 29		Immuno-Oncology April 29, 2026
MAY 13		Precision Medicine: Genomics, Genetics, Molecular Diagnostics May 13, 2026
SEP 02		Microbiology September 2, 2026
SEP 16		Cell Biology September 16, 2026
SEP 30		Cancer Research & Oncology September 30, 2026
OCT 14		Cell & Gene Therapy October 14, 2026
OCT 21		CRISPR October 21, 2026
NOV 11		Clinical Diagnostics & Research November 11, 2026



Webinar+Digital Trial Package

\$19,500

Target your audience with ease! These packages offer a sampling of webinars, virtual event series sponsorships, and digital products, allowing you to explore which Labroots options provide the best ROI for your company and/or campaign.



The Digital Media & Webinar Trial Includes:

- 1 Webinar
- 1 Banner Ad for 1 Month
- 5 Newsletter Sponsorships
- 1 Email Blast to 10K Recipients
- 5 Social Media Posts
- 3 Sponsored Articles











Trial packages are available for new clients only.

Editorial Calendar 2026





January

JAN 1	 New Year's Day - Marketing Deadline: 12/18/2025
JAN 19	 Dr. Martin Luther King Jr. Day - Marketing Deadline: 1/12/2026

February

FEB 7	 National Periodic Table Day - Marketing Deadline: 1/30/2026
FEB 7-11	 Society for Laboratory Automation and Screening (SLAS) 2026, Boston, MA
FEB 8	 International Day of Women & Girls in Science - Marketing Deadline: 1/30/2026
FEB 9-12	 Advanced Therapies Week 2026, San Diego, CA
FEB 9-14	 American Academy of Forensic Sciences (AAFS), 2026, New Orleans, LA
FEB 12-14	 American Association for the Advancement of Science (AAAS) 2026, Phoenix, AZ
FEB 14	 Valentine's Day - Marketing Deadline: 2/6/2026
FEB 15-21	 National Engineers Week - Marketing Due: 2/6/2026
FEB 18	 Drug Discovery & Development Virtual Event Series 2026 - Abstract: Jan 21, Speaker Recordings: Jan 28, Booth Materials: Jan 28, Marketing: Feb 4, Poster Submissions: Feb 13
FEB 28	 Rare Disease Day - Marketing Due: 2/20/2026

Event Key








-  Trade Show / Conference
-  Labroots Editorial Theme / Trending News Theme or Sponsored Social Media Post
-  Labroots Virtual Event Series
-  Labroots Store Email / Specialty Newsletter or Sponsored Social Media Post

* Marketing includes Social Media, Banners, and Sponsored Content meant to coincide with a holiday or Event.
* Event materials include booth & speaker deadlines.

Weekly Newsletter Deployment Schedule

Monday Webinars & Virtual Events (WAVE) Health & Medicine Cell & Molecular Biology	Thursday Immunology Clinical & Molecular Diagnostics General Trending
Tuesday Neuroscience Genetics & Genomics General Trending	Friday Chemistry & Physics Cannabis Sciences Cardiology
Wednesday Drug Discovery & Development Microbiology Cancer Research & Oncology Product Newsletter	Saturday Earth & Environment Space & Astronomy
	Sunday Technology Plants & Animals







March

MAR 4	 Neuroscience Virtual Event Series 2026 - Abstract: Feb 4, Speaker Recordings: Feb 11, Booth Materials: Feb 11, Marketing: Feb 18, Poster Submissions: Feb 27
MAR 7-11	 Pittcon 2026, San Antonio, TX
MAR 8	 International Women's Day - Marketing Due: 2/27/2026
MAR 14	 Pi Day - Marketing Due: 3/6/2026
MAR 18	 Laboratory Automation Virtual Event Series 2026 - Abstract: Feb 18, Speaker Recordings: Feb 25, Booth Materials: Feb 25, Marketing: Mar 4, Poster Submissions: Mar 13
MAR 22-25	 Society of Toxicology (SOT) + ToxExpo 2026, San Diego, CA
MAR 22-26	 American Chemical Society (ACS) 2026, Atlanta, GA









April

APR 1	 Bioprocessing Virtual Event Series 2026 - Abstract: Mar 4, Speaker Recordings: Mar 11, Booth Materials: Mar 11, Marketing: Mar 18, Poster Submissions: Mar 27
APR 4-11	 National Robotics Week - Marketing Due: 3/27/2026
APR 7	 World Health Day - Marketing Due: 3/30/2026
APR 15	 Cannabis Sciences Virtual Event Series 2026 - Abstract: Mar 18, Speaker Recordings: Mar 25, Booth Materials: Mar 25, Marketing: Apr 1, Poster Submissions: Apr 10
APR 20	 4/20 Cannabis Day - Marketing Due: 4/13/2026
APR 22	 Earth Day - Marketing Due: 4/14/2026
APR 23-26	 American Physiology Summit (APS), Baltimore, MD
APR 24	 World Laboratory Day - Marketing Due: 4/16/2026
APR 24-29	 American Association for Cancer Research (AACR) 2026, Chicago, IL
APR 25	 National DNA Day - Marketing Due: 4/17/2026
APR 29	 Immuno-Oncology Virtual Event Series 2026 - Abstract: Apr 1, Speaker Recordings: Apr 8, Booth Materials: Apr 8, Marketing: Apr 15, Poster Submissions: Apr 24



May

MAY 1	 National Space Day - Marketing Due: 4/24/2026
MAY 6-8	 Cannabis Science Conference 2026, Kansas City, MI
MAY 12-16	 American Society of Gene and Cell Therapy (ASGCT) 2026, New Orleans, LA
MAY 13	 Precision Medicine: Genomics, Genetics & Molecular Diagnostics Virtual Event Series 2026 - Abstract: Apr 15, Speaker Recordings: Apr 22, Booth Materials: Apr 22, Marketing: Apr 29, Poster Submissions: May 8
MAY 27-28	 Future Labs Live 2026, Basel, Switzerland
MAY 29-31	 American Society of Clinical Oncology (ASCO) 2026, Chicago, IL





June

JUN 4-8	 American Society for Microbiology (ASM) 2026, Los Angeles, CA
JUN 6-10	 CYTO 2026, West Palm Beach, Florida
JUN 7-11	 American Society for Mass Spectrometry (ASMS) 2026, Baltimore, MD
JUN 8	 World Oceans Day - Marketing Due: 6/1/2026
JUN 13-16	 European Human Genetics Conference (ESHG) 2026, Gothenburg, Sweden
JUN 22-25	 BIO International Convention 2026, San Diego, CA
JUN 23	 International Women in Engineering Day (INWED) - Marketing Due: 6/15/2026
JUN 30	 Asteroid Day - Marketing Due: 6/22/2026

July

July 20	 National Moon Landing Day - Marketing Due: 7/10/2026
July 26-30	 Association for Diagnostics & Laboratory Medicine (ADLM) (Formerly AACC) 2026, Anaheim, CA










August

AUG 1-31	 National Immunization Awareness Month - Marketing Due: 7/24/2026
AUG 16-20	 American Chemical Society (ACS), Washington, DC
AUG 24	 National Pluto Demoted Day - Marketing Due: 8/14/2026
AUG 31-SEP 3	 International Symposium on Electromagnetic Compatibility (EMC) 2026, Prague, Czech Republic











September

SEP 2	 Microbiology Virtual Event Series 2026 - Abstract: Aug 5, Speaker Recordings: Aug 12, Booth Materials: Aug 12, Marketing: Aug 19, Poster Submissions: Aug 28
SEP 7	 Labor Day - Marketing Due: 8/28/2026
SEP 16	 Cell Biology Virtual Event Series 2026 - Abstract: Aug 19, Speaker Recordings: Aug 26, Booth Materials: Aug 26, Marketing: Sep 2, Poster Submissions: Sep 11
SEP 30	 Cancer Research & Oncology Virtual Event Series 2026 - Abstract: Sept 2, Speaker Recordings: Sept 9, Booth Materials: Sept 9, Marketing: Sep 16, Poster Submissions: Sep 25




October

OCT 4-10	 World Space Week - Marketing Due: 9/25/2026
OCT 5	 World Habitat Day - Marketing Due: 9/28/2026
OCT 7	 Cancer Research & Oncology Virtual Event Series 2026 - Abstract: Sep 9, Speaker Recordings: Sep 16, Booth Materials: Sep 16, Marketing: Sep 23, Poster Submissions: Oct 2
OCT 18-24	 National Chemistry Week - Marketing Due: 10/9/2026
OCT 14	 Cell & Gene Therapy Virtual Event Series 2026 - Abstract: Sep 16, Speaker Recordings: Sep 23, Booth Materials: Sep 23, Marketing: Sept 30, Poster Submissions: Oct 9
OCT 20-24	 American Society for Human Genetics (ASHG), 2026, Montreal, QC
OCT 21	 CRISPR Virtual Event Series 2026 - Abstract: Sep 23, Speaker Recordings: Sept 30, Booth Materials: Sept 30, Marketing: Oct 7, Poster Submissions: Oct 16
Oct 25-29	 American Association for Laboratory Animal Science (AALAS) 2026, Houston, TX
OCT 31	 Halloween - Marketing Due: 10/23/2026

November

NOV 8	 National STEM/STEAM Day - Marketing Due: 10/30/2026
NOV 10	 World Science Day for Peace and Development - Marketing Due: 11/2/2026
NOV 10-14	 Association for Molecular Pathology (AMP) 2026, Seattle, WA
NOV 11	 Veteran's Day (US) - Marketing Due: 11/3/2026
NOV 11	 Clinical Diagnostics & Research Virtual Event Series 2026 - Abstract: Oct 14, Speaker Recordings: Oct 21, Booth Materials: Oct 21, Marketing: Oct 28, Poster Submissions: Nov 6
NOV 14-18	 Society for Neuroscience (SFN) 2026, Washington, D.C.
NOV 18	 LGBTQ+ STEM Day - Marketing Due: 11/11/2026
NOV 23	 Fibonacci Day - Marketing Due: 11/16/2026
NOV 26	 Thanksgiving Day (US) - Marketing Due: 11/19/2026
NOV 30	 Cyber Monday - Marketing Due: 11/23/2026

December

DEC 7-13	 Computer Science Education Week - Marketing Due: 11/30/2026
DEC 12-16	 American Society for Cell Biology (ASCB) and European Molecular Biology Organization (EMBO) 2026, San Diego, CA
DEC 31	 New Years Eve - Marketing Due: 12/16/2026

Third Party Emails

Leverage Labroots’ highly engaged opt-in email list to promote your product or service directly to a targeted scientific audience.

How it works

- Use our comprehensive Audience Selection form to target your audience based on geographic segment, work sector, specialty, job function, and our extensive keyword database.
- For the email content, you can either provide a ready-made HTML or .txt file with the HTML code, or content and an image, and we can custom build your email.
- A member of Labroots’ marketing team will create and share a test email with you for approval.
- Once approved, your email will be scheduled for deployment on the chosen date.

One Labroots Third-Party Email includes:

- One Third-Party Email distributed to purchased bucket size
- Detailed Analytic Report including open rates, click rates, and specific clicks by URL



Emails/Day*

340,000+

Emails/Week*

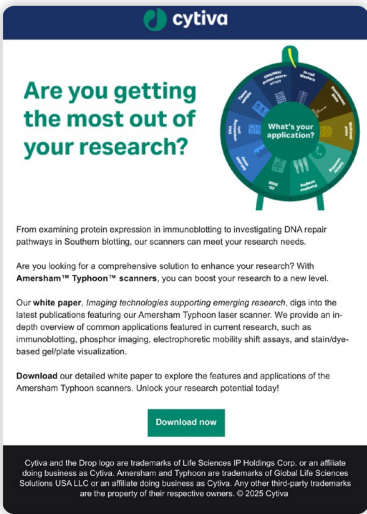
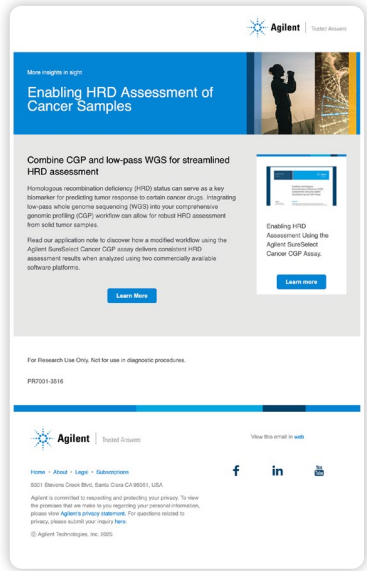
2.41 M

Emails/Month*

9.66 M

Average Open Rate*

20.9-25.1%



* Our database is now more powerful than ever—focused exclusively on engaged, active users—ensuring your campaigns reach the right audience for maximum impact.

Scientific Product Listings

When you purchase company product listings, you’ll receive a dedicated company page that is fully SEO-optimized to boost your search visibility online. Your product listings will also be promoted through Labroots newsletters and featured across our social media channels, giving your brand greater reach and exposure.*

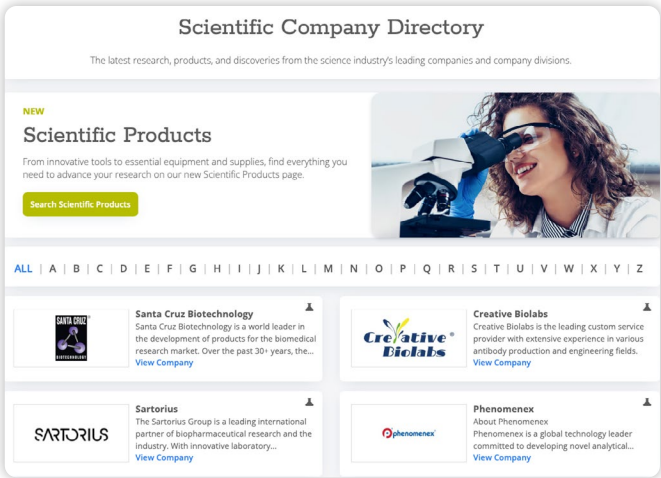
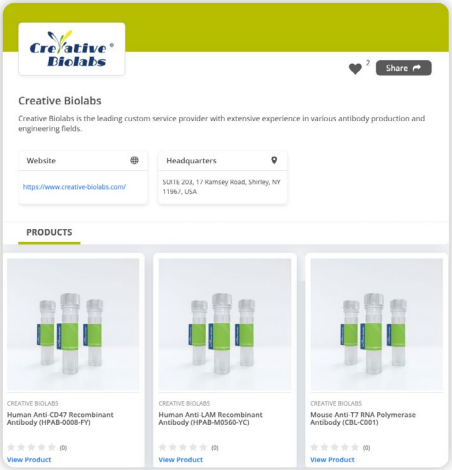
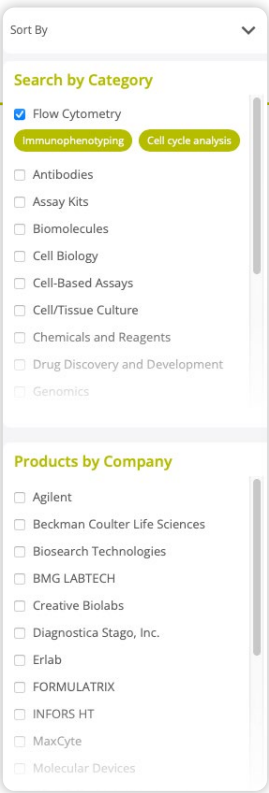
*Company pages include all Labroots purchased products such as webinars, virtual events, eBooks, sponsored content, and now product listings.

How it works

- Once purchased, a member of the Labroots marketing team will reach out to you with a list of instructions highlighting what is needed to get your products up on the website.
- Once the materials are coordinated, the Labroots team will work to get everything up in the database and run the product listings by you for your approval.
- Once approved, the products are pushed live, and we begin to coordinate the monthly social media posts. (Your newsletter inclusion is automatic).

Included in Scientific Product listings

- Option of gated button, gated supporting documents, or both
- Real-time lead emails
- Product listing reports (monthly)
- Social media posts (monthly)
- Product listing highlights in newsletters (category dependent)
- NEW Inclusion in our Company Products newsletter sent to an interested and opted-in subscriber base



Digital Advertising

Podcasts with Labroots

Amplify your brand visibility with Labroots podcasts. Our podcasts let you create engaging audio content that showcases scientific innovations and industry leadership.

How it works

- Fill out the Podcast Content Form with episode details.
- Sponsored: submit pre-recorded content.
- Custom: collaborate with our team to plan and produce.
- Kick-off call scheduled within 3 business days.
- Custom: outline structure and recording schedule.
- Custom: editing with intros/outros and polish.
- Approve the final edited version.
- Episode published and promoted across platforms,

Sponsored Podcasts

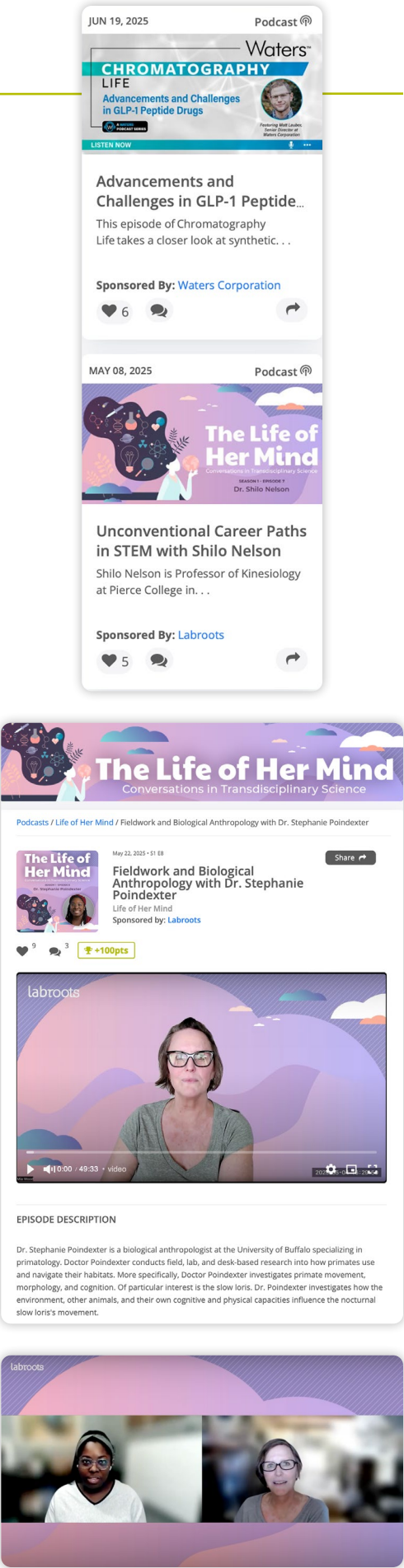
For clients who have ready-to-use audio or video files, Sponsored Podcasts offer an easy way to distribute and promote your content to a targeted audience across multiple platforms, supported by Labroots’ extensive marketing efforts.

Custom Podcasts

Custom Podcasts are the perfect solution for those seeking full creative and production support. Labroots collaborates with you to produce high-quality episodes from concept to completion, ensuring your podcast aligns with your brand and engages your target audience.

Marketing Package (per episode)

- Two promotional emails (sent bi-weekly)
- One Organic LinkedIn Post on Labroots Main Page
- Two Facebook Organic Posts
- Two X Organic Posts
- MPU Website Banner running for 1 month
- Inclusion in Labroots General & Category newsletters
- Detailed bi-weekly reports will include metrics such as total listens/downloads, listener trends, platform-specific data, and engagement statistics.



The Digital Media Trial

\$9,500

Target your audience with ease! This package offers a sampling of digital products, allowing you to explore which Labroots options provide the best ROI for your company and campaign.

The Digital Media Trial Includes:

- 1 Banner Ad for 1 Month
- 5 Newsletter Sponsorships
- 1 Email Blast to 10K Recipients
- 5 Social Media Posts
- 3 Sponsored Articles

Trial packages are available for new clients only.



Banner Advertising

 Labroots has over 20 million annual views* - harness them!

Banner ads on Labroots offer a cost-effective, high-impact way to showcase your products and services. With premium placement across our website, your brand will be seen by a highly engaged, targeted scientific audience driving both visibility and conversions.

How it works

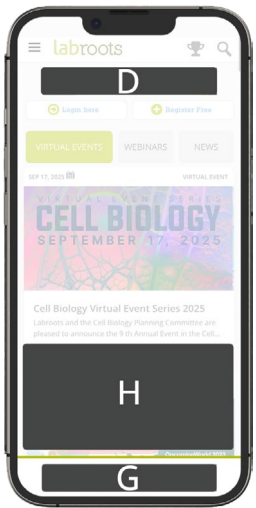
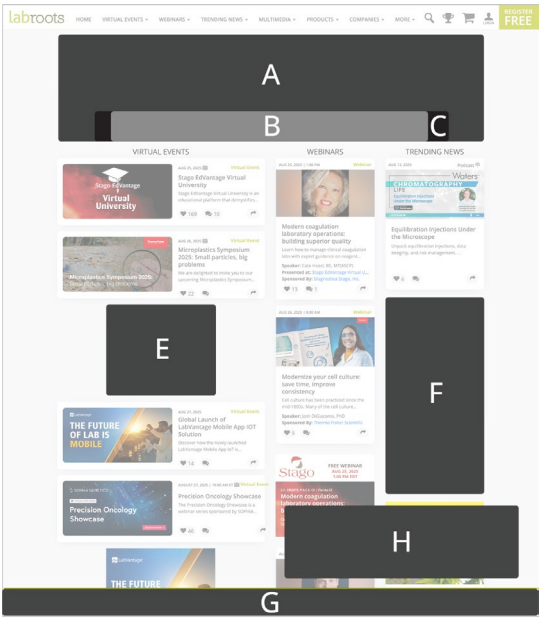
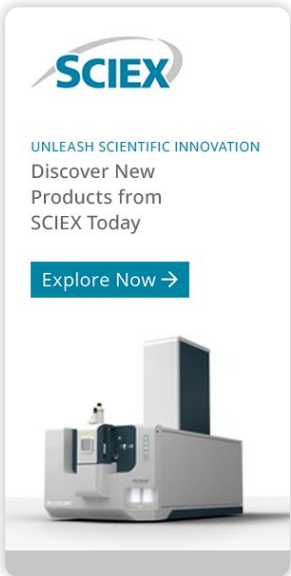
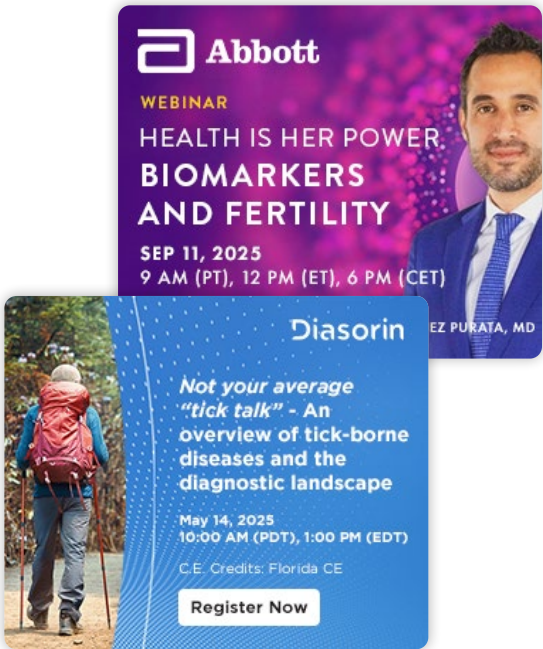
- Select from a variety of sizes to fit various placements and needs, ensuring optimal visibility for your campaign.
- Choose the start date and duration for your banner ad to maximize its impact.
- Provide the necessary creative files and the click-through URL for your banner ad.

Banner Format Options

- **Image:** Requires a GIF, JPG, or PNG file. 72 DPI, <1MB.
- **Third party:** Uses a custom HTML/JavaScript snippet from a third-party ad server (for “run of site” only).” Certain parameters within third-party tags prevent us from guaranteeing a certain number of impressions.
- **HTML5:** An animated HTML5 creative requires GIF, JPG or PNG files. Animations should rotate no more than eight times, 20 sec animation.

One Labroots Banner Ad includes:

- **Geography:** Reach users in specific countries, regions, or states
- **Date/time**
- **Number of impressions**
- **Reporting:** Includes data from the Labroots ecosystem where the banner ad was displayed.



Eight Different Sizes to Choose From:

- **A. Billboard – 970x250** (25K imp): Make a big statement with our biggest size available. Displays on the top portion of the Labroots website, below the mega menu.
- **B. Leaderboard – 728x90** (50K imp): Appear throughout all our pages. Also displays on the top portion of the Labroots website and is a smaller but very visible ad.
- **C. Super Leaderboard – 970x90** (50K imp): Displays on the top portion of the Labroots website, but bigger with a little more impact.
- **D. Mobile Ad – 320x50**: It comes with your Leaderboard and billboard placements. It's an important creative to have. Some screens cannot automatically adapt to regular Leaderboard banner ads, so by having the Mobile Ad version, we can assure everyone will see your ad, regardless of what kind of device they're using.
- **E. MPU – 300x250** (100K imp): Our most common ad is displayed in different areas across the Labroots website and can be great eye-catchers while users are scrolling through and looking for specific content.
- **F. Half-Page – 300 x 600** (50K imp): This ad placement is a tall and slim rectangle, perfect for grabbing users' attention as they scroll through content on the Labroots website, with ample space to showcase your brand or product.
- **G. Anchor Overlay – 960 x 45** (25K imp): Maximize the impact of your banner ad with an Anchor Overlay ad. This creative option displays at the bottom portion of the Labroots website and stays fixed as users scroll, making it more engaging and memorable for users.
- **H. Pop Up – 1200 x 600** (25K imp): Boost your brand's visibility with a pop-up ad. Displayed on Labroots most popular pages, these ads capture attention ensuring your message reaches all visitors. Customize your title, description, and call to action fields.

Text Ads

- **Font:** 14px; Open Sans or Helvetica, 600 Weight (Medium)
- **Colors:** Title #b6bd00 (Green); Description #666666 (Gray)
- **Characters:** 55-60 Total (Title + Description + Spaces)

Text Ad Example:

Drug Discovery 2026! - Event Begins Feb 21st, Sign Up Now!

Sponsored Content



Average Shares

13

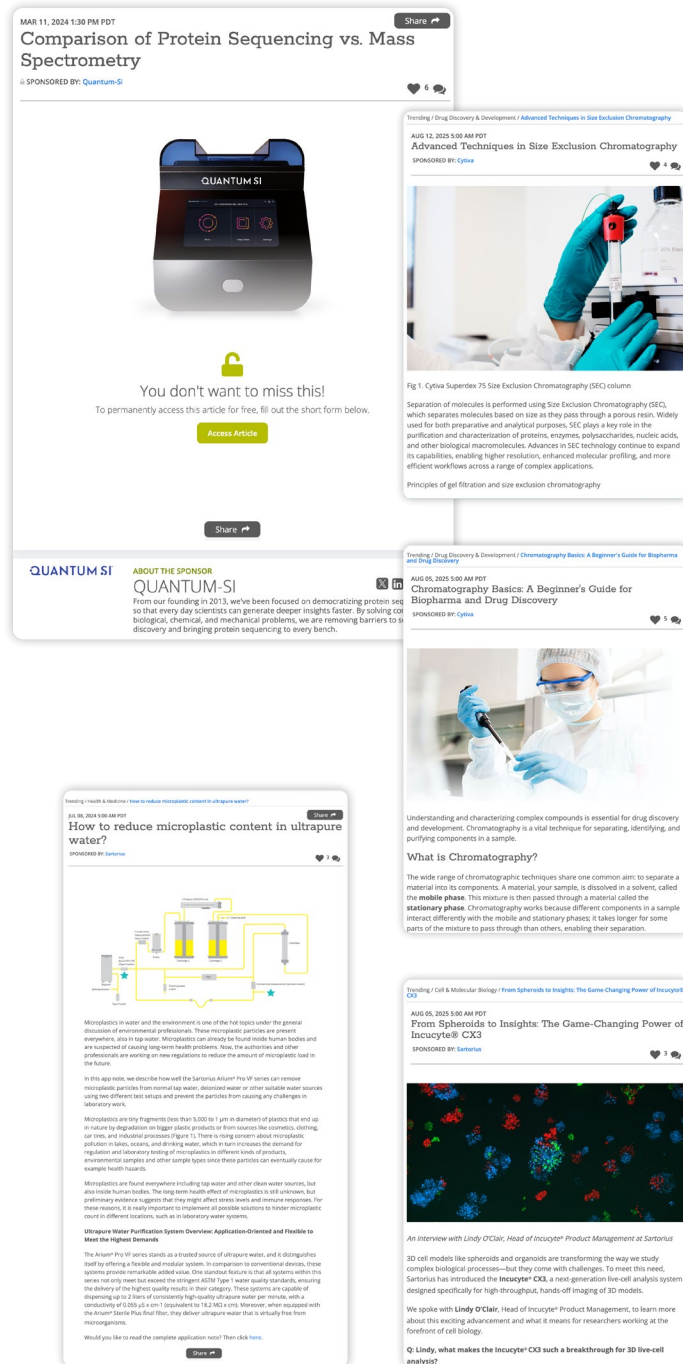
Sponsored content allows your branded message to engage with a new audience in a familiar and trusted environment. These articles offer a strategic opportunity to enhance the visibility of your company and products.

How it works

- Fill out our Sponsored Content Form to gather the necessary information for a successful Labroots Trending News article.
- Within 1-3 days, a member of the Labroots marketing team will send you the article link for approval.
- Once approved, your article will be scheduled for deployment on the decided date and shared in the relevant newsletters and on the corresponding Labroots social media pages.

One Sponsored Content post includes:

- One article (provided by you) shared on Labroots Trending News, with detailed company information shown as the “author”, and up to eight in-article links
- Distribution in our general and three category-specific email newsletter
- Distribution on Labroots and three category-specific social media pages.
- Article and/or infographic housed on Labroots.
- One detailed report sharing article views, likes, shares, email newsletter dates, and social media promotion links.



Rich Content Campaign

**Kick back, relax, and
let Labroots create
your content.**

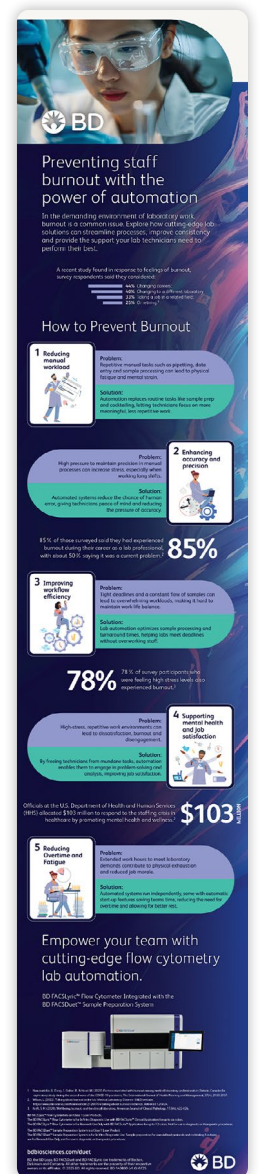
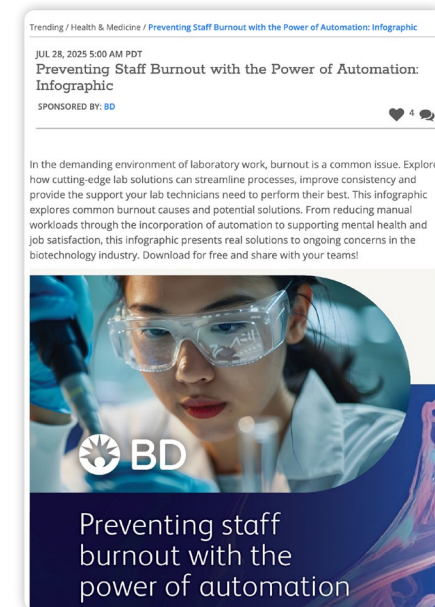
Collaborate with the Labroots team to create high-quality branded content just for you. This is a unique opportunity for companies looking to develop customized content crafted by industry professionals. Utilize Labroots' database of users by sharing an article or infographic, written and designed by the Labroots team, in the Trending News section of the website. Crafted to resonate with your target audience, this content will promote your company as an industry leader and garner new leads.

How it works

- Fill out our Rich Media Content Form to provide the necessary information.
- Within 3 business days, a Labroots team member will confirm receipt, schedule a kick-off call, and begin production.
- Once approved, your content will be scheduled for deployment, shared in newsletters, and promoted on Labroots' social media.

One Labroots Rich Media campaign includes:

- 1,500-word article and/or an infographic written by one of our specialist science writers and designed by a member of our creative design team.
- PDF of the article and a full-bleed print version.
- Assistance in storyboarding and creating an informative video.
- 468x60 banner ad in 3 trending newsletters.
- Distribution in General and three category-specific email newsletters.
- Five Social Media posts.
- Article and/or infographic housed on Labroots.
- Detailed report sharing article views, likes, shares, email newsletter dates, and social media promotion links.



Gated Sponsored Content

Gated Sponsored Content is a great way to generate high-quality leads.

Generating leads through sponsored content is now more effective than ever with Labroots gated sponsored content. By placing a lead form in front of your content, you can leverage Labroots’ extensive audience to gain valuable insights into potential clients. This innovative approach not only increases your brand exposure but also helps you connect with high-quality leads.

How it works

- Fill out our Sponsored Content Form to gather the necessary information for a successful Labroots Trending News article.
- Within 1-3 days, a member of the Labroots marketing team will send you the article link for approval.
- Once approved, your article will be scheduled for deployment on the decided date and shared in the relevant newsletters and on the corresponding Labroots social media pages.
- After the article goes live you will receive three detailed leads reports at 2-, 4-, and 6-weeks.

Trending / eBooks / AI in Pharma R&D: Smarter Data, Faster Decisions

AI in Pharma R&D: Smarter Data, Faster Decisions

SPONSORED BY: Sage Sciences

MAY 15, 2025 12:18 PM PDT

Unlock White Paper

You don't want to miss this!

To permanently access this White Paper for free, fill out the short form below.

R&D teams face growing challenges managing complex clinical and lab data. Fragmented systems limit lab data integration, slow down workflows, barriers to collaboration and compliance.

Reshape from Sage Sciences, discover how AI-powered lab platforms enable transformation—helping unify data, streamline decision-making, and accelerate development. Learn how advanced informatics tools are reshaping biopharma R&D by efficiencies and driving regulatory success.

Learn:

- How fragmented data impacts drug development timelines and compliance.
- What AI-powered lab platforms offer beyond traditional LIMS and ELNs
- Practical strategies for integrating diverse data sources in R&D
- Key capabilities that support faster, more informed decision-making

Trending / eBooks / Alzheimer's Disease Pathway [Infographic]

Alzheimer's Disease Pathway [Infographic]

SPONSORED BY: Abcam

AUG 01, 2025 2:22 PM PDT

Unlock Infographic

You don't want to miss this!

To permanently access this Infographic for free, fill out the short form below.

Alzheimer's disease is a complex neurodegenerative disorder characterized by the accumulation of amyloid plaques and neurofibrillary tangles in the brain. This infographic illustrates the key components and pathways involved in the disease process, from genetic factors to clinical symptoms.

labroots

How Virtual Conferences Help Save the Planet

1 Visit the article

labroots

You're almost there!

2 Fill out the form

labroots

3 Unlock the article

labroots

4 Enjoy!

labroots

Trending News

5 Enjoy!

labroots

6 Enjoy!



20-40 leads
Report 1 (typically 2 weeks)



40-60 leads
Report 2 (typically 4 weeks)



60-100 leads
Report 3 (typically 6 weeks)

One Labroots Gated Sponsored Content post includes:

- Gated content (provided by you) housed on the Labroots site and shared on Labroots Trending News, with detailed company information shown as the “sponsor”, and up to eight in-article links.
 - Content examples include articles, infographics, application notes, white papers, or preconstructed eBooks.
- Name, email address, phone number, and dates accessed reader information are automatically collected (physical address available upon client request).
- Up to 3 additional customizable form questions.
- Distribution in three General and three category-specific email newsletters three times over six weeks.
- Distribution on Labroots and three category-specific social media pages three times over six weeks.
- Detailed report sharing article views, likes, shares, email newsletter dates, and social media promotion links.
- 3 Gated reports including name, email address, phone number, dates accessed, and custom question responses (reports offered at 2-, 4-, and 6-weeks).

Trending / eBooks / WGS for rare disease diagnosis [eBook]

WGS for rare disease diagnosis [eBook]

SPONSORED BY: illumina

CLARITY WITH GENOMES

Whole-genome sequencing for rare disease diagnosis

Amir Alami Tayson, PhD, FACMG
Al Jella Children's Specialty Hospital
Mohammed Bin Rashid University

Unlock eBook

You don't want to miss this!

To permanently access this eBook for free, fill out the short form below.

Whole-genome sequencing (WGS) can help doctors pinpoint the cause of undiagnosed genetic disorders which may help reduce costs and improve clinical outcomes.

The most comprehensive test for rare disease. Our eBook describes:

- the value of genomics for rare disease
- how WGS offers the highest likelihood of finding a diagnosis
- how to understand a WGS report
- projects to evaluate the clinical and economic effect of WGS

ABOUT THE SPONSOR ILLUMINA

illumina®

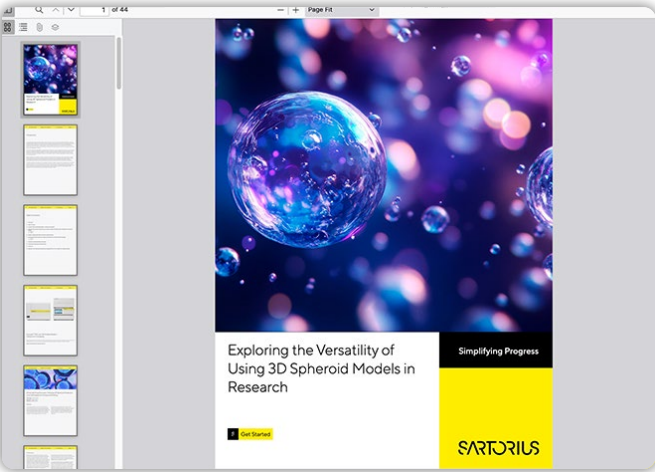
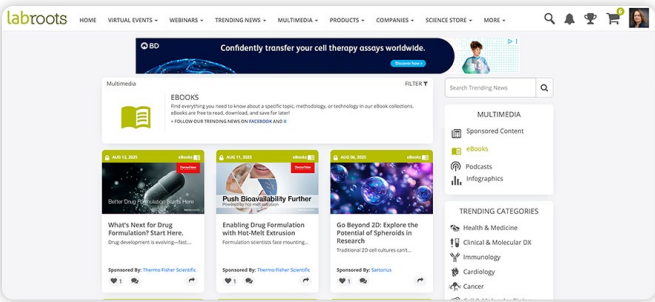
illumina is a leading developer, manufacturer, and marketer of life science tools and integrated systems dedicated to making genomics useful for all. Innovating at the intersection of technology, biology, and health, we are reimagining what's possible for human health and the health of our planet, including how diseases are discovered, detected, diagnosed, and treated. We provide sequencing innovations that are enabling researchers and clinicians to usher in the future of personalized medicine.

eBooks

Whether we write it, or you do, eBooks are a unique way to share your long-form downloadable content to a targeted Labroots audience of your choosing.

How it works

- Fill out our eBook Preference Form with the information needed to create a successful eBook on the Labroots site.
- Within 3 business days a member of the Labroots team will confirm receipt of your form, schedule a kick-off call, and begin coordinating the design and production of your eBook.
- A highly collaborative project, once the final product is approved, the eBook will be launched on our website and available for download.

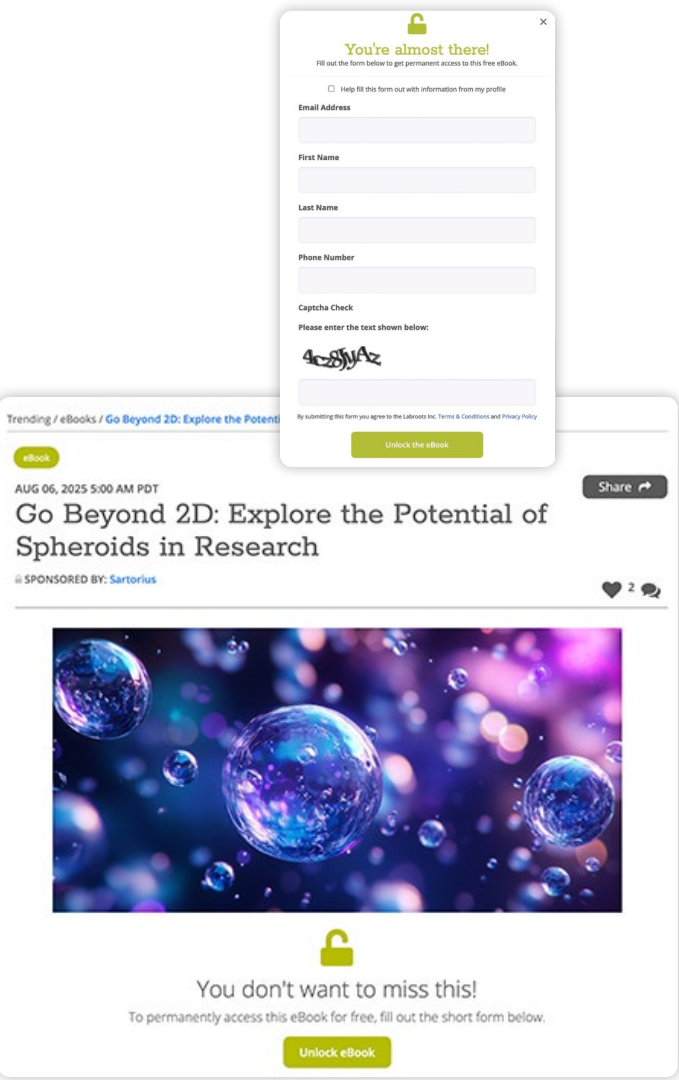


Sponsored eBooks

You provide the content (any desired copy and imagery) on our eBook Preference Form, we turn it into something comprehensive and cohesive that will live on the Labroots site. It's that simple!

Sponsored eBooks include:

- **One Gated eBook:** Materials are provided by you. The eBook is shared on Labroots Trending News and pinned to the top. The eBook will include detailed company information shown as the "author."
- **Lead Generation:** Lead gather through custom required fields to access the downloadable eBook (name, email address, etc.).



Custom eBooks

Let Labroots create your eBook's content for you. After filling out the eBook Preference Form and gathering all of the necessary information needed to create a successful eBook, the Labroots team will begin writing the content. Periodic meetings will be set up to ensure the brand messaging is aligned with your vision, and content is approved as it is written.

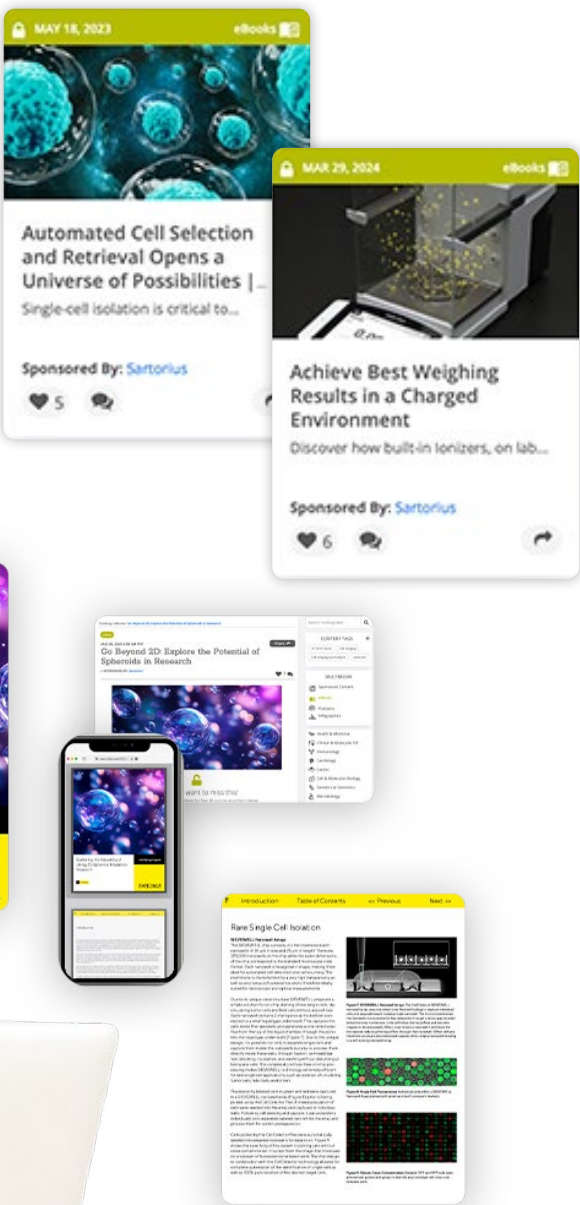
Custom eBooks include:

- **One Gated eBook:** The content is written by the Labroots team. The eBook is shared on Labroots Trending News and pinned to the top. The eBook will include detailed company information linked in the authorship attribution.
- **Lead Generation:** Lead gather through custom required fields to access the downloadable eBook (name, email address, etc.).



Marketing Package

- One Facebook Ad on Labroots Main Page
- Three Facebook Organic Posts
- Three X Organic Posts
- One LinkedIn Organic Post on Labroots Main Page
- Email Blasts x 2 (20,000 cap)
- Newsletter Postings (Three Category Newsletters + One Trending Newsletter)



Newsletter Advertising

Be the exclusive sponsor of a Labroots Trending Newsletter!

Labroots offers subscribers more than a dozen content-specific newsletters covering everything from Cardiology to Cannabis Sciences, Space & Astronomy to Clinical & Molecular Dx, and more! Category-specific trending newsletters feature the latest news and research within a specific category, while the General Trending Newsletter delivers the top science news and information across all categories. In addition to science news, the Webinars & Virtual Events Newsletter keeps our audience aware of upcoming webinars and virtual events, as well as those recently available for on-demand viewing.

Promoting an event or webinar?

Labroots Webinars & Virtual Events Newsletter (WAVE) reaches more than 140,000 recipients - and promotes all our anticipated virtual learning opportunities.

How it works

- Maximize your impact by sponsoring Labroots Newsletters. Your banner ad—whether a static image or animated GIF with an embedded URL—will be featured at the top of each email. For even greater visibility, enhance your presence with an Advertorial Ad, which allows you to promote a customized graphic, title, and description alongside trending news articles for highly targeted reach.
- Whether it's a product, event, or company you're promoting, by selecting your desired newsletter category, promoting in the Labroots General Newsletter, or in the Labroots WAVE Newsletter, you'll be reaching thousands of people within your target audience.

Advertorial newsletters allow you to include an image, title, and description of your content at the top of any category newsletter, along with a link of your choice!

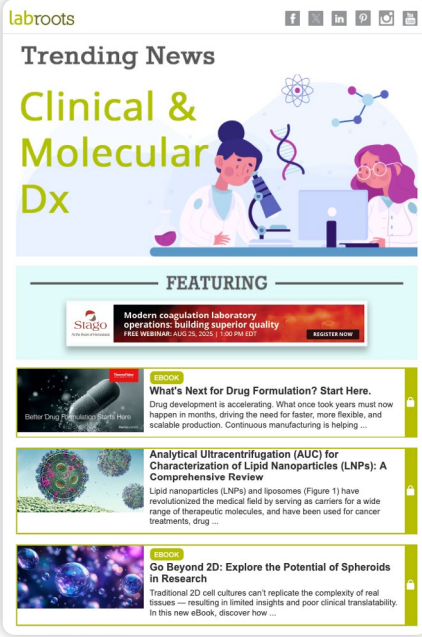
* Our database is now more powerful than ever—focused exclusively on engaged, active users—ensuring your campaigns reach the right audience for maximum impact.

17.8%
Average Open Rates*

10.7%
Average CTR Newsletter

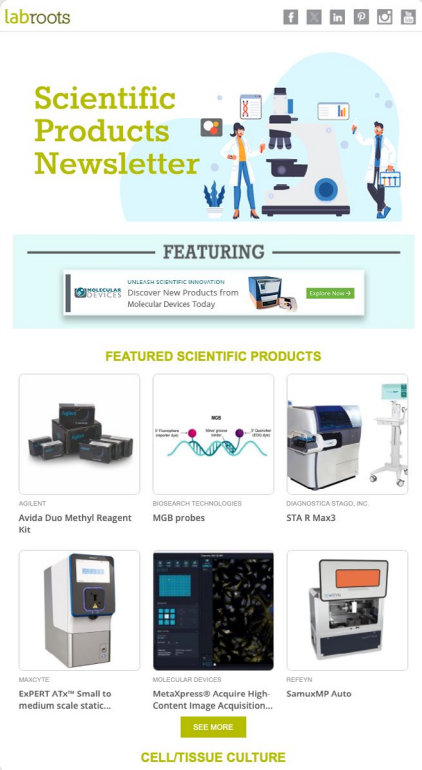
140,762
Webinars & Virtual Event
Newsletter Subscribers

137,632
General Trending
Newsletter Subscribers



Category-Specific Trending Newsletters

Categories (Day):	Subscribers
Earth & Environment (S)	6,538
Space & Astronomy (S)	5,286
Microbiology (W)	25,497
Cardiology (F)	12,160
Cancer Research & Oncology (W)	31,877
Genetics & Genomics (T)	31,750
Technology (SU)	17,542
Neuroscience (T)	17,719
Cell & Molecular Biology (M)	40,124
Immunology (TH)	25,879
Plants & Animals (SU)	12,766
Clinical & Molecular Diagnostics (TH)	33,638
Health & Medicine (M)	29,123
Chemistry & Physics (F)	18,763
Drug Discovery & Development (W)	30,956
Cannabis Sciences (F)	7,257
Scientific Products (W)	1,990



Newsletter Banner Ad Metrics

0.56%
Average CTR
General Trending Newsletter

0.67%
Average CTR
Category Specific Newsletter

Advertorial Ad Metrics

3.5% - 4%**
Average CTR - General and Category
Specific Newsletters

** Please note that this is a newly introduced product, and this section will be updated as further testing and data analysis are conducted.

Social Media Campaigns

With over 2.54 million followers across topic-specific channels, Labroots offers advertisers a direct line to a highly engaged scientific community.

How it works

- You will be asked to fill out our Social Media Preference Form, gathering all the necessary information needed to create a successful Labroots social media post.
- A member of the Labroots marketing team will create and share social post proof for approval.
- Once approved, your post will be scheduled for deployment on the decided date.

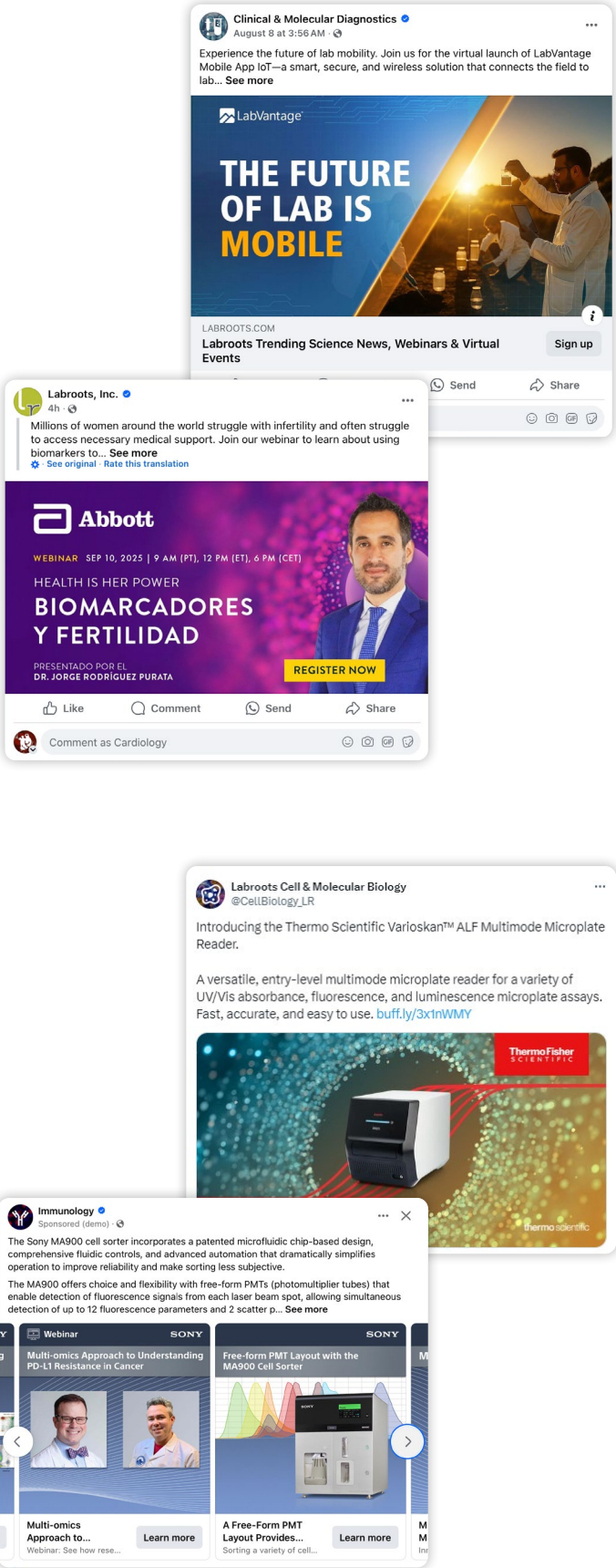
One Labroots Social Media post includes:

- One Facebook Ad
- One Facebook Organic Post
- One X Organic Post
- One LinkedIn Organic Post on Labroots Main Page
- Detailed Analytic Report including reach, likes, shares, and link clicks

Upgrade to a Carousel Ad

Carousel ads can be a great resource to showcase multiple images (speakers, products, upcoming events, etc.) with detailed information under each image, including headlines, link descriptions, and image specific URLs on Facebook.

- 3-10 images
- General post text
- URLs, headlines, and link descriptions specific to each image



2.54+ M
Total Followers

6,345
Average Reach*

10,964
Average Impressions*

83
Average Link Clicks*

**Based on averages from client Facebook ads*

Pages*				
Labroots	225K	12.3K	13.2K	38K
Science Rocks	493K	2.9K		
Earth & Environment	61K	1.5K		
Space & Astronomy	160K	2.5K	351	
Microbiology	260K	6.5K	6.1K	
Cardiology	60K	4.5K		
Cancer Research & Oncology	125K	6.5K	4.6K	
Genetics & Genomics	110K	4.5K	95K	
<i>Largest Genetics & Genomics group on LinkedIn</i>				
Technology	160K	6K		
Neuroscience	160K	4.3K	6.5K	
Cell & Molecular Biology	240K	5K		
Immunology	85K	4.3K	6.1K	
Plants & Animals	70K	2K		
Clinical & Molecular Dx	60K	2K	1.2K	
Health & Medicine	35K	1.5K		
Chemistry & Physics	112K	3.5K		
Drug Discovery & Development	6K	3K	118	
Cannabis Sciences	20K	1.5K	20	

**Follower numbers updated September 2025*

Rate Card

Custom Virtual / Hybrid Events

All Custom Virtual Events Include:

Virtual Event Venue <ul style="list-style-type: none">• Microsite/Reg Page• Lobby/Entry Point• Auditorium• Lounge	Webinars (1-3 Max) Production Support License Hosting
Three Animated Avatars <ul style="list-style-type: none">• <i>Up to three (3) client-created animated avatars (meeting required specifications) can replace the three (3) Labroots avatars included in a standard CVE contract.</i>	

Scheduled Virtual/Hybrid Event	\$23,500
---------------------------------------	-----------------

1-2 Day Event & 12 Months On-Demand (Typical).
Less \$10,000 with no marketing.

Additional Venue Spaces

- Exhibit Hall (Up to 5 virtual booths) OR Resource Center
- Help Desk

Additional Webinars	\$5,000
----------------------------	---------

(Studio costs covered by sponsor)

Marketing

- Email Blasts x 5 (20,000 cap each)
- Social Media x 5 (Facebook & X), x1 (LinkedIn)
- Banner Ad x 1 month
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

Persistent Virtual Event	\$5,000
---------------------------------	----------------

\$5,000 + Webinar Pack of Choice

An ongoing event that runs for 12 months. This option is recommended if you plan to add additional Webinar Presentations or Product Launches.

Webinar Packs

• Single Webinar	\$14,500
• 2 Pack Webinars (\$10,000 each)	\$20,000
• 3 Pack Webinars (\$9,000 each)	\$27,000
• 5 Pack Webinars (\$8,000 each)	\$40,000
• 10 Pack Webinars (\$6,000 each)	\$60,000
• 20 Pack Webinars (\$5,000 each)	\$100,000

*14 months to use & complete package from date of signed order

Virtual Event Venue <ul style="list-style-type: none">• Microsite/Reg Page• Lobby/Entry Point• Auditorium• Lounge• Help Desk• Exhibit Hall (Up to 5 virtual booths) OR Resource Center	Three Animated Avatars <ul style="list-style-type: none">• <i>Up to three (3) client-created animated avatars (meeting required specifications) can replace the three (3) Labroots avatars included in a standard CVE contract.</i> Production Support License Hosting
--	---

Main Event Launch Marketing

- Email Blasts x 5 (20,000 cap each)
- Social Media Posts x 6 (Facebook & X) 1x (Labroots LinkedIn)
- Banner Ad (MPU 300,250) x 1month
- WAVE Newsletter Banner Ad
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

Marketing After Main Event Launch (per Webinar)

- Email Blasts x 4 (20,000 cap each)
- Social Media Posts x 4 (Facebook & X), 1x (Labroots LinkedIn)
- Banner Ad (MPU 300,250) x 1 week
- WAVE Newsletter Banner Ad
- Newsletter Posting & Banner Ad (1 WAVE + 1 Trending Newsletter)

Virtual/Hybrid Symposium	\$19,500
---------------------------------	-----------------

Half day (4 hour) event & on-demand for 12 months. Less \$10,000 with no marketing.

Additional Venue Spaces

- 1 Virtual Booth OR Resource Center

Additional Webinars (Studio costs covered by sponsor)

- 1-2 Webinars \$5,000 Each

Marketing

- Email Blasts x 5 (20,000 cap each)
- Social Media x 3 (Facebook & X), x1 (LinkedIn)
- Banner Ad x 1 Month
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

All Mini Custom Virtual Events Include:

Microsite/Reg Page 1 Webinar Production Support License Hosting Lobby/Entry Point Auditorium Three Animated Avatars	Marketing <ul style="list-style-type: none">• Email Blasts x 5 (20,000 cap each)• Social Media x 3 (Facebook & X), x1 (LinkedIn)• Banner Ad x 1 Month• Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)
<ul style="list-style-type: none">• <i>Up to three (3) client-created animated avatars (meeting required specifications) can replace the three (3) Labroots avatars included in a standard CVE contract.</i>	

Virtual Lab Event	\$17,500
--------------------------	-----------------

2 Hour Event, On-demand for 12 months

Additional Venue Space

- Virtual Lab

Webinar Event	\$17,500
----------------------	-----------------

2 Hour Event, On-demand for 12 months

Additional Venue Space

- Virtual Booth

Additional Options

Customized Microsite Templates	\$150/Hr
Custom Built Microsite	\$1,500
New Microsite (for each persistent event launch)	\$250/Pg
API to Client Registration Page/Site	\$150/Hr
CRM Integration (e.g. Salesforce, Marketo, Eloqua, etc.)	\$150/Hr
Ticketing/Paid Registration Integration	\$2,500
Custom Emails	\$150/Hr
Closed Captioning	Inquire for Pricing
Language Conversion	\$150/Hr
Translation Services	Inquire for Pricing
Hybrid Event, Labroots Staff On-Site	\$150/Hr
Additional Pricing for Webinars	
• Additional Speakers	\$250/Hr/Speaker
• Additional Dry Runs/Practice Calls	\$250/Hr
• Editing	\$150/Hr
• Webinars(No Marketing)	\$1,500
• ChatiConnect (Based on the number of attendees)	\$250-\$750

Additional Days Described as; on Average 8 Hour Day
(Example: Scheduled event includes up to 2 days, anything over charged as extra day)

• Over the 1–2-Day Event	\$1,500/Day
Soft Launch (Event is built and ready to launch early)	
• Live Support Each Day	\$1,000/Day
Additional On-Demand Hosting	\$250/Month
Additional Virtual Booths	\$1,500 Each
Additional Event Spaces	\$500 Each
Custom Spaces	\$1,500
Custom Exhibit Hall and/or Booths	\$1,500
Additional Booth Staff	\$50 Each
Display Ads	\$50
Custom Virtual Lab	\$3,000 Each
Announcements / Marque Messages	\$250
Group/Networking	
• ChatiConnect (Based on the number of attendees)	\$250-\$750
• Zoom Rooms (Per hour & number of attendees):	
• MAX 300 Attendees	\$250/Hr/Session
• MAX 500 Attendees	\$450/Hr/Session
• MAX 1,000 Attendees	\$750/Hr/Session
• 1:1 Video Chat	\$250
• Spatial.chat (2 creative hrs/room)	\$1,500

Poster Hall (PDF & contact information only)	
• Submission Form (managing process)	\$1,000
• 1-50 Posters	\$2,500
• 51-100 Posters	\$4,500
• 100+ Posters	Inquire for pricing
P.A.C.E. Continuing Education	\$2,500
CME Continuing Education	
• Up to 5 sessions, includes certificate	\$4,250
• Additional CMS	\$850/Per

Virtual Learning Courses	\$2,000 Each
Virtual Photo Booth (Up to 3 live days)	\$2,000
• Includes 1,000 Photos, Over 3 Days, and 15 Stickers	
• Every 500 Photos Over the 1,000	\$200
• Each Additional Day	\$250

Social Wall	\$250/Month
Matchmaking	\$1,950
Business Card Sharing	\$100
Gamification (Leaderboard scavenger hunt)	\$2,500
• Custom Gamification	Inquire for Pricing

Surveys (Up to 10 questions, one report)	\$250 Each
Job Fair	Inquire for Pricing
Customized Certificate of Attendance	\$250
Navigation Video (Pricing depends on the creative hrs)	\$1,000
Sizzle Reel (Pricing depends on creative hrs)	\$2,500

One animated, two-minute video. Outline to follow client provided final approval script, video on green screen, and video voice over. On-screen text, image sequencing, emphasis to be noted by the client at start of video design. Two draft reviews and two rounds of edits.

Customized Attendee Guide (Alternative to navigation video)	\$250
Block/Allow Listing	\$250
Entitlements (Emails, Domains, Countries)	\$1,000 Per Instance
508 Compliance and Accessibility (Event wide)	\$750
Entitlements (Emails, Domains, Countries)	\$500/Event
Additional Reports, Creative, and/or Development Work	\$150/Hr
Additional Animated Avatars on File (Per Avatar)	\$50
Custom Animated Avatar	\$350 Each
Additional Registrations	\$2/Registration
Speed Networking	Inquire for Pricing

Virtual Event Series

Virtual Booth Options

Traditional Virtual Booth	\$4,500
----------------------------------	----------------

Custom Virtual Booth + Hotspots	\$5,000
--	----------------

Virtual Lab Exclusive Sponsorship	\$12,500
--	-----------------

- Customized Virtual Lab with Up to 10 Product Images
- Kiosk with Additional Information Such as Literature, Links and Videos
- Unique Virtual Location or Space Added to the Navigation Bar
- Banner Ad Within the Virtual Event
- Webinar
- Two Announcements

Sponsored Webinar

Tracks Speaker	\$5,000 Each
Keynote Speaker	\$7,500 Each

Banners

Lobby (4-5 spots)	\$1,500
Poster Hall (2 spots)	\$1,100
Lounge (4 spots)	\$1,000

Posters

Hosted Posters	\$250 Each
----------------	------------

Carbon Calculator

Sponsorship	\$950 Each
-------------	------------

Briefcase

Pre-populated Content	\$250 Each
-----------------------	------------

Announcements

1-4 Announcements	\$250 Each
-------------------	------------

Virtual Host Lobby Greeting

Lobby Greeting	\$1,250
----------------	---------

Speed Networking

Speed Networking Sponsorship	Inquire for Pricing
------------------------------	---------------------

Rate Card

Webinars

1 Webinar	\$14,500
First Timer Webinar Rate	\$10,000

Webinar Packages

2 Pack Series (\$10,000 ea)	\$20,000
3 Pack Series (\$9,000 ea)	\$27,000
5 Pack Series (\$8,000 ea)	\$40,000
10 Pack Series (\$6,000 ea)	\$60,000
20 Pack Series (\$5,000 ea)	\$100,000

Please contact your sales rep to learn about additional webinar package options.

Webinar Extras

Additional Reporting	\$150/Hr
Extra Prep, Training, Dry Runs	\$250/Hr
Block/Allow Listing	\$1,000
Upgrade your webinars to a Persistent Virtual Event	\$5,000
Webinar Library	\$2,000
Extended On-Demand (gated leads)	
Additional quarter on-demand:	\$250
Additional year on-demand:	\$750

Podcasts

Custom Podcasts

6 Episodes (\$5,000 each)	\$30,000
12 Episodes (\$4,000 each)	\$48,000
Larger Packs	Please Inquire

Sponsored Podcasts

6 Episodes (\$3,000 each)	\$18,000
12 Episodes (\$2,500 each)	\$30,000
Larger Packs	Please Inquire
Editorial Services	\$150/Hr

Trial Packages

WAVE Trial Package

\$19,500

The WAVE Trial Package Includes

- 1 Webinar
- 2 Virtual Events (Get to choose)
- 2 Virtual Event Booths OR 2 Track Speakers OR 1 Virtual Event Booth & 1 Track Speaker

Digital Media & Webinar Trial Package

\$19,500

The Digital Media & Webinar Trial Package Includes

- 1 Webinar
- 1 Banner Ad for 1 Month
- 5 Newsletter Sponsorships
- 1 Email Blast to 10K Recipients
- 5 Social Media Posts
- 3 Sponsored Articles

Digital Media Trial Package

\$9,500

The Digital Advertising Trial Package Includes

- 1 Banner Ad for 1 Month
- 5 Newsletter Sponsorships
- 1 Email Blast to 10K Recipients
 - 5 Social Media Posts
 - 3 Sponsored Articles
- Trial packages are available for new clients only.*

Digital Products

Banner & Text Ads

Billboard 970x250 (25K imp*)	\$3,750/week exclusive
1 Month Rotation	\$4,000/Mo
Super Leaderboard 970x90 (50K imp)	\$3,750/Mo
Leaderboard 728x90 (50K imp)	\$3,250/Mo
MPU 300x250 (50K imp)	\$2,750/Mo
Half-Page 300x600 (50K imp)	\$3,000/Mo
Anchor Overlay 960x45 (25K imp*)	\$4,000/week exclusive
1 Month Rotation	\$5,000/Mo
Pop Up Ad 1200x600 (25K imp)	\$3,750/week exclusive
1 Month Rotation	\$4,000/Mo
Text Ads	\$2,000/Mo

**Minimum impressions for 1 week exclusive banner.*

Newsletters

Ad Size: 468x60 banner

Advertorial Newsletter Ad	\$950
Webinars & Virtual Events Newsletter <i>(Per newsletter, 4 positions)</i>	\$750
General Trending Newsletter <i>(Per newsletter, 1 exclusive position)</i>	\$1,250
Category Specific Trending Newsletter <i>(Per newsletter, 1 exclusive position)</i>	\$750

Emails

HTML Edits	\$550 CPM	\$50/Hr
Email HTML Creation <i>(Assets provided by you)</i>		\$200/Hr

Email Buckets

25,000 Counts:	\$280 CPM	\$7,000
50,000 Counts:	\$250 CPM	\$12,500
100,000 Counts:	\$195 CPM	\$19,500
200,000 Counts:	\$135 CPM	\$27,000
300,000 Counts:	\$111.67 CPM	\$33,500
400,000 Counts:	\$100 CPM	\$40,000
500,000 Counts:	\$95 CPM	\$47,500
750,000 Counts:	\$90 CPM	\$67,500
1,000,000 Counts:	\$85 CPM	\$85,000

Content Campaigns

Sponsored eBooks

\$12,500

One gated eBook shared on Labroots.com

Lead Generation

Marketing

- One Facebook Ad on Labroots Main Page
- Three Facebook Organic Posts
- Three X Organic Posts
- One LinkedIn Organic Post on Labroots Main Page
- Email Blasts x 2 (20,000 cap)
- Newsletter Postings (Three category newsletters + one trending newsletter)

Custom eBooks

Starting at \$17,500

**Speak to your sales rep to discuss pagination*

One gated eBook shared on Labroots.com

Content written by the Labroots team

Lead Generation

Marketing

- One Facebook Ad on Labroots Main Page
- Three Facebook Organic Posts
- Three X Organic Posts
- One LinkedIn Organic Post on Labroots Main Page
- Email Blasts x 2 (20,000 cap)
- Newsletter Postings (Three category newsletters + one trending newsletter)

Sponsored Campaigns

Client written content is reviewed, approved, and posted on the Labroots Trending section. Content is shared on relevant social media pages and sent out in the General Trending Newsletter and relevant Category-Specific Newsletters.

- 1 Article \$1,500
- 1 Video \$1,000

Gated Sponsored Content

\$4,500

- Client Written Article, Infographic, Application Notes, or eBook
- User Must Input Requested Information Prior to Viewing Article
- 3 Lead Reports Provided at 2, 4, & 6 Weeks
- Distributed in Corresponding Category Social Media Pages & Newsletters
- Article Housed on Labroots.com Website

Editorial Services for Sponsored & Gated Content \$150/Hr

Custom Article Campaign

\$7,500

- 1,500 Word Article Written by a Labroots Author
- PDF of Article and a Full-Bleed Printable Version
- 468x60 Banner Ad in 3 Trending Newsletters
- 5 Posts on Relevant Labroots Social Media Profiles
- Article Housed on Labroots.com Website
- Newsletter Postings (three Category Newsletters + one General Trending Newsletter)

Custom Infographic Campaign

\$9,900

- Infographic Designed by Labroots with Client Content
- Infographic Copy Written by a Labroots Science Writer
- 468x60 Banner Ad in 3 Trending Newsletters
- 5 Posts on Relevant Labroots Social Media Profiles
- Newsletter Postings (three Category Newsletters + one General Trending Newsletter)
- Infographic Housed on Labroots.com Website

Combined Campaign

\$15,000

- Custom Article & Infographic

Social Media

Per Post		\$500
10 Posts	(\$450 ea)	\$4,500
25 Posts	(\$400 ea)	\$10,000
50 Posts	(\$350 ea)	\$17,500
100 Posts	(\$300 ea)	\$30,000

Feature multiple images in a carousel post/ad
*An additional \$150 per post.

Company Product Listings

Products (12 Months)	\$5,000
----------------------	---------



Corporate Headquarters

18340 Yorba Linda Blvd.

Suite 107 PMB 427

Yorba Linda, CA 92886

www.Labroots.com

Labroots provides next generation digital marketing opportunities which allow you to target your message to specific groups of scientists and medical experts. For pricing, custom proposals or general information please contact us at:

Advertise: advertise@labroots.com

Press: press@labroots.com

Marketing: marketing@labroots.com

Production: production@labroots.com

Feedback: feedback@labroots.com

Continuing Education: ce@labroots.com

Support: support@labroots.com

Jobs: jobs@labroots.com

Information: info@labroots.com

Copyright © 2008-2026 Labroots Inc. All rights reserved.