



**rapidmicrobiology**  
focused on microbiology



# Media Kit 2018

*Hit Your Target Audience Every Time with [rapidmicrobiology.com](http://rapidmicrobiology.com)*

*New, Improved Layout for 2018!*



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#### FEATURED PRODUCT AD

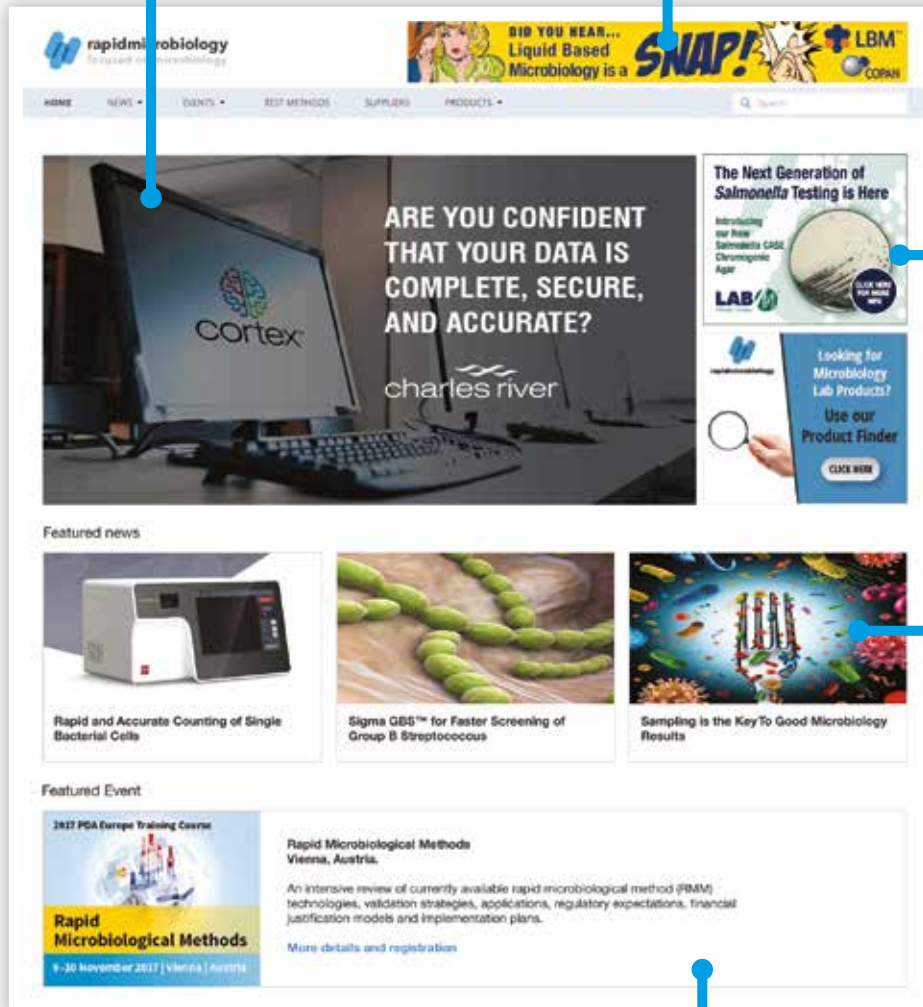
720px x 440px

Large space on the home page and newsletter, gives you room for some great creatives, use for branding and market positioning.

#### HEADER BANNER

728px x 90px

Very prominent position, ideal for product launches and brand awareness



#### MEDIUM RECTANGLE

300px x 250px

Purchase separately or as part of the premium package, use for new products, brand awareness.

#### FEATURED NEWS

Share your PR, whitepaper announcements, contributed content or interviews - these click through to page with full text and Call to Action.

#### FEATURED EVENT

300px x 250px

Draw in attendees to your webinar or seminar.

**rapidmicrobiology.com** is a unique on-line resource for professional microbiologists. We are solely focused on products and services for pharmaceutical, food, clinical, water and veterinary micro labs. Not only do we keep our site visitors up-to-date with the latest in laboratory product news and information, we also help those looking to buy right now identify the best products and suppliers. We are a fully responsive website so your material looks good whether it's viewed on a desktop, tablet or mobile.

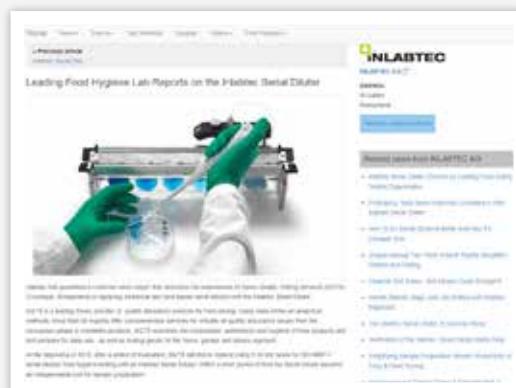
### Start Working on Your Marketing Plan Now



\*As from May 2018, rapidmicrobiology.com will be in compliance with the EU General Data Processing Regulation protecting the personally identifiable information of all EU citizens.

## Featured News

Now with a modern highly visual graphic opportunity at the top of your text, get your latest update out immediately, no need to book in advance, your piece can be on-line and ready for insert in the next available eNewsletter. Material can be a technical or application note, a user story, a whitepaper or a press release. Appears on the home page and also inserted in the eNewsletter with graphic, headline and summary text.



## Run of Site Banner Spaces

Establish your brand with some great looking banners, choose from leaderboard or boom box sizes these not only appear on most site pages they also get an insert in that week's eNewsletter.

**COLLECT, SNAP, RELEASE** — COPAN Liquid Based Microbiology is a **SNAP!**

**Baker Ruskin Launches New Anaerobic and Microaerophilic Workstations**

The Concept range has been designed to maximize productivity of systemized anaerobic or microaerophilic incubation, bringing together a host of brand new features that will deliver immediate benefits in the laboratory.

[View Details](#)

**Labplas Free Trial Offer - New Twirl'Blue Sterile Sample Bags**

Get free samples of Labplas' new Twirl'Blue sterile sample bags, specifically designed for sample collection in the food industry, the blue color increases visibility and bags are suitable for solid, semi-solid and liquid samples - free from RNase, DNase and pyrogens.

[View Details](#)

- Ignore Colonies Inside Fosfomycin IV Inhibition Zone - EUCAST
- Dr. Ray Betts on Shiga Toxin Producing *Escherichia coli* (STEC) in Food
- Streck CE-Marked Kits Detect More than 450  $\beta$  Lactamase Gene Targets
- TECTA-B16 Gets Philippines DoH Approval for Testing Drinking Water
- Which Molecular Test Gives Fastest Time to Result for *Salmonella*?
- See Medical Wire Swab Range at MICROLAB, Dubai
- Low Retention Pipette Tips Deliver Maximum Liquid Recovery
- Morgen BioProducts Launches the New Pulsar III
- 3 in 1 *Salmonella* Test Gives Simple Rapid Screening
- Lonza to Exhibit Innovative Research Solutions at SLAS2017

**The Next Generation of *Salmonella* Testing is Here**

Introducing our New *Salmonella* CASE Chromogenic Agar

**LAB**

[CLICK HERE FOR MORE INFO](#)

**DEDICATED TO DELIVER**

**MAKER**

## Featured Product Ad

New for 2018, is the larger format graphic of the Featured Product Ad, each week we focus on the features and benefits of a particular product or service, this displays prominently on the home page and also gets inserted in the eNewsletter. The large space allows for some great graphics, plus text underneath, giving you space to fully communicate features and benefits.



## Contributed Content

Want to establish your company as the 'go to' solution provider for a particular topic? Contributed content is a way of communicating ideas and thought leadership.



## Interviews

Take advantage of rapidmicrobiology's extensive experience in what makes a good article, by conducting an interview with one of our team, your product specialist can communicate their technical expertise but we handle the tricky writing bit! All text is submitted for your approval before posting on site.





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## Test Method Guides

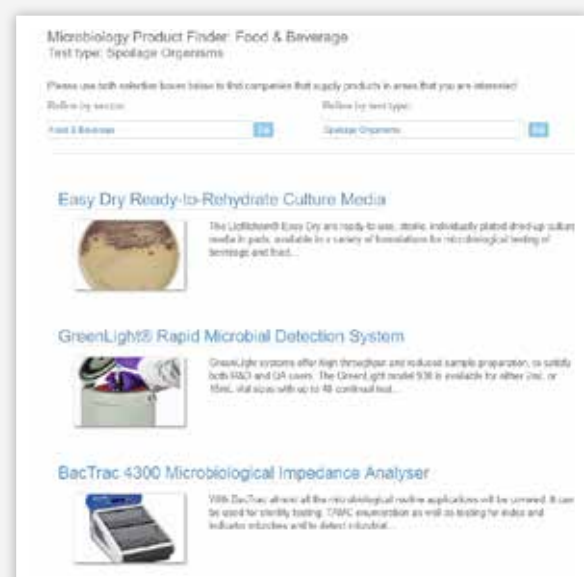
Looking to really target a niche audience? Then our Test Method Guides are focused on particular areas of microbiology testing and are an ideal vehicle to re-inforce your dominance in a area, use the large interactive style graphic to increase brand engagement.



## Product Finder

Laboratories looking to buy now can use our Product Finder to search for suppliers. Search criteria are by sector – food, pharmaceutical, clinical, water or veterinary and then by test type (eg Beer spoilage organisms).

Entry in the Product Finder database is included in our standard, premium and bespoke packages.





## Special Focus Calendar for 2018

Schedule your banner spaces, contributed content, product news to coincide with our special focus calendar.

### 2018

Data Integrity – 9 Jan 2018	Jan	Full and semi-automated microbiology systems – 23 Jan 2018
Swabs – 6 Feb 2018	Feb	
	Mar	Fastest Salmonella Results (for food industry) – 6 March 2018
What's on Show at ECCMID, Madrid – 17 April through to 1 May 2018	Apr	
	May	Beverage Spoilage – 22 May 2018
Endotoxin Testing – 12 June 2018	June	
What's on Show at IAFP, Salt Lake City – 3 July to 27 July 2018	July	Fastest Listeria Results (for food industry) – 31 July 2018
Microbial Air Sampling – 28 August	Aug	
	Sept	
What's on Show at PDA Global Conference on Pharmaceutical Microbiology, Bethesda – 9 Oct through to 23 Oct 2018	Oct	
	Nov	Environmental Monitoring – 20 November 2018
Ready to use Media – 4 Dec 2018	Dec	

## Advertising Packages

**Standard Advertising Package** – This is ideal for the smaller supplier or if you only have a limited product range for microbiology. The standard package will enhance your listing on rapidmicrobiology by displaying your company logo, full details on product range plus links to your website. Package is for any twelve month period and includes up to four Featured News that can be taken at any date to suit your schedule. Also included is up to five product details on our Product Finder listing.

**Premium Advertising Package** – Perfect for medium sized companies, in addition to those benefits of the standard package, this one allows for up to eight Featured News and up to 10 products on the Product Finder listing PLUS four weeks on the run of site Medium Rectangle banner which includes four inserts in the eNewsletter.

**Bespoke Packages** – Maybe neither of these are quite right for your company, we can prepare a bespoke package for you based on your marketing objectives and budget.

	STANDARD PACKAGE	PREMIUM PACKAGE	BESPOKE PACKAGE
Enhanced listing	✓	✓	✓
Featured News	up to 4	up to 8	you choose
Product Finder	5 products	10 products	you choose
Medium Rectangle Banner	extra	4 weeks	you choose
Leaderboard Banner	extra	extra	you choose
Featured Product Ad	extra	extra	you choose
Contributed Content	✓	✓	✓
Featured Event/Webinar	up to 4	up to 8	you choose
Test Method Banner	extra	extra	you choose
	€1,400 / \$1800 per 12 months	€3,500 / \$4,800 per 12 months	ask for a quote
Interactive Graphic on What's on Show (ECCMID, IAFP, PDA)	plus €700/\$800 per show	plus €700/\$800 per show	plus €700/\$800 per show

Still not sure which is right for you? Get in touch and we'll take you through it!

Give us a call +353 23 8831884 or [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com)



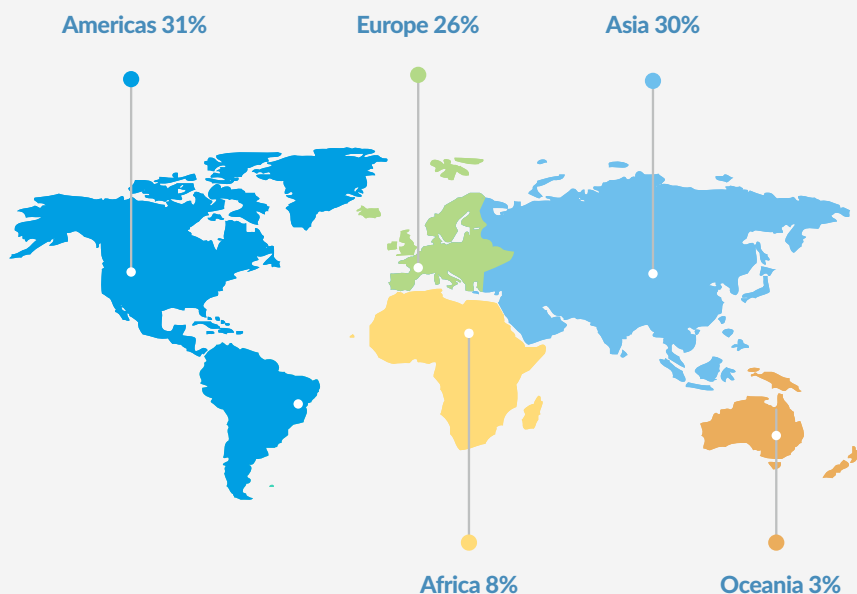
## Who's Advertising on rapidmicrobiology.com?

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3M Food Safety	Lonza Pharma&Biotech - Bioscience Solutions
Alpha Laboratories Ltd	Medical Wire & Equipment Co
Associates Cape Cod	Merck Millipore
ATCC	Microbiologics, Inc.
Bio-Rad Laboratories, S.A.	Microgen Bioproducts Ltd.
bioMérieux (Clinical Diagnostics)	Millipore Sigma
bioMérieux (Industry)	MOCON Inc.
BIOTECON Diagnostics GmbH	NCIMB Ltd
Charles River Microbial Solutions	Neogen Europe Limited
Cherwell Laboratories Ltd	Pall Corporation
CHROMagar	Priorclave Ltd.
Copan Diagnostics, Inc.	Promicol B.V.
Döhler	Puritan Medical Products Company
Don Whitley Scientific	R-Biopharm AG
ELITechGroup	Roka Bioscience, Inc.
Environmental Monitoring Services (Irl) Ltd.	Sartorius
Hygiena International Ltd	Solus Scientific Solutions Ltd.
iNLABTEC AG	Southern Group Laboratory
INTEGRA Biosciences AG	Synbiosis
INTERSCIENCE	Technical Service Consultants Ltd
Liofilchem s.r.l.	The Baker Company
Logos Biosystems, Inc.	TSI GmbH

## 2017 statistics – Website visitors\*

Reaching up to 1,100 visitors per day.



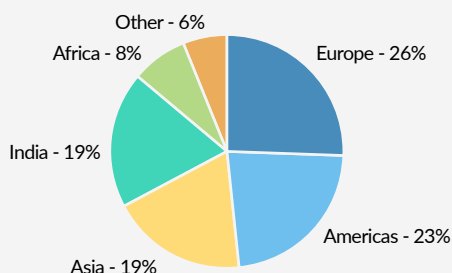
\*Source – Google Analytics, 1st Jan 2017 to 31st July 2017

### eNewsletter

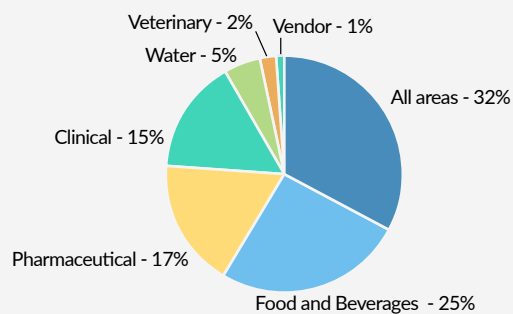
Every Tuesday the rapidmicrobiology.com eNewsletter is emailed out to over 9,500 \*\* opt-in subscribers, insert in the eNewsletter is part of our on-site advertising packages.

\*\* this may decrease as we implement the requirements the EU General Data Protection Regulation in order to meet compliance by May 2018.

### Subscribers by Geographic Location



### Subscribers by Interest Area



### Social Media Channels (as on 1 Oct 2017):



268 followers



1,242 followers



2,466 likes

## Technical Specifications

Item	Image Size & Package Details	Booking Period
<b>Standard Package</b>	One year's enhanced listing with four Featured News. Product Finder listing for five products. Your Company Page features: Your company logo - resized in-house, plus optional 728px width x 90px height banner. .jpg, .png or animated .gif	12 months
<b>Premium Package</b>	Same as basic package but with eight Featured News, four Medium Rectangle 300px width x 250px height .jpg, .png or animated .gif. Product Finder listing for ten products.	12 months
<b>Header Banner</b>	728px width x 90px height 600px width x 78px height for eNewsletter .jpg, .png or animated .gif	One Week
<b>Medium Rectangle Banner</b>	300px width x 250px height Static only – .jpg, .png or .gif, no animation.	One Week
<b>Featured Product Ad</b>	720px wide x 440px high .jpg, .png or .gif plus 600px wide x 367px high for eNewsletter plus text of less than 600 with spaces with Call to Action text less than 70 characters with spaces plus target URL	One Week
<b>Test Method Banner</b>	728px width x 90px height .jpg, .png .gif or interactive graphic, special spec sheet will be sent on booking	12 months
<b>Featured Event</b>	Title, Date, Summary and Website Link 300px width x 250px height Static only – .jpg, .png or .gif, no animation.	One Week
<b>What's on Show Interactive Graphic</b>	Special spec sheet will be sent to you on booking	Two Weeks

**Material Deadlines** – text and graphics are due 10 working days before going live, except for Featured News where deadline is three working days before eNewsletter is published.

*\*Images will be adjusted to size in-house. Free banner design service is available – please ask for more details.*

**Please note:** All file sizes should be less than 50kb.

We do not accept .swf files and due to security issues all graphics are hosted on our own servers we do not display ads from third party ad deliverers.

**Your Site Metrics** –Your site metrics are available to view and include the number of impressions and number of click throughs to your website landing page together with IP address giving indication of geographic location of user. As material displays on both website and eNewsletter, the data from both is collated to deliver a full informational account.

Make rapidmicrobiology.com part of your online marketing campaign.  
Contact us at [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com)  
or telephone on +353 23 88 31884.

## Terms and Conditions

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rapidmicrobiology.com is wholly owned and operated by Rapid Test Methods Ltd., a limited company registered in the Republic of Ireland.

**Registered Office:**

Rapid Test Methods Ltd., 10 McCurtain Hill, Clonakilty, Co. Cork, Ireland.

Company registration number: 401476    VAT registration number: IE 9767030Q

1. All text and images are due 10 working days before the beginning of the space booking period. Cancellations are not accepted after this closing date.
2. Liability for any error will not exceed the charge for the material in question; Rapid Test Methods Ltd. is not liable for any inaccuracy howsoever caused, whether in paid for advertising or editorial.
3. Rapid Test Methods Ltd. reserve the right to accept or reject submitted material and to make any changes or amendments to the material.
4. Rapid Test Methods Ltd. cannot accept responsibility for any downtime of any internet servers, ISPs or any interruption of access to the site. We also accept no responsibility for subsequent generation of spam email, computer viruses or any other intercepts.
5. Enquiries generated are emailed directly to the contact email address provided; no responsibility is accepted for any non-receipt of emails howsoever caused.
6. Enquirers contact information should not be re-distributed to any third party and should be handled in accordance with the applicable data protection legislation.
7. Invoices are generated on the day the advertising material appears on the site and payment is due within 30 days of invoice date. In the course of the booking process you will be asked to confirm you agree to these payment terms. Payment can be by credit card [online via a secure server], bank transfer or cheque. Companies failing to pay on time will be required to provide payment in advance on future bookings.
8. Any dispute arising shall be settled solely and only according to the laws of the Republic of Ireland.
9. From May 2018 we will be compliant with the EU General Data Protection Regulation (GDPR).