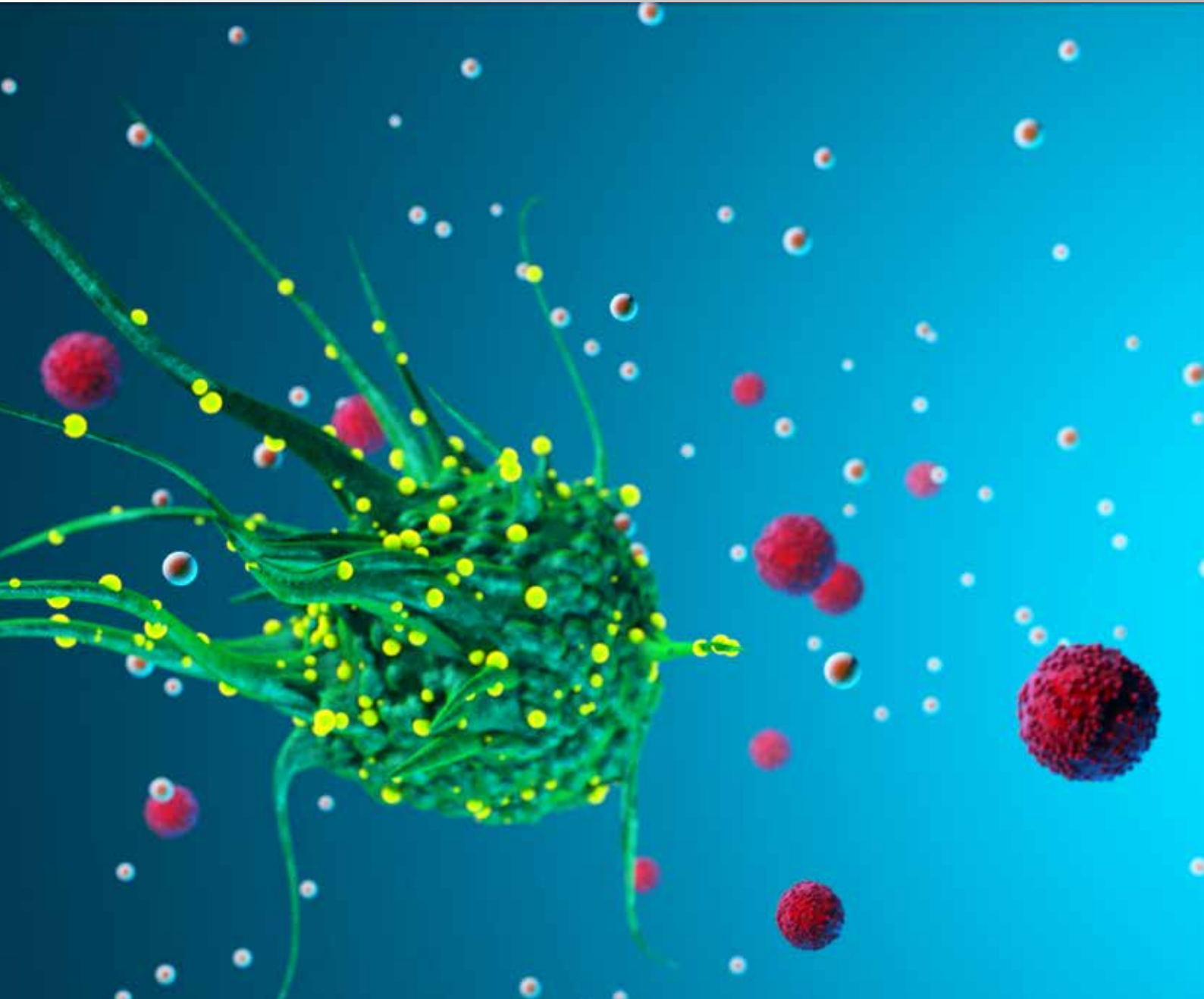




**rapidmicrobiology**  
focused on microbiology



# Media Kit 2019

[www.rapidmicrobiology.com](http://www.rapidmicrobiology.com)

*A Digital Marketing Solution for Global Microbiology Products*

A unique on-line resource for professional microbiologists worldwide, the **rapidmicrobiology.com** website is focused on products and services for pharmaceutical, food, clinical, water and veterinary micro labs.

With daily website updates and a weekly eNewsletter, rapidmicrobiology.com keeps our site visitors and newsletter subscribers up-to-date with the latest product and business news.

Our searchable databases connect active prospective customers with suppliers.

### Focused Campaigns Generate Quality Results



## Who's Advertising on rapidmicrobiology.com?

3M Food Safety	Logos Biosystems, Inc.
Alpha Laboratories Ltd	Medical Wire & Equipment Co
Bio-Rad Laboratories, S.A.	Merck Millipore
bioMérieux (Clinical Diagnostics)	Microbiologics, Inc.
bioMérieux (Industry)	Microgen Bioproducts Ltd.
BIOTECON Diagnostics GmbH	Millipore Sigma
Charles River Microbial Solutions	NCIMB Ltd
Cherwell Laboratories Ltd	Neogen Culture Media
CHROMagar	Neogen Europe Limited
Clever Culture Systems	Priorclave Ltd.
Copan Diagnostics, Inc.	Promicol B.V.
Döhler	Puritan Medical Products Company
Don Whitley Scientific	R-Biopharm AG
ELITechGroup	Roche CustomBiotech
Environmental Monitoring Services (Irl) Ltd.	Romer Labs Diagnostic GmbH
Eurofins GeneScan Technologies GmbH	Rqmicro AG
Hygiena International Ltd	Sartorius
iNLABTEC AG	Solus Scientific Solutions Ltd.
INTEGRA Biosciences AG	Southern Group Laboratory
INTERSCIENCE	Technical Service Consultants Ltd
IUL S.A.	The Baker Company
Liofilchem s.r.l.	TSI GmbH

### What Our Advertisers Say About rapidmicrobiology.com

*"The outcome and exposure Hygiena has received in amplifying product marketing messages via rapidmicrobiology.com has been excellent as it is regarded as a credible place to visit for microbiology news and trends"*  
**Komal Raja - Marketing Manager Hygiena International Ltd**

*"rapidmicrobiology.com help us make our due dates and work around our problems" -*  
**Vince Clark, Media Agency Manager, Marketing Communications - Millipore Sigma**

*"Rapidmicrobiology is the main referral link to our site so we see good traffic each month, clearly it is being effective at creating interest"*  
**Andy Whittard - Managing Director, Cherwell Laboratories Ltd**



**PIONEERING DIAGNOSTICS**

**BIOBALL®**  
Now NATA-accredited as a Certified Reference Material (CRM)

**BIOMÉRIEUX**

**CRM**

Take Control of Your Microbiological Quality Control with BIOBALL®  
[Find Out More](#)

**PDA Global Pharmaceutical Microbiology Conference**

Special Focus - What's on Show [Click Here](#)

**BAKER RUSKINN**

COMPARE BUGBOX TO ANAEROBIC JARS

**Microbiology Product News**



Convenient Media Put to the Test

**Ultra Low Cost**

<b>PCR Kit</b> \$2.08 per test	<b>Enrichment</b> \$1.15 per test
<b>PolySkoop One</b> Multiplex PCR Kit & Enrichment Lot Price: \$200 / 100 tests x 200 tests	<b>LegiSkoop</b> Multiplex Enrichment Medium Lot Price: \$120 / 25 vials (12/10, 8/10) (25 vials)
Total test price per test: \$3.23	

PolySkoop One - One Enrichment, One Protocol, One Kit.



Legionella Rapid Test Introduced in Berlin Water Company



FDA-Cleared Liofilchem MTS™ (MIC Test Strip) Plazomicin (PLZ)



Tools to Avoid Product Recalls Due to Listeria



Data Integrity Considerations for Conventional and Rapid Microbiological Methods

## What Are Your Options?

### Run of Site Banner Spaces

Establish your brand with some great looking banners, choose from leaderboard (728px x 90px) or boom box sizes (300px x 250px) these appear on most site pages and also are inserted in that week's eNewsletter.

Run of Site Banner Spaces are good for:  
Brand Awareness, Market Positioning, Product Launches

### Featured Product Ad

Each week the Featured Product Ad focuses on 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.

Featured Product Ad is good for: Brand Awareness, Market Positioning, Product Launches.



### Featured News

Get your latest update out quickly via our Featured News channel, no need to book in advance, your material can be on-line same or next day and ready for insert in the next available eNewsletter. Large highly visual graphic at the top of your product text, makes an attractive piece with thumbnail appearing on the home page and in the eNewsletter. Material can be a technical or application note, a user story, a whitepaper or a press release.

Featured News are good for: Sales Leads



## 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.

Contributed Content is good for: Market Education, Market Positioning

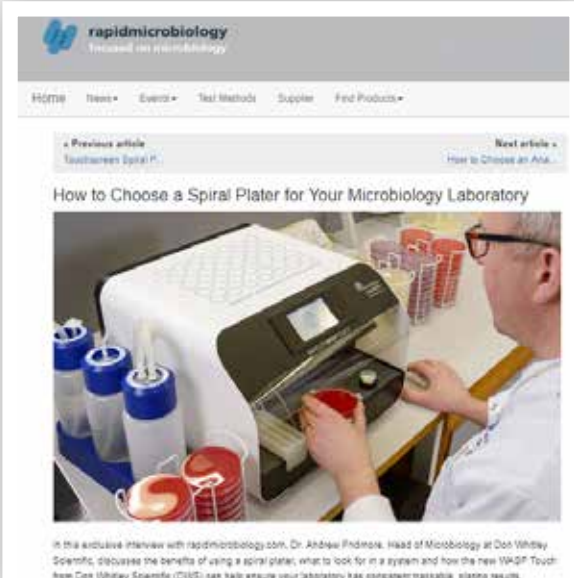


The screenshot shows a webpage from rapidmicrobiology.com. The article title is "Data Integrity Considerations for Conventional and Rapid Microbiological Methods". Below the title is a diagram with a central circle labeled "DATA INTEGRITY ALCOA" and five surrounding boxes: "ACCURATE", "LEGIBLE", "ORIGINAL", "CONTEMPORANEOUS", and "ATTRIBUTABLE". The article is by Dr. Tim Sandie, Head of Microbiology at Dio Products Laboratory, UK. The text discusses the importance of data integrity in pharmaceuticals and healthcare, mentioning regulatory requirements from the FDA and MHRA.

## 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.

Interviews are good for: Market Education, Market Positioning



The screenshot shows a webpage from rapidmicrobiology.com. The article title is "How to Choose a Spiral Plater for Your Microbiology Laboratory". Below the title is a photograph of a person in a lab coat operating a spiral plater machine. The article is an exclusive interview with Dr. Andrew Fiddlers, Head of Microbiology at Don Whitley Scientific, discussing the benefits of using a spiral plater and the new WAGP Touch from Don Whitley Scientific (DWS) to ensure consistent, traceable plate results.

## Test Method Guides

Target a niche audience with an interactive graphic on one of our Test Method Guides, the guides provide an overview of what technologies are available to perform a particular test such as Detection and Identification of *Listeria* in Foods. The graphic provides a vehicle to establish your market position and raise brand engagement.

Guides coming up for 2019 include: Microbiological Challenges of ATMPs, Identifying the Microbiome, Microbial Detection in Beverages, Setting Up a New Microbiology Lab.



Test Method Guide Banners are good for: Market Positioning, Sales Leads

## Product Finder Listing

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.

Product Finder Listings are good for: Sales Leads



**BAX® System X5**

Manufacturer: Hygiene International Ltd  
 Principle: PCR  
 Automation: Yes  
 Approvals: ADAC RL, AFNOR  
 Suitability: Advanced PCR-based testing (32 samples a day or less) or for customers with a smaller instrument capital expenditure  
 Capital equipment required: Yes

Description: An automated, PCR-based detection method that helps food companies, service laboratories and government agencies detect pathogens in raw ingredients, finished products and processing environments.

Key Points:

- Precise, reliable detection of *Salmonella*, *E. coli*, *Listeria* and other foodborne pathogens
- Smaller instrument size handles 32 samples and better fits bench space limitations
- All required reagents provided in pre-packaged format to simplify sample prep
- Automated sample preparation, PCR amplification and detection requires minimal laboratory training
- System is simple to install and virtually maintenance-free

Company contact details:

# Special Focus Calendar for 2019

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

Date	Special Focus Topic	Main Site/ Leaderboard	Medium Rect Upper	Medium Rect Lower	Featured Product Ad	Interactive Graphic on What's on Show page
15 Jan	Cosmetic/Personal Care Microbiology					
5 Feb	Identifying the Contamination Source (Food/Pharma/Biotech)					
5 Mar	Pyrogen/Endotoxin Testing (Pharma)					
19 Mar	Testing for Allergens (Food)					
2-16 Apr	What's on Show ECCMID (Clinical)					
14 May	Automating the Microbiology Lab (ALL sectors)					
11 Jun	Campylobacter (Food)					
9-23 Jul	What's on Show IAFP (Food)					
3 Sep	Monitoring Surfaces (Food, Pharma)					
24 Sep	Get ready for Flu Season (Clinical)					
8-22 Oct	What's on Show PDA Micro (Pharma)					
12 Nov	Identifying the Microbiome					
3 Dec	Mycoplasma Detection (Pharma/Biotech)					



## 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** – We can prepare a bespoke package that is just right for your marketing budget and objectives.

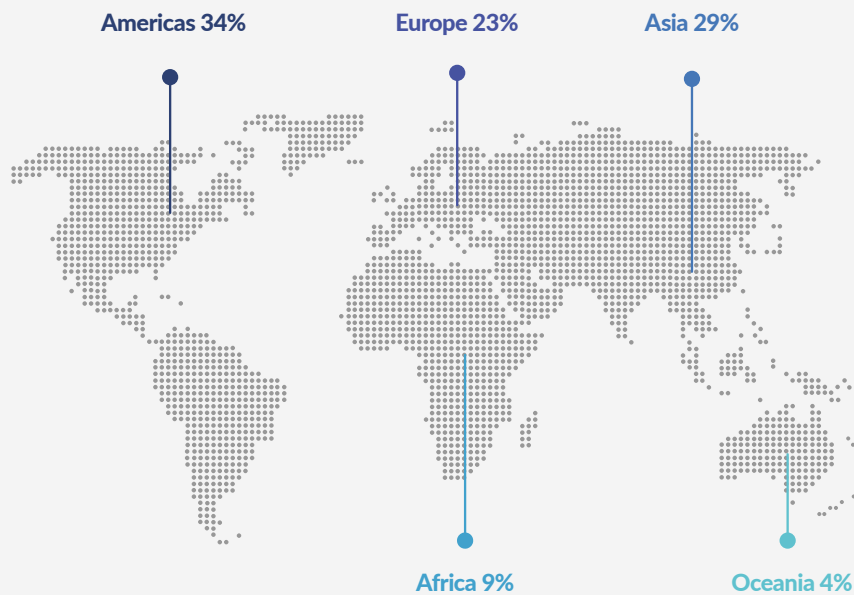
	STANDARD PACKAGE	PREMIUM PACKAGE	BESPOKE PACKAGE
Enhanced listing	✓	✓	✓
Featured News	up to 4	up to 8	you choose
Product Finder	5 products	10 products	you choose
Medium Rectangle Banner	extra	4 weeks	you choose
Leaderboard Banner	extra	extra	you choose
Featured Product Ad	extra	extra	you choose
Contributed Content	✓	✓	✓
Featured Event/Webinar	extra	up to 4	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, IAFF, 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 our specialists will help guide you.

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

# 2018 Statistics

Website visitors\* - reaching up to 1,100 visitors per day.

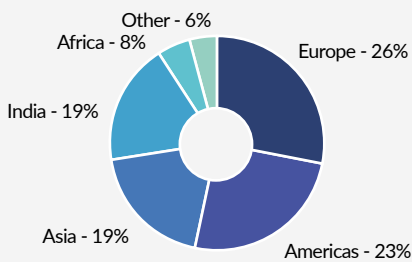


\*source - google analytics, 1 Jan 2018 to 31 July 2018

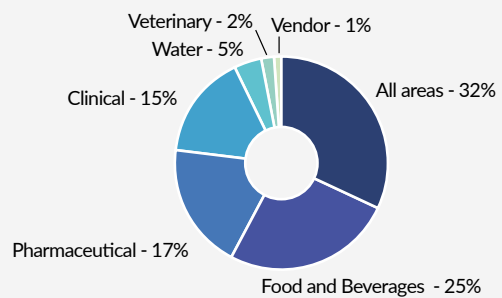
## eNewsletter

Every Tuesday the rapidmicrobiology.com eNewsletter is emailed out to over 5,600 opt in subscribers, insert in the eNewsletter is part of our on-site advertising packages.

### Subscribers by Geographic Location



### Subscribers by Interest Area



### Social Media Channels as of 1 Oct 2018



404 followers



1,405 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 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 full campaign metrics with measurable ROI.

**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

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

In the following Terms and Conditions, RTM means Rapid Test Methods Ltd., and ADVERTISER means the party who places an order and is responsible for payment.

1. As part of the booking process the ADVERTISER will be required to sign a detailed insertion order, this creates a financial agreement between the ADVERTISER and RTM.
2. It is the responsibility of the ADVERTISER that all insertions and dates are correct on the insertion order. It is also the ADVERTISERS responsibility to supply text and creatives that meet specifications at least 10 working days before publication. Whilst RTM will make every reasonable effort to ensure material received after this date is published we cannot guarantee that it will be included as originally scheduled and the ADVERTISER will remain liable for the full cost of the insertion. Cancellations or stop orders must be received in writing not less than 6 weeks before insertion date.
3. RTM reserves the right to change or modify our publishing schedule at any time without giving prior notice.
4. By submitting material to RTM, the ADVERTISER agrees that RTM has the right to use it on rapidmicrobiology.com, our social media channels and in our marketing materials.
5. RTM reserves the right to accept or reject submitted material and to make any changes or amendments. It is the ADVERTISERS responsibility to ensure that any claims made in material supplied to RTM is truthful, accurate and verifiable.
6. RTM is not liable for any inaccuracy howsoever caused, whether in paid for advertising or editorial. Liability for any error will not exceed the charge for the material in question.
7. As from May 2018, RTM is compliant with the EU General Data Protection Regulation (GDPR), full details are included in our privacy policy available on our website or by request to [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com). In the course of submitting an enquiry, the enquirer agrees to their personally identifiable data to be shared with the specified ADVERTISER. Enquiries generated are emailed directly to the ADVERTISER's contact email address provided; no responsibility is accepted for any non-receipt of emails howsoever caused. Enquirers contact information should not be re-distributed to any third party and should be handled in accordance with the applicable data protection legislation.
8. Invoices are generated and sent on the first day the placement commences and are due for payment within 30 days unless other payment terms have been previously agreed. Payment is accepted by bank transfer, cheque or via our secure credit card payment system. Non payment of invoices may result in suspension or cancellation of insertions.
9. RTM 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.
10. Any dispute arising shall be settled solely and only according to the laws of the Republic of Ireland.



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