

LC | GC's **CHROM**academy

powered by  element



CHROMacademy 2024 Sponsorship Opportunities

- ✓ Lead Generation
- ✓ Thought Leadership
- ✓ Brand Awareness

www.chromacademy.com

Grow your business

CHROMacademy is the world's largest e-Learning website for analytical scientists, packed with training courses that help our members improve their skills and productivity.

Sponsorship Opportunities

Wide range of training courses

Essential Guide Webcasts

HPLC & GC Troubleshooting Tools

eLearning Modules

Quick Guides

Video Bootcamps



Lead Generation

CHROMacademy webcasts deliver on average 800 registrations and popular events deliver over 1000 sales ready leads to our sponsors.



Thought Leadership

Join forces with the CHROMacademy team as we deliver the best educational content to your industry.



Brand Awareness

Communicate your company's technical expertise, and with over 175,000 names in our database we can help you reach a truly global audience.

Our Audience

CHROMacademy members come from industry, academia, government and healthcare backgrounds.

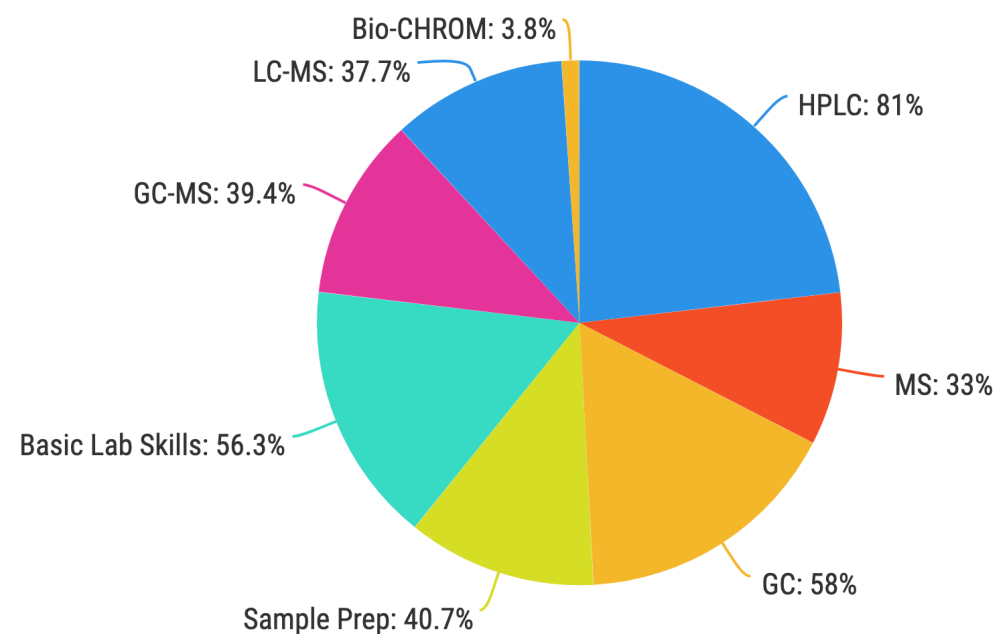
Sector



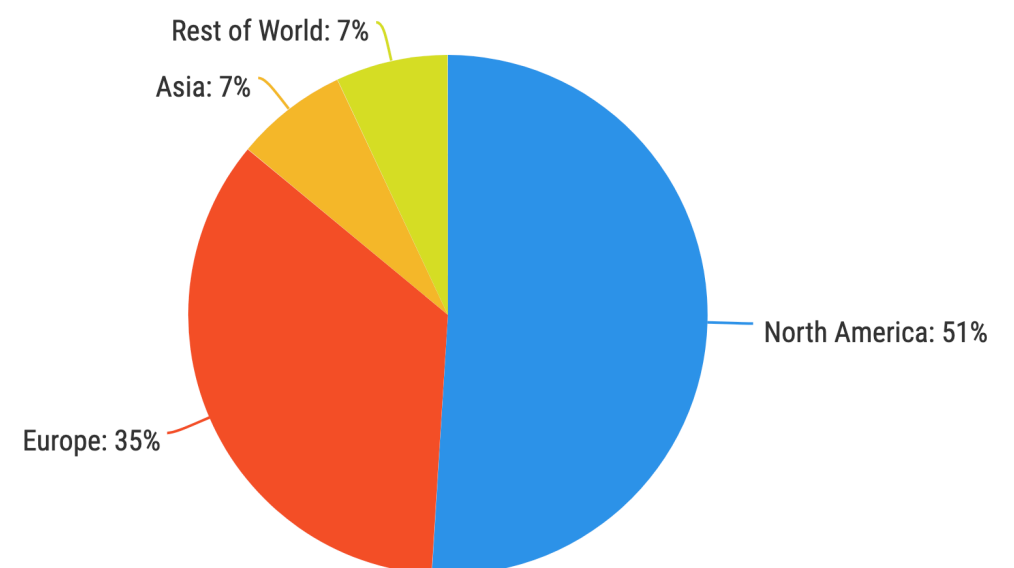
Job Function

- R&D
- Quality Assurance
- Quality Control
- Analyst
- Lab Management
- Technical
- Teaching
- Purchasing

Chromatographic Techniques Used



Geography



Our Digital Footprint

We excel in delivering high quality engaged leads to our sponsors

90K
MEMBERS

175K
EMAIL REACH

135K
AVG. MONTHLY
PAGE VIEWS

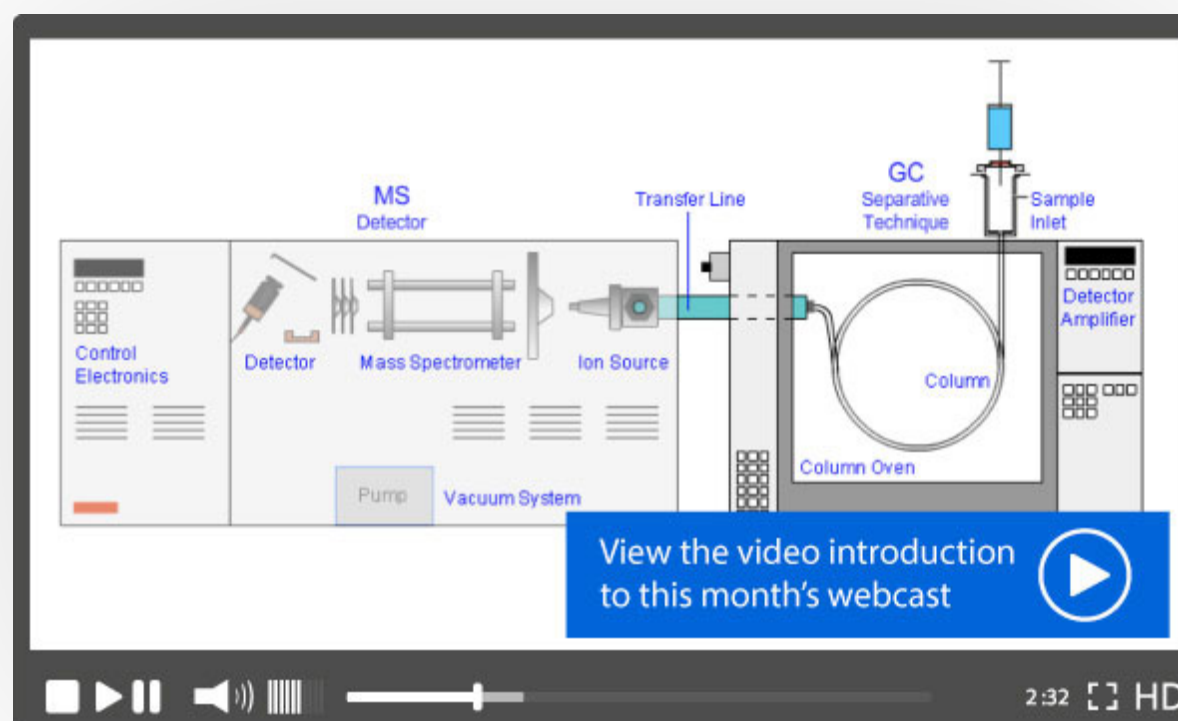


CHROMacademy Webcasts

Featuring industry experts, LCGC editors and CHROMacademy/Element technical staff

800
AVG
REGISTRATIONS

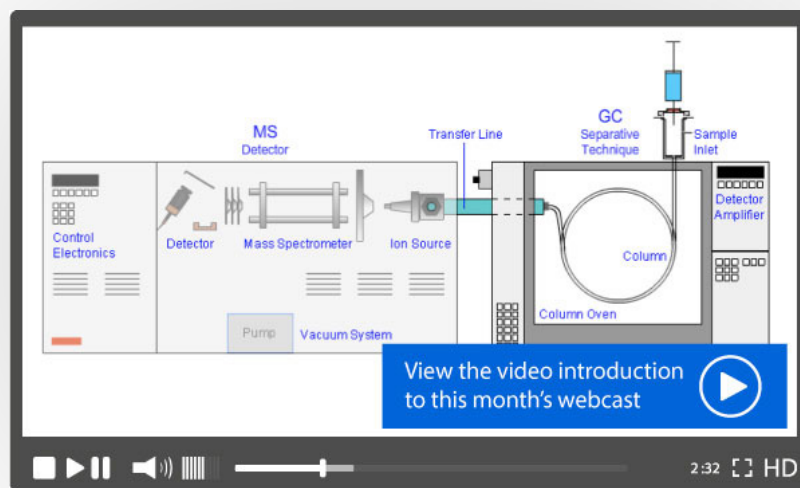
350
AVG LIVE
ATTENDEES



Sponsorship Opportunities

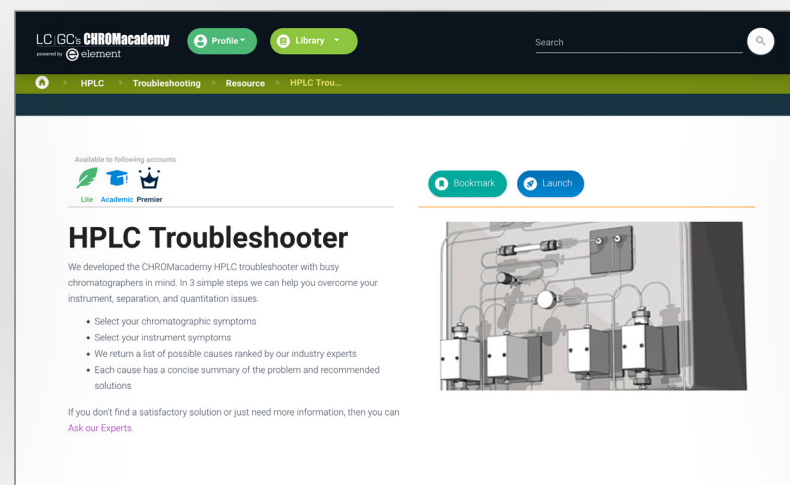
Pick and choose from a wide range of learning content and topics to generate your own unique sponsorship journey.

Webcasts



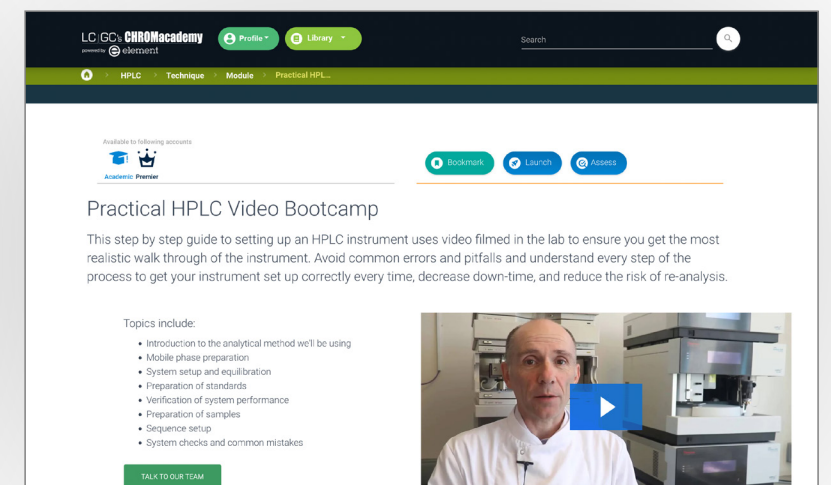
Sponsor a Chromacademy Essential Guide or provide your own content.

Interactive Troubleshooters



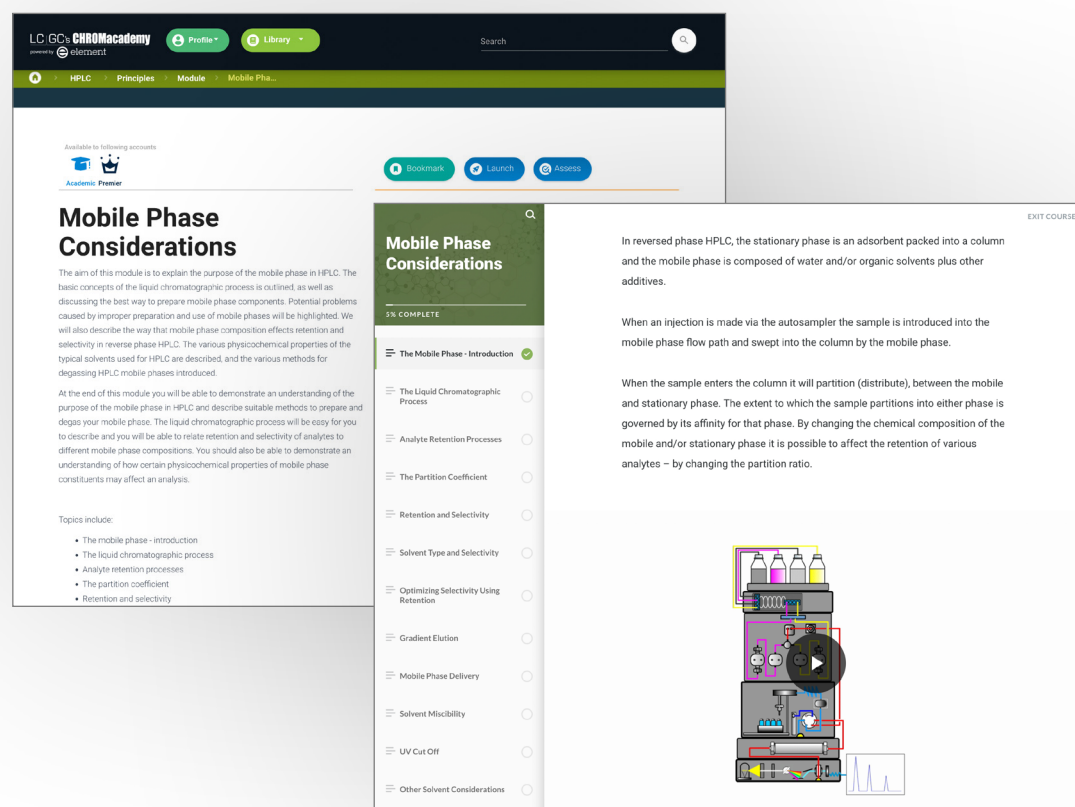
Groundbreaking troubleshooting tools to help reduce downtime.

Video Bootcamps



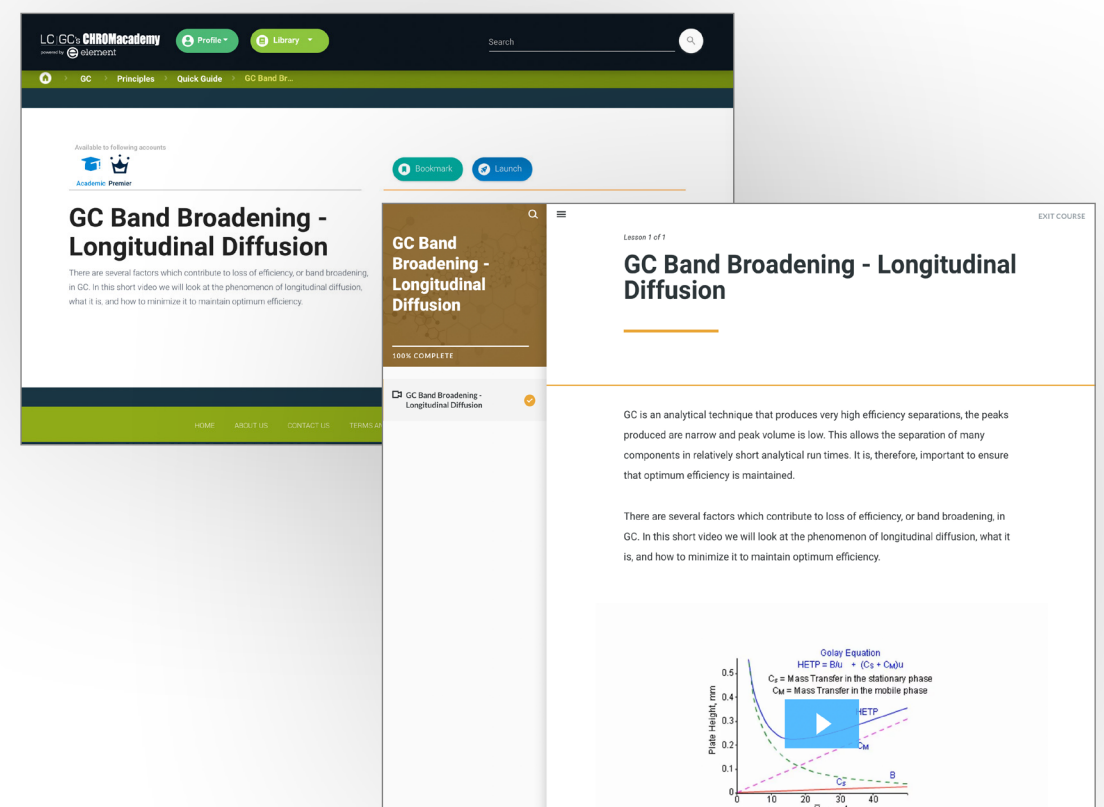
Our Bootcamps cover the essential skills needed to succeed in the lab.

Modules



A comprehensive range of training modules across all disciplines are available.

Quick Guides



Bite size 'Quick Guides' focus on key topics and common pain points in the lab.

Advertising

House ads by channel

- HPLC
- GC
- LC-MS
- GC-MS
- Sample Prep
- Spectroscopy
- Basic Lab Skills
- Bio Chromatography
- Data Analysis
- Home Page

ad size 300x250

The screenshot displays the CHROMAcademy website interface. At the top, there is a navigation bar with the logo "LC GC's CHROMAcademy powered by element", a "Library" dropdown, a search bar, and buttons for "Pricing", "Sign up for a FREE Lite Account", and "Sign In". Below the navigation bar is a breadcrumb trail: "HPLC Training Courses". A secondary navigation bar lists categories: "Principles", "Technique", "Instrumentation", "Troubleshooting", "Method Development", "Miscellaneous", and "Learning Paths".

The main content area features a grid of 12 advertisement cards, each representing a different HPLC training course. Each card includes a thumbnail image, a title, a description, the author's name (Element or CHROMAcademy), and a "Lite" or "Premier" badge. The courses shown are:

- Troubleshooting Autosampler Issues (Premier)
- Troubleshooting Pump Issues (Premier)
- HPLC Method Development Video Training Course (Premier)
- Fundamentals of HPLC Video Training Course (Premier)
- Practical HPLC Video Bootcamp (Premier)
- Troubleshooting Sensitivity Issues (HPLC-UV) (Premier)
- System Suitability for HPLC (Premier)
- How to Select the Optimum HPLC Column (Premier)
- HPLC Troubleshooting Strategy (Premier)
- Autosamplers (Premier)
- Reversed Phase Chromatography (Premier)

One advertisement in the top right corner is a circular chart titled "Top Instrument problems*" showing the percentage of various instrument issues. The chart data is as follows:

Instrument Problem	Percentage (%)
Pressure / Flow	23
FID Detector	15
MS Detector	12
ECD Detector	11
Other	5
FPD Detector	4

At the bottom of the page, there is a pagination control showing "PREV 1 2 3 4 5 6 7 8 9 10 11 12 NEXT" and a footer with navigation links: "HOME", "ABOUT US", "CONTACT US", "TERMS AND CONDITIONS", "ADVERTISE", and "PRIVACY POLICY". The footer also includes the CHROMAcademy logo and social media icons for Facebook, Twitter, and LinkedIn.

LC | GC's **CHROM**academy

powered by  element

Contact:

Oliver Waters

Group Publisher

Phone: +44 (0) 794 619 8269

Email: owaters@mjhlifesciences.com