

CHROMacademy



CHROMacademy 2026 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



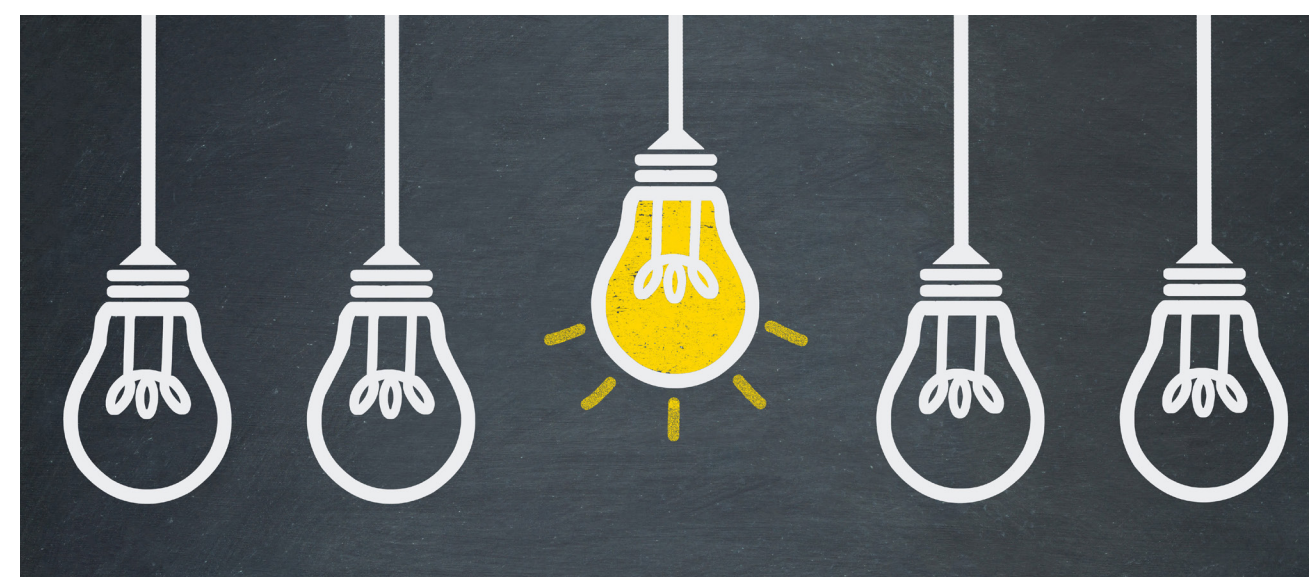
Lead Generation

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.

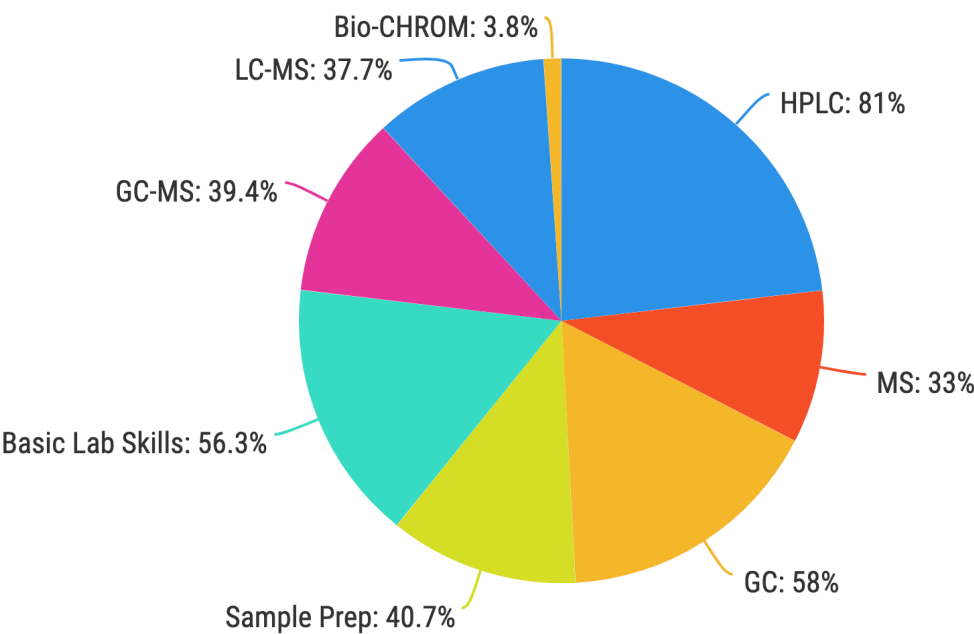
Sector



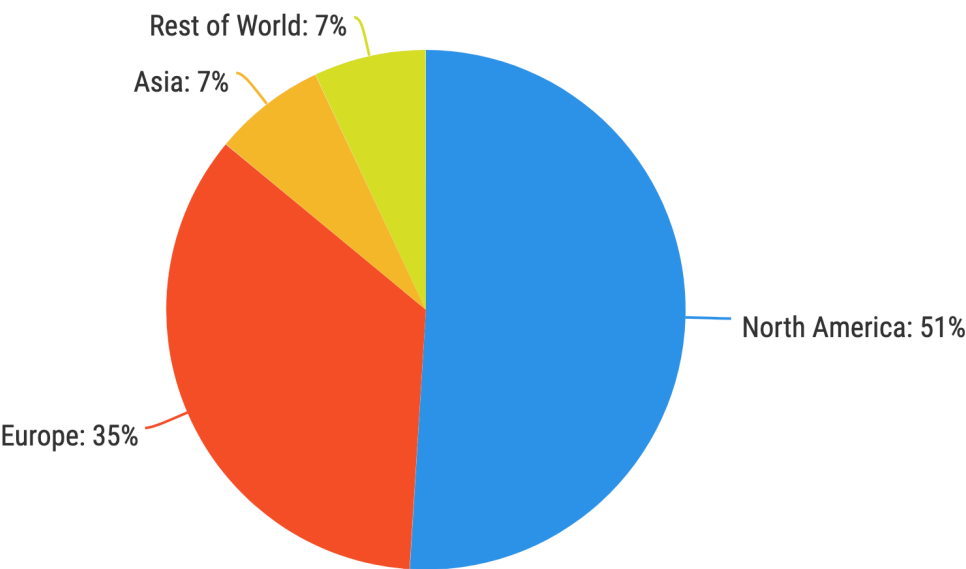
Job Function

- 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

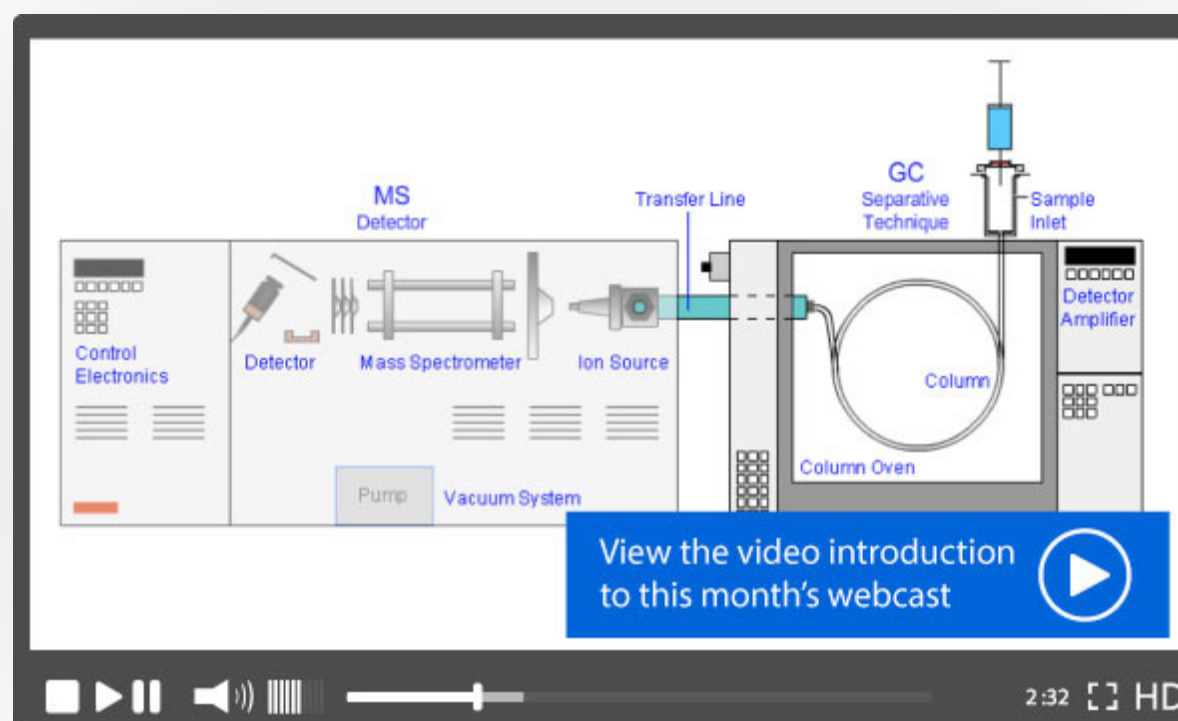
800

AVG

REGISTRATIONS

350

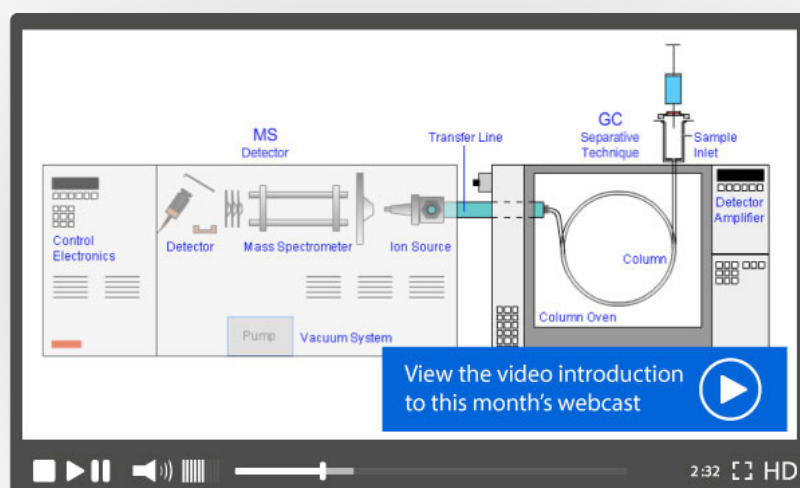
**AVG LIVE
ATTENDEES**



Sponsorship Opportunities

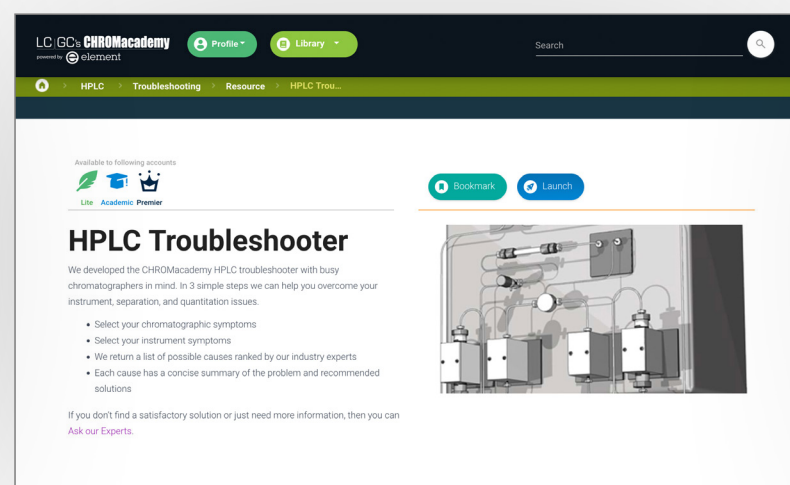
Pick and choose from a wide range of learning content and topics to generate your own unique sponsorship journey.

Webcasts



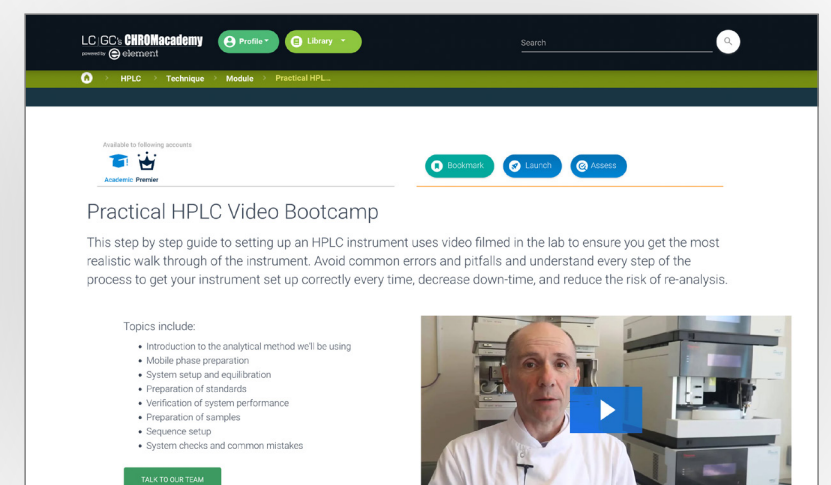
Sponsor a Chromacademy Essential Guide or provide your own content.

Interactive Troubleshooters



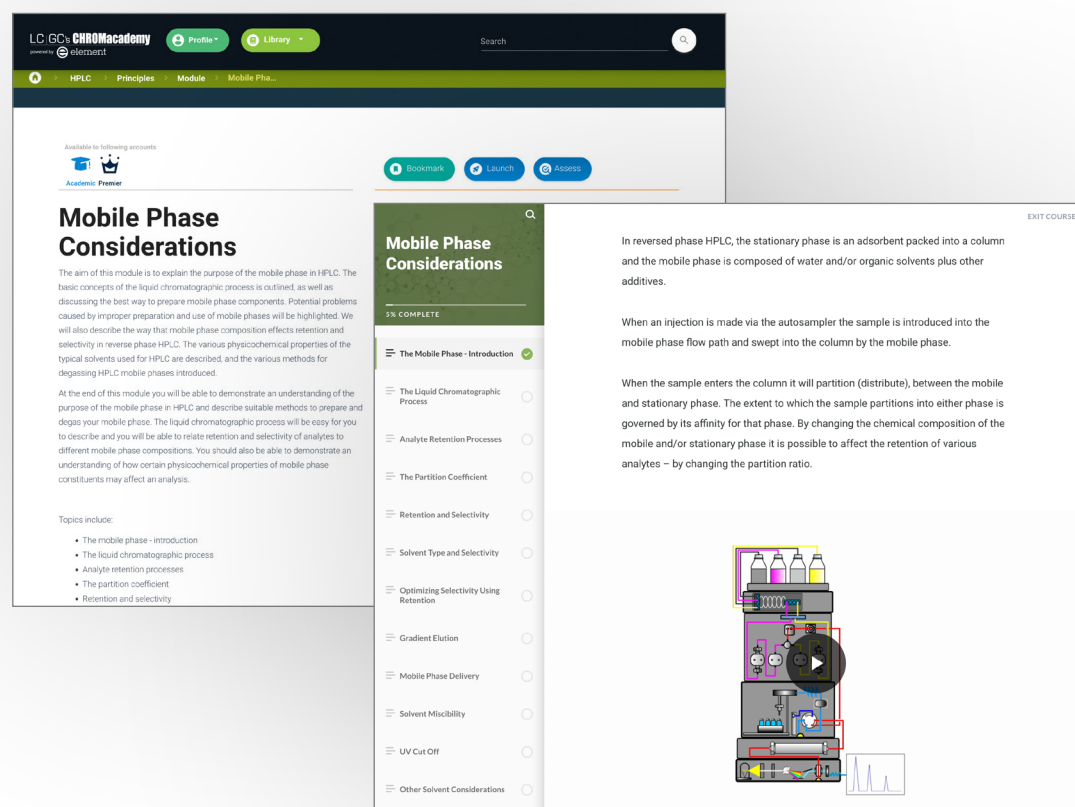
Groundbreaking troubleshooting tools to help reduce downtime.

Video Bootcamps



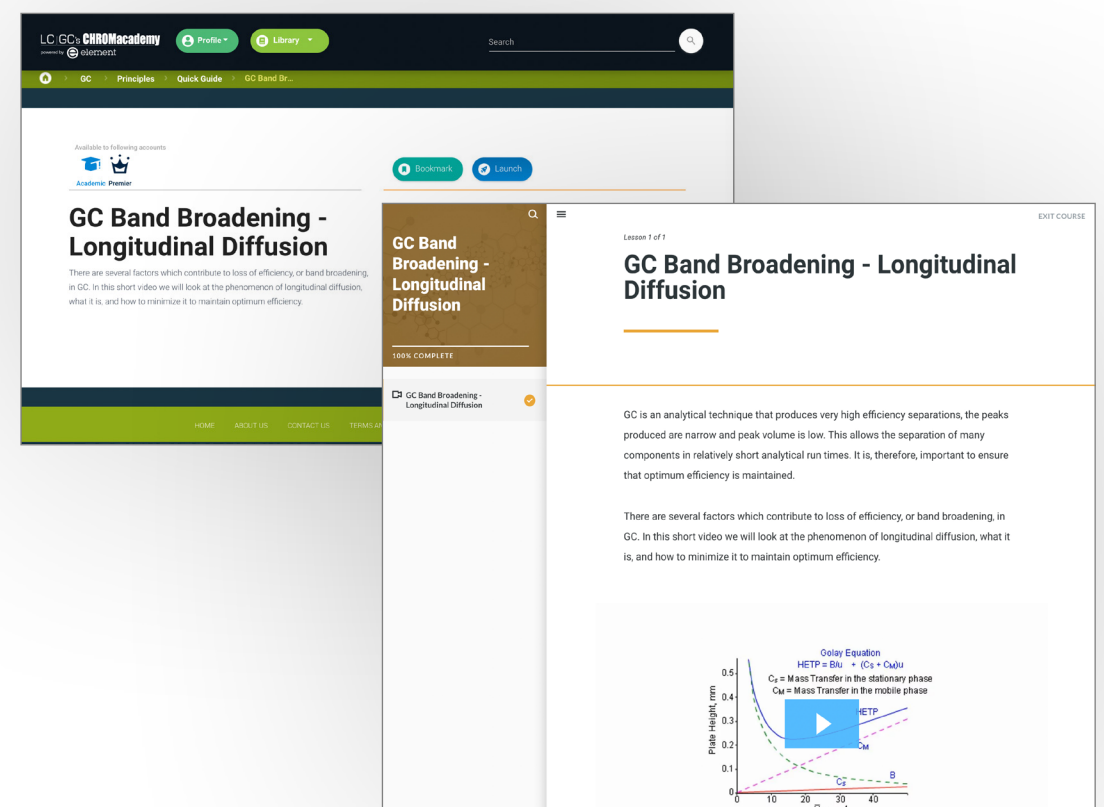
Our Bootcamps cover the essential skills needed to succeed in the lab.

Modules



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

Quick Guides

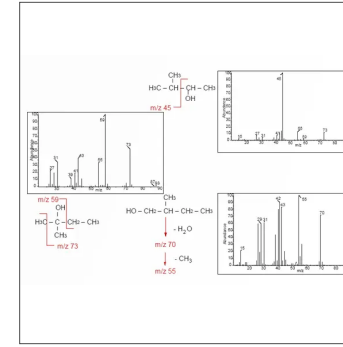


Bite size 'Quick Guides' focus on key topics and common pain points in the lab.

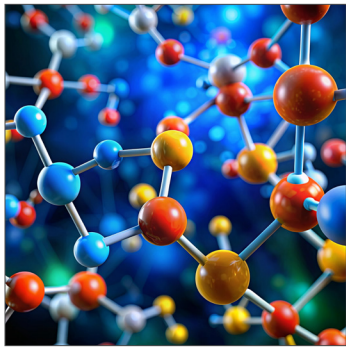
2026 Webcasts



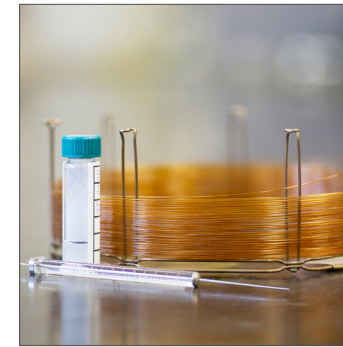
Making the Right Choice: Fully vs. Superficially Porous Columns in Practice



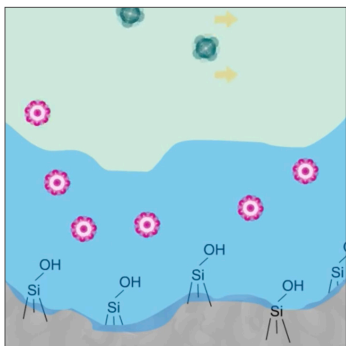
Introduction to GC-MS Data Interpretation



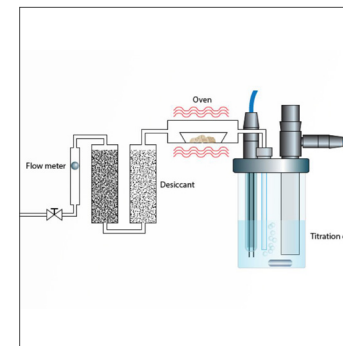
Introduction to Design of Experiments (DoE)



GC Column Troubleshooting



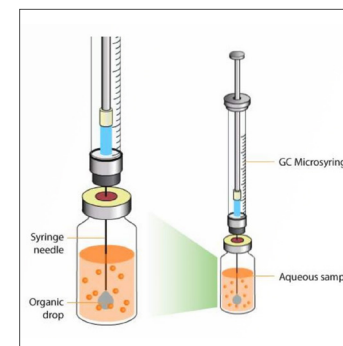
GC-MS Troubleshooting Made Simple: Tips, Tricks, and Best Practices



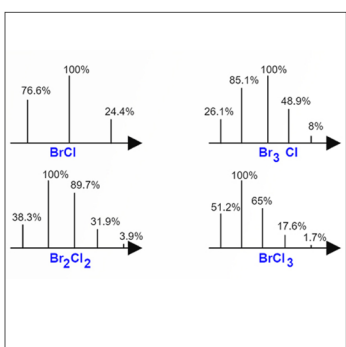
Top 5 Mistakes in Karl Fischer



Avoiding Common Mistakes in GC Autosampler Operation



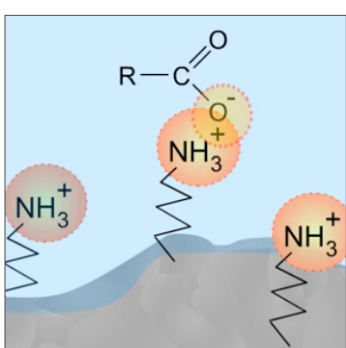
SPME in Practice: Techniques, Tips, and Troubleshooting



LC-MS Interpretation Essentials: Part 1 – Introduction to Data Interpretation



10 Most Common Mistakes in the Lab – and How to Avoid Them!



LC-MS Interpretation Essentials: Part 1 – Introduction to Fragmentation

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Top Instrument problems*

Problem	Percentage (%)
Pressure / Flow	23
FID Detector	15
MS Detector	14
ECD Detector	11
Other	5

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