

# LC | GC's **CHROM**academy

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## CHROMacademy 2023 Sponsorship Opportunities

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

[www.chromacademy.com](http://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

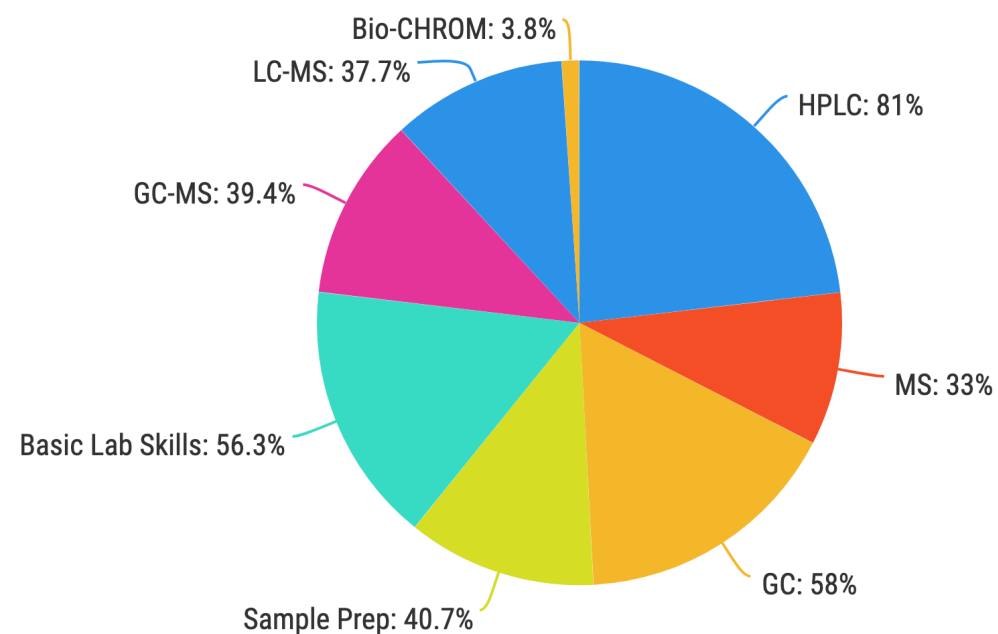


## Job Function

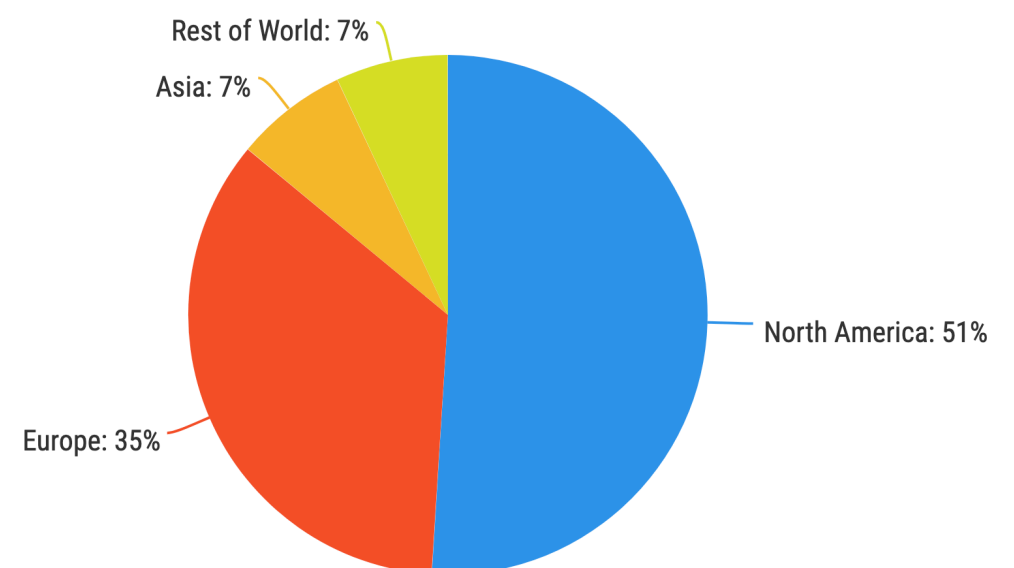
- R&D
- Quality Assurance
- Quality Control
- Analyst
- Lab Management
- Technical
- Teaching
- Purchasing

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## 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

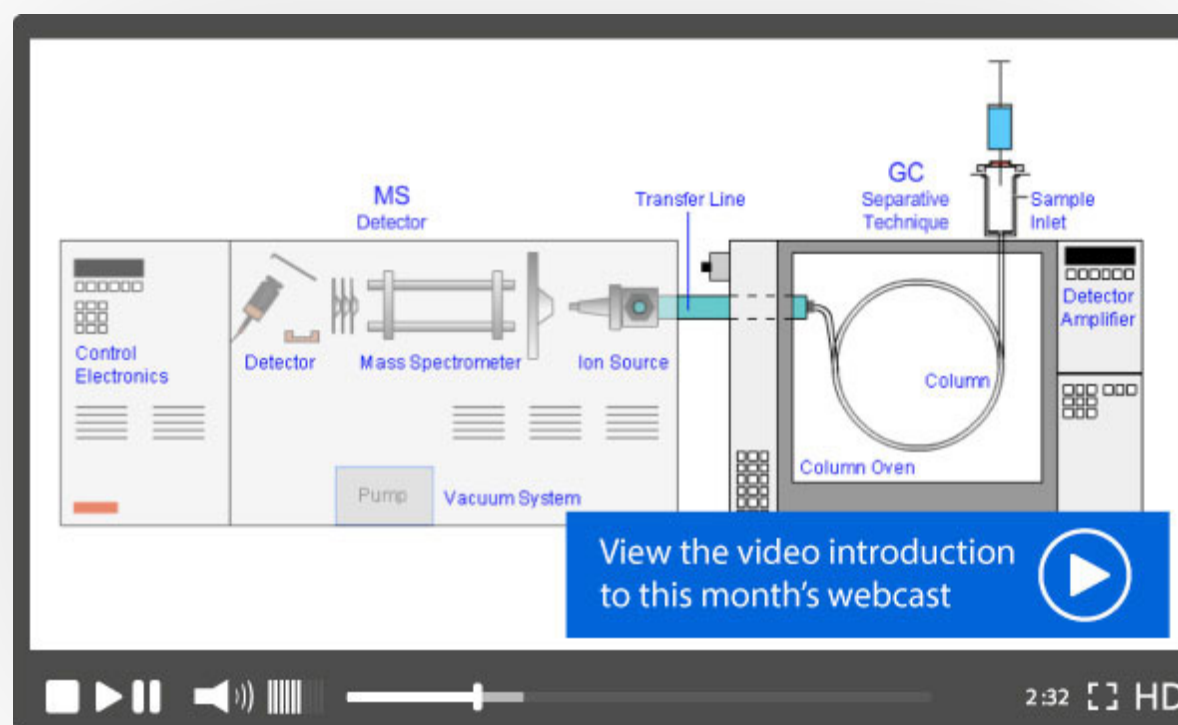


## CHROMacademy Webcasts

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

**800**  
AVG  
REGISTRATIONS

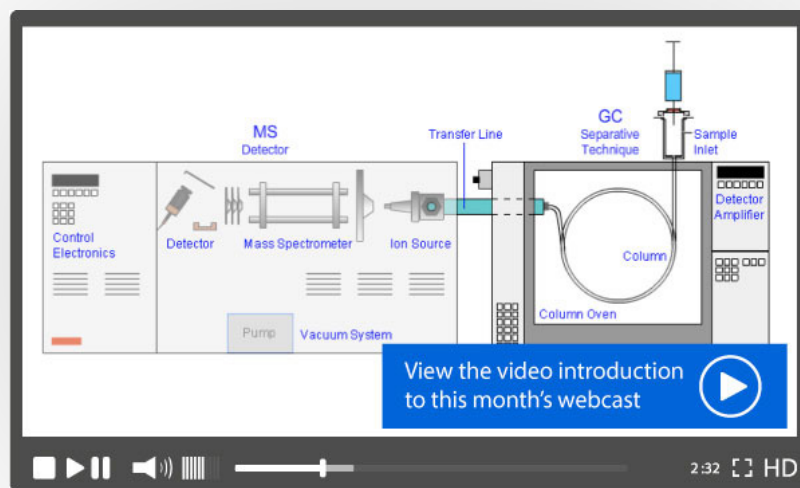
**350**  
AVG LIVE  
ATTENDEES



# Sponsorship Opportunities

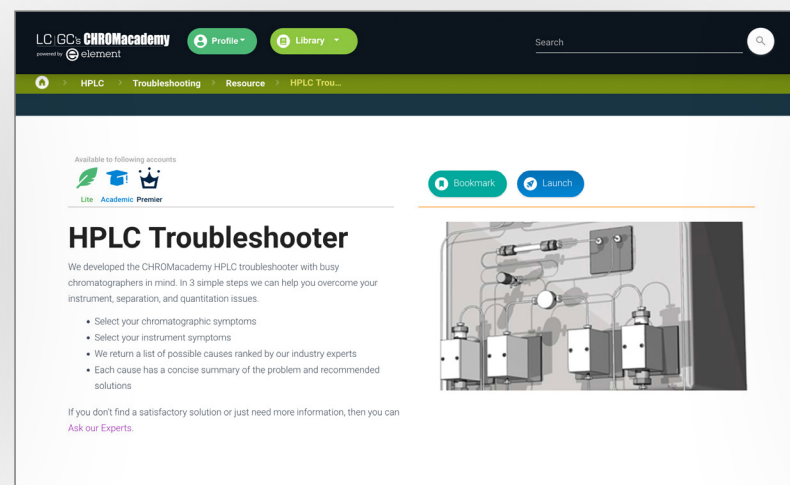
Pick and choose from a wide range of learning content and topics to generate your own unique sponsorship journey.

## Webcasts



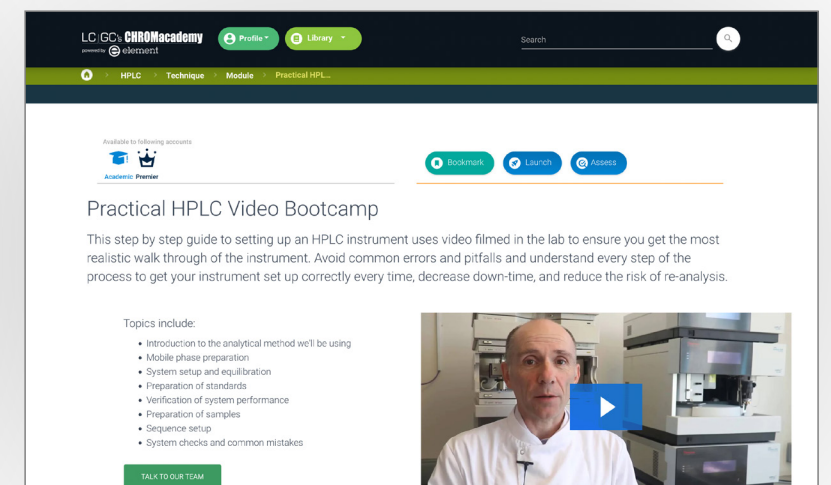
Sponsor a Chromacademy Essential Guide or provide your own content.

## Interactive Troubleshooters



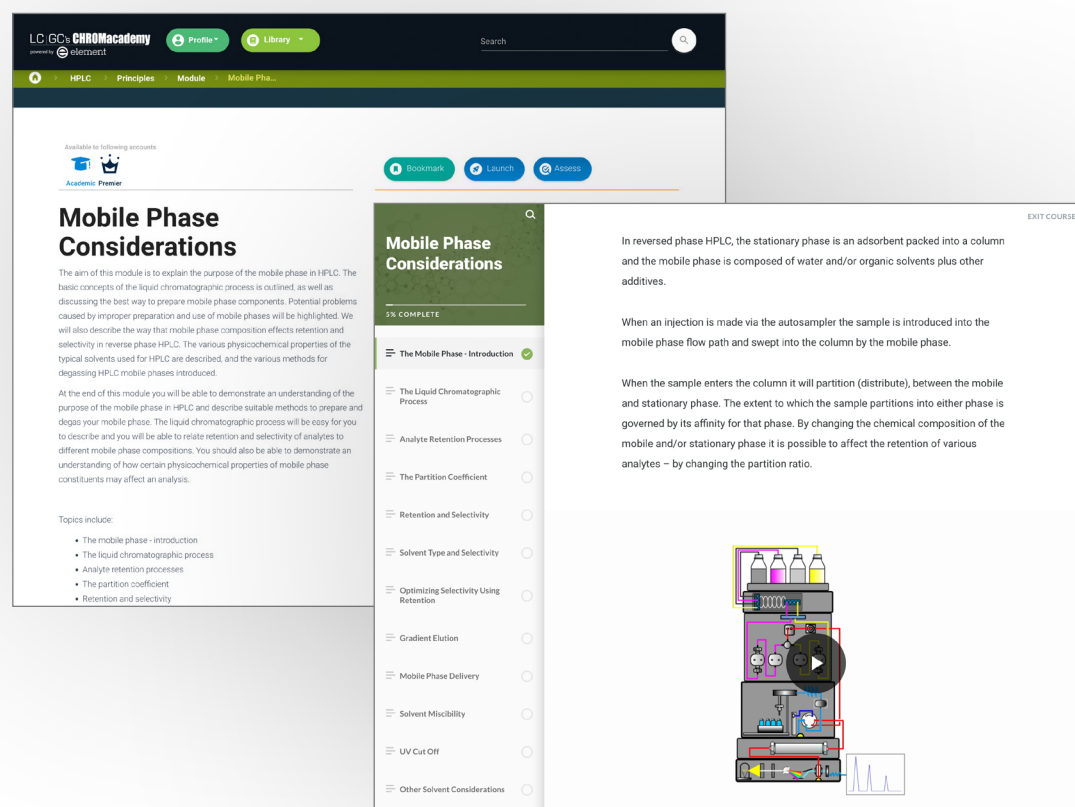
Groundbreaking troubleshooting tools to help reduce downtime.

## Video Bootcamps



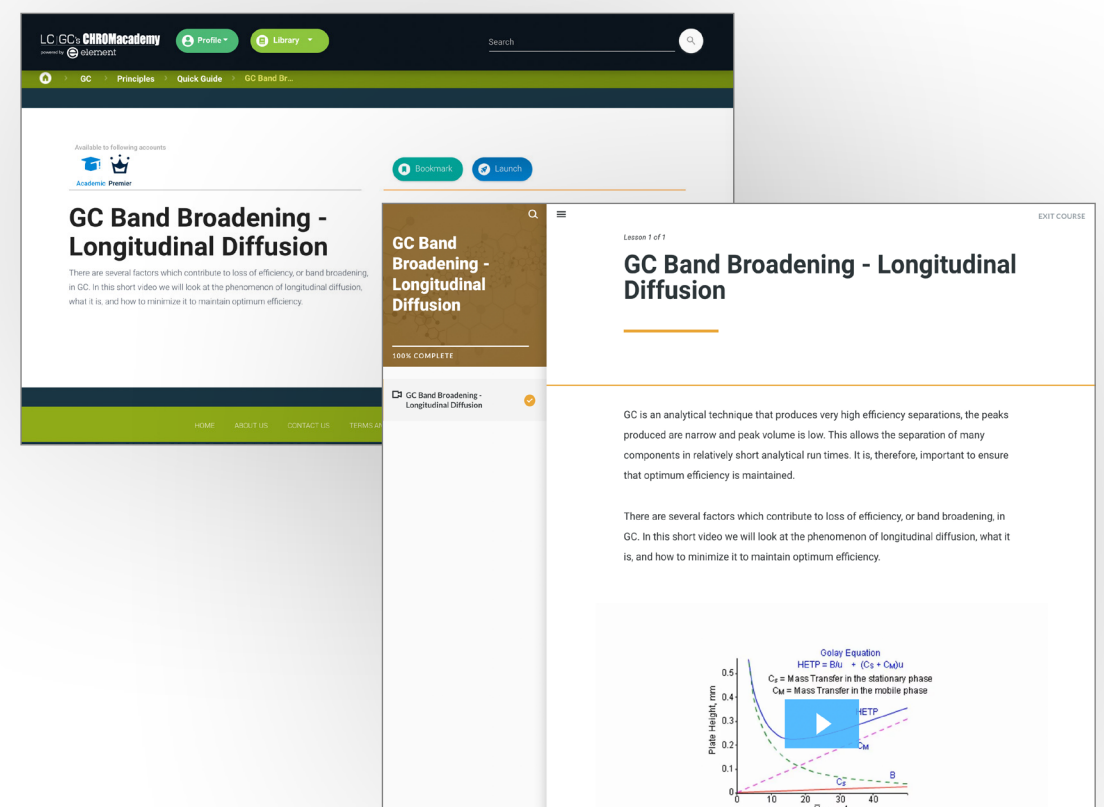
Our Bootcamps cover the essential skills needed to succeed in the lab.

## 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 include: 'Troubleshooting Autosampler Issues', 'Troubleshooting Pump Issues', 'HPLC Method Development Video Training Course', 'Fundamentals of HPLC Video Training Course', 'Practical HPLC Video Bootcamp', 'Troubleshooting Sensitivity Issues (HPLC-UV)', 'System Suitability for HPLC', 'How to Select the Optimum HPLC Column', 'HPLC Troubleshooting Strategy', 'Autosamplers', and 'Reversed Phase Chromatography'. A 'Top Instrument problems\*' pie chart is also visible, showing percentages for various detector and flow issues. At the bottom of the grid, there is a pagination control with 'PREV', a numbered list (1-12), and 'NEXT'. The footer contains navigation links: 'HOME', 'ABOUT US', 'CONTACT US', 'TERMS AND CONDITIONS', 'ADVERTISE', and 'PRIVACY POLICY', along with the CHROMacademy logo and social media icons for Facebook, Twitter, and LinkedIn.

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