

SLAS POINT-TO-POINT

REACH

14,500

LABORATORY SCIENCE AND TECHNOLOGY PROFESSIONALS

EVERY WEEK

MEDIA KIT



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**B** **POINT to POINT** NEWS AND INFORMATION FROM SLAS

**C** **SLAS NEWS**  
**Welcome to Point-to-Point!**  
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Each week, SLAS delivers information about SLAS programs, as well as science and career news in an easy-to-read format in Point-to-Point. Watch for on Wednesdays. [MORE](#)

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"Current and Emerging Technologies and Applications for ADMET: Novel Aspects of Risk Assessment." This four-module virtual course is perfect for individuals or for laboratory teams at weekly meetings. Save money - register for all four modules. [MORE](#)

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**Sample Screening from your Compound**  
The COMPOUND system comprises a high-density sample storage unit and an additional suite of specialized delivery and processing modules to enable easy integration into your compound management or screening system.

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Molecular Devices introduced its first fluorescence-based microplate reader in 2005 with the Gemini brand. Patented technologies such as the dual monochromators and AutoPMT Optimization System enable higher quality results. Systems are equipped with wavelength scanning for finding the optimal excitation and emission assay settings.

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Dataplot, along with its database, complements our existing product offerings for the laboratory automation market. Dataplot is a web-enabled LIMS component which allows user administration, data-tracking and remote control of an automated system through a web browser.

**I** **HEADLINES**  
**Discovery of canine hepatitis C virus opens new doors for research**  
eLife News share [f](#) [t](#) [g+](#) [p](#)  
In a study to be published online in the Proceedings of the National Academy of Sciences, researchers report the discovery of a novel hepatitis C-like virus in dogs. The identification and characterization of this virus gives scientists new insights into how hepatitis C in humans may have evolved and provides scientists renewed hope to develop a model system to study how it causes disease. [MORE](#)

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**K** **A new program for neural stem cells**  
eLife News share [f](#) [t](#) [g+](#) [p](#)  
Neural stem cells can do a lot, but not everything. For example, brain and spinal cord cells are not usually generated by neural stem cells of the peripheral nervous system, and it is not possible to produce cells of the peripheral nervous system from the stem cells of the brain. However, researchers from the Max Planck Institute for Brain Research in Frankfurt and the Max Planck Institute of Immunobiology and Epigenetics in Freiburg have now succeeded in producing central nervous system cells from neural stem cells of the peripheral nervous system. [MORE](#)

**L** **Instruments for Science from Scientists**  
From temperature control, to reaction automation, to custom robotics, **LAFER Scientific, Inc.** has established itself as the leader in surpassing the needs of researchers. [MORE](#)

**M** **Researchers find new way to use antibodies to carry drugs across blood-brain barrier**  
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In what appears to be a major breakthrough in the treatment of Alzheimer's and other diseases that affect the brain, researchers from Rensselaer Polytechnic Institute have succeeded in engineering an antibody that can be used to carry therapeutic drugs across the so-called blood-brain barrier in the brain, which can then block substances such as beta-amyloid. It thereby preventing the buildup of the amyloid beta proteins that cause the creation of sticky plaques in the brains of Alzheimer's sufferers. [MORE](#)

**N** **Newly found species of bacteria lives on pure caffeine**  
Popular Science share [f](#) [t](#) [g+](#) [p](#)  
A newly described species of bacteria has joined the ranks of those of us who depend on caffeine for survival. The little microbe, *Pseudomonas putida*, uses specialized enzymes to break the precious compound into carbon dioxide and ammonia, scientists say. [MORE](#)

**O** **Tough, Dependable, Affordable**  
Opticon provides high quality, low total cost of ownership bar code based products and services through solutions that enhance our customer's growth, efficiency, and profitability. [MORE](#)

**P** **Rewriting the textbooks: Microscopes without frontiers**  
New Scientist (registration required) share [f](#) [t](#) [g+](#) [p](#)  
Microscopes are good, but not that good. The view through them gets prohibitively fuzzy when you try to look at things smaller than half the wavelength of the light used for imaging; for visible light, that is anything below a few hundred nanometres. Many things we would like to see in intimate detail, such as the processes that sustain life, are at far smaller scales than that. [MORE](#)

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Bristol Myers Squibb  
US - CA - Meriden  
**Senior Research Scientist, Assay Development and Screening**  
Vertex Pharmaceuticals  
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# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

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- A LEADERBOARD**  
This premier position provides your company with top exposure and quality traffic.
- B/1 TOP/BOTTOM SKYSCRAPER**  
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**  
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**  
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**  
Leverage the power of words with a 15-word text ad to drive traffic to your website.
- G LEFT/RIGHT CURRENT PROMOTION**  
Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

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# AD RATES & SPECS

Prices are for participation in 13 emails to the 14,500 laboratory automation and screening professionals (one 90 day cycle)



Leaderboard  
**\$5000**

Image Dimensions  
**728x90**

File Format  
**JPEG**

Max File Size  
**40k**



Top/Bottom Banner  
**\$4000/\$3500**

Image Dimensions  
**468x60**

File Format  
**JPEG**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$4000/\$3500**

Image Dimensions  
**120x600**

File Format  
**JPEG**

Max File Size  
**40k**



Product Showcase  
**\$3950**

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 laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG**



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Featured Companies  
**\$2500**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG**



Lorem ipsum  
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 Lorem ipsum  
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Traditional Text Ad  
**\$1500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG**



Lorem ipsum dolor sit amet  
 Lorem ipsum dolor sit amet,

Left/Right Current Promotion  
**\$2250**

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG**

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SLAS POINT-TO-POINT  
IS A PROFESSIONAL RESOURCE FOR



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