

# TECHNICAL

## *Specifications*

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### E-NEWSLETTERS

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Other

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Application Note E-Book

Special Series *Sponsored*

Special Series *Collated*

### LIVE EVENTS

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### SOCIAL MEDIA

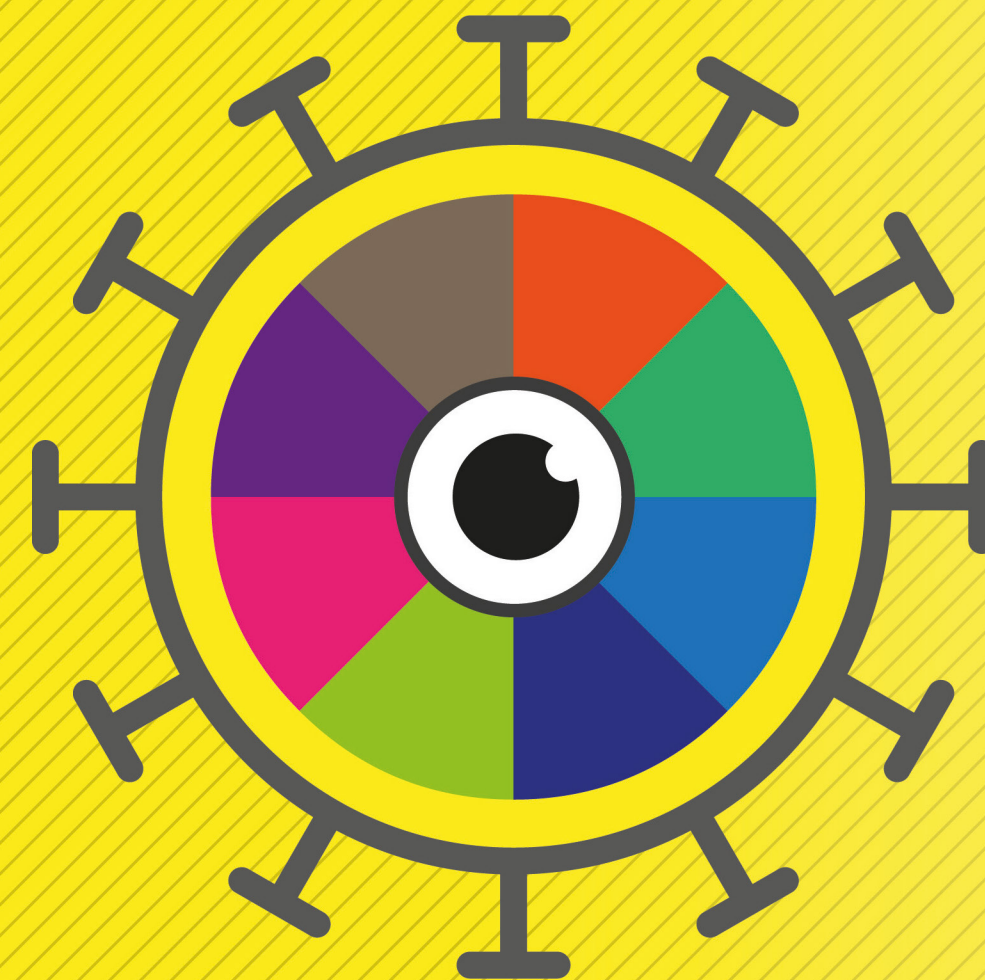
Facebook

Twitter

LinkedIn



*Please click the product name to navigate*





WEBSITE

# Banners

Large Banner 728px W x 90px H  
Box Ads 300px W x 250px H

-----  
jpg, png or gif  
Can be supplied as image file & URL or as double click tags  
Size: 200KB (maximum)

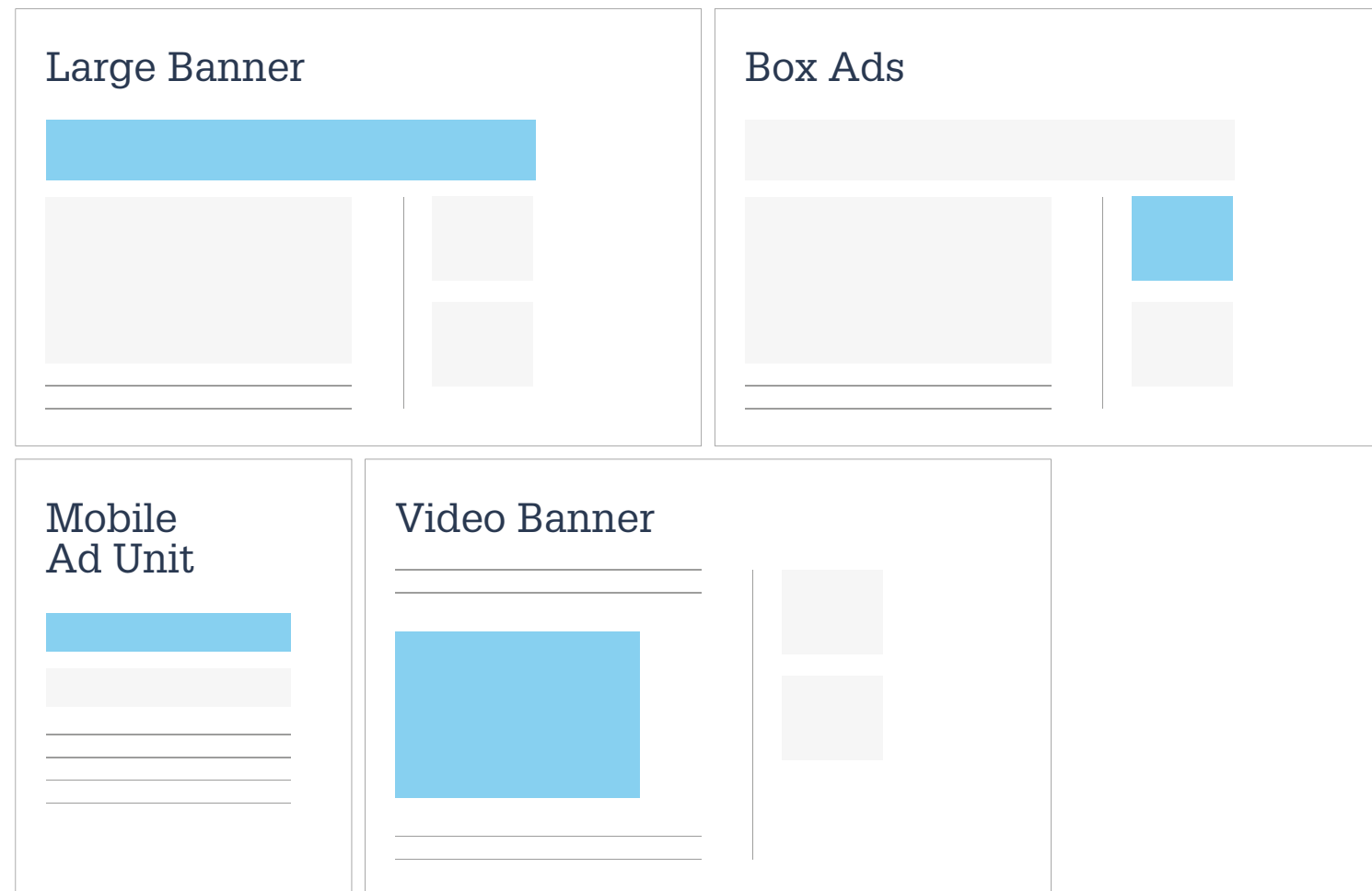
Mobile Ad Unit 320px W x 50px H

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pngs, jpegs, tags

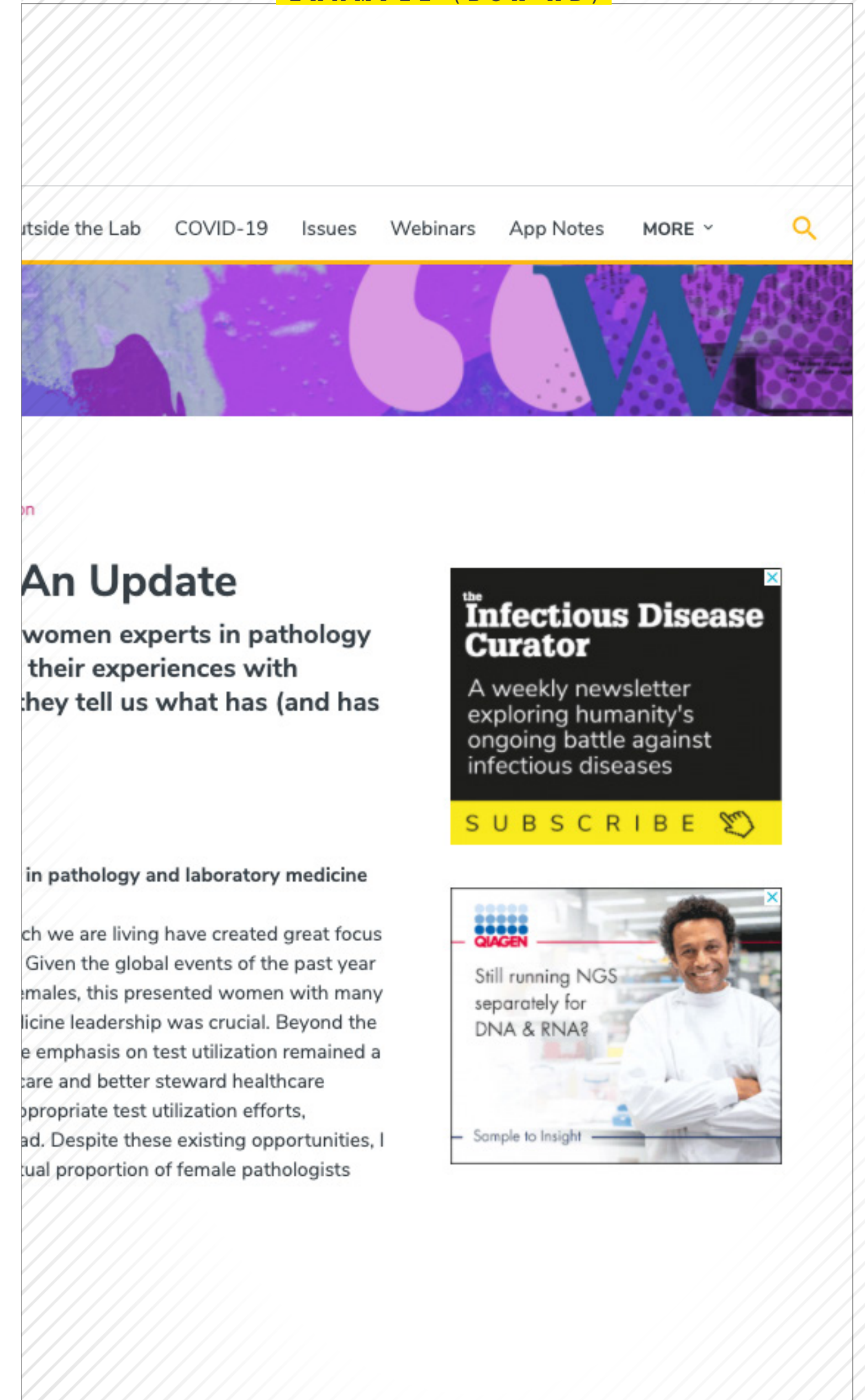
Video Banner 640px W x 480px H

-----  
.mov format or as a tag  
15-30 second (recommened)

*When supplying tags you may wish to provide a static image and URL as backup  
All banners can be global or geo-located to US/Canada only, Europe/ROW only*



EXAMPLE (BOX AD)



# Banners

Leaderboard	728px W x 90px H
Midpoint	728px W x 90px H
Footer	728px W x 90px H

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jpg, png or gif  
Size: 45KB (maximum)

*Hyperlink: to your preferred landing page  
(When supplying animated gif files, please ensure that all essential information is visible on slide one. This is due to an issue with gifs not rotating correctly in certain email clients)*



Leaderboard Banner - 728x90 pixels

## the New Optometrist

WEEKLY UPDATE / 25 NOV 2021



### Welcome!

Is this the beginning of a beautiful relationship? I certainly hope so. Welcome to the very first issue of The New Optometrist – the only weekly newsletter that gives you the research, updates and commentary you need in the time it takes to drink your morning brew.

For the foreseeable future, in addition to keeping you up to date without wasting your time, we'll be connecting you with colleagues across the UK in an attempt to make everyone's lives a little easier and happier.



# Text Profiles

## Weekly Spotlight

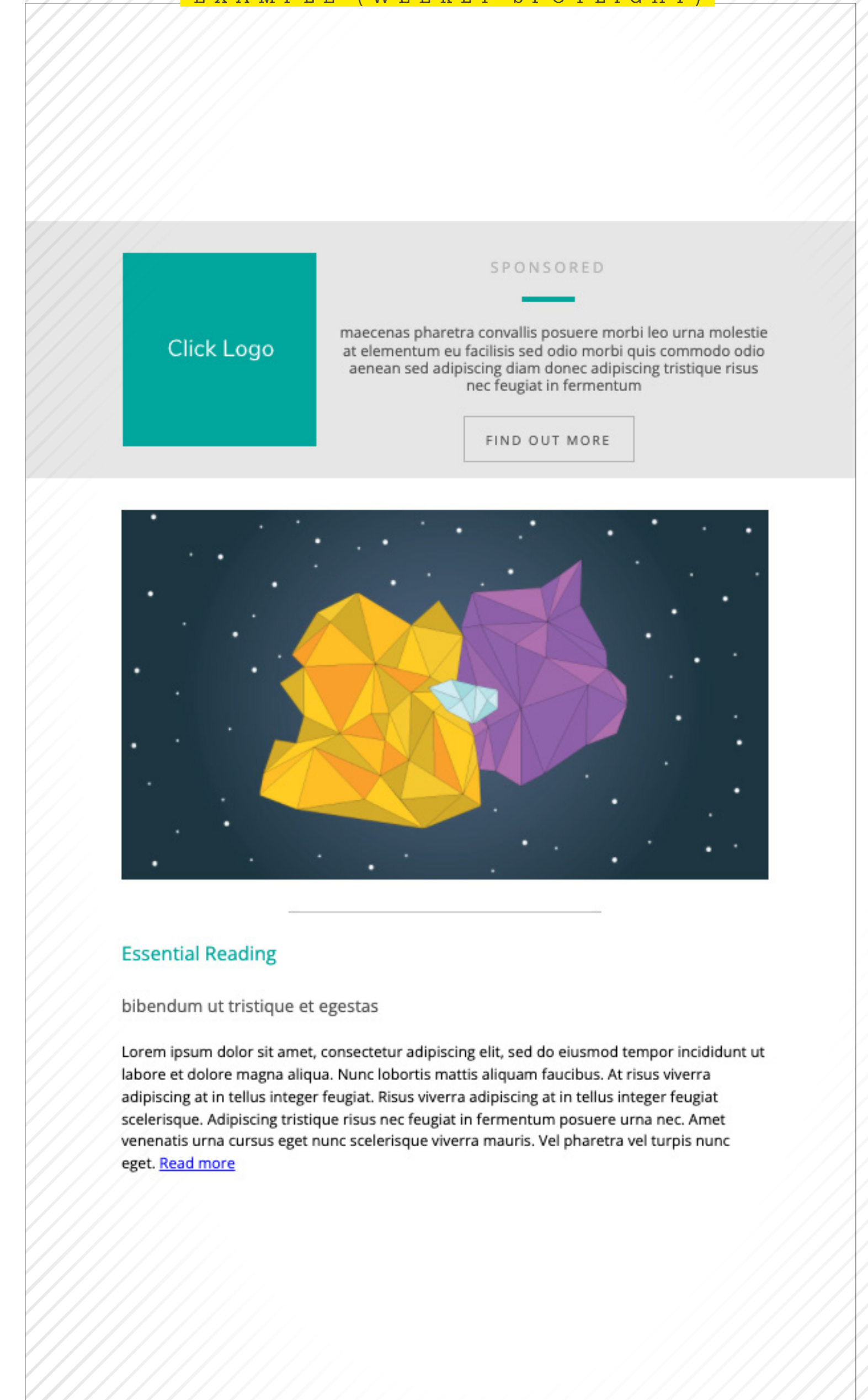
-----  
Approx 40 words + Hyperlink  
200px x 200px (RGB @72dpi)  
Please note: Company logo is preferred  
jpg (static) or gif (animated)

## Text Profiles (Text Profiles / Application Notes / Case Studies / White Papers)

-----  
Headline: up to 8 words  
Body Copy: up to 30 words (no bullet points)  
200px W x 100px H (RGB @72dpi) (or scaled-up)  
CTA URL. With CTA wording, max 5 words  
*Please note: No text on image*

## Website detailed text and image

-----  
PDF: full application note as pdf file  
Headline: up to 12 words  
Body Copy: up to 100 words describing the product  
Hyperlink: to your preferred landing page  
Contact Info: company name, address, phone, email, web address  
Company Info: up to 100 words company profile  
Image: 652px x 328px, 300dpi.  
Company logo: 300dpi  
*(Please remember that when supplying your Product or Application Note, we require both e-newsletter AND web detail as listed)*





# Electronic Direct Mail

## Option 1

- 
- Headline: up to 80 characters (including spaces)
- Subheading: (if required): up to 80 characters (including spaces)
- Body Copy: up to 550 characters (including spaces)
- Text style can be italic, bold or bold italic
- Superscript or Subscript supported
- Bullet points are supported: up to 75 characters per line (including spaces)
- Numbers are supported: up to 75 characters per line (including spaces)
- Call to action button: up to 30 characters (including spaces)
- Main Image: 1000px W x 500px H @72dpi
- Partner Logo: Minimum of 1000px width (X) any height (Y) or a high resolution file (300dpi)

## Option 2

- 
- Headline: up to 80 characters (including spaces)
- Subheading: (if required): up to 80 characters (including spaces)
- Two sections @
- Body Copy: up to 200 characters (including spaces)
- Call to action button: up to 30 characters (including spaces)
- Teaser Image: 300px W x 150px H @72dpi or larger in proportion for a sharper image i.e. 600px W x 300px H
- Partner Logo: Minimum of 1000px width (X) any height (Y) or a high resolution file (300dpi)

## Option 3

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Clients to provide their own HTML code, without their footer code and unsubscribe link from their initial email.



## Multi-ton Processing of Full Spectrum Cannabis Oil using CPC



$\Delta$ -9-tetrahydrocannabinol (THC) content in cannabis consumer products is strictly regulated in most countries worldwide. This has fueled demand for broad-spectrum THC-free oil and spurred interest in THC remediation technologies applicable at industrial scale levels.

This application note demonstrates the added value of centrifugal partition chromatography (CPC) for THC remediation of multiple tons of full-spectrum oil with no molecule loss or silica waste generated during the process.

[READ MORE](#)

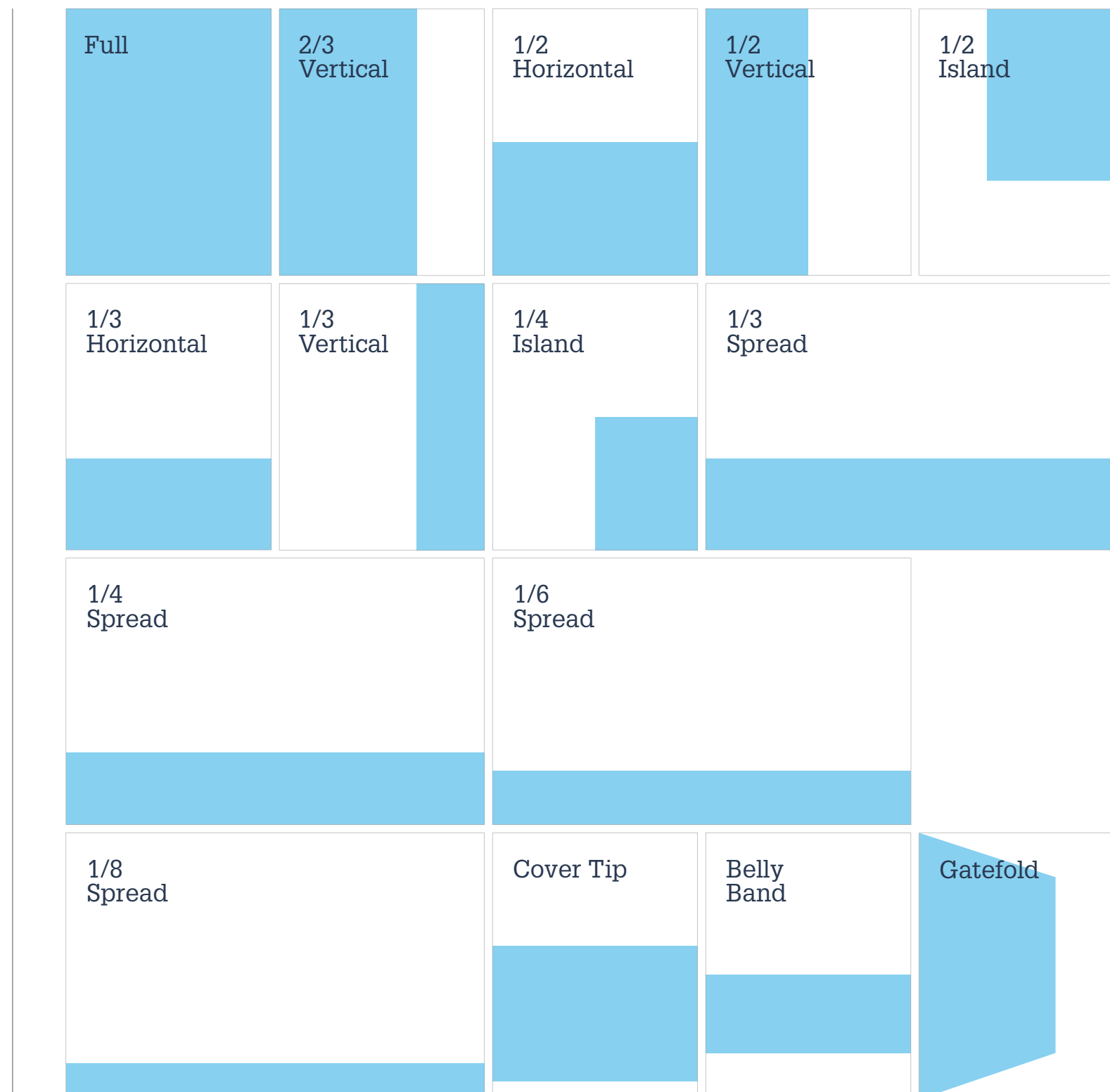


# Ads

- Double Spread
- Single
- 2/3 Vertical
- 1/3 Spread
- 1/2 Horizontal
- 1/2 Vertical
- 1/2 Island
- 1/3 Horizontal
- 1/3 Vertical
- 1/4 Island
- 1/4 Spread
- 1/6 Spread
- 1/8 Spread
- Cover Tip

- 420mm W x 266mm H
- 210mm W x 266mm H
- 130mm W x 266mm H
- 420mm W x 88mm H
- 210mm W x 130mm H
- 100mm W x 266mm H
- 129mm W x 165mm H
- 210mm W x 88mm H
- 70mm W x 266mm H
- 98.5mm W x 133mm H
- 420mm W x 66.5mm H
- 420mm W x 46mm H
- 420mm W x 33mm H
- 205mm W x 150mm H

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 Print Ready PDF  
 Fonts Embedded  
 300dpi / CYMK  
 3mm bleed on all edges  
 Live Area = 5mm from all edges



encapsulated in the capsid, the surface charge on the particle changes. This physiochemical difference between full and empty capsids makes them ideal for analysis with AEX chromatography methods. AAVs are also small (20-25 nm) and suitable for both traditional and monolithic columns.

The AEX chromatography method requires only several microliters of material – clearly a real benefit when gene therapy samples are so precious. Furthermore, no sample preparation is needed, which simplifies the analysis and increases throughput.

Historically, use of the AEX method for separation of empty, full, and partial capsid was less than optimal due to analysts narrowly exploring anion exchange column chemistries. For example, a user may begin method

development with a column that would be recommended for nucleotide analysis because this would work well for characterizing genetic material inside the AAV. However, this same column chemistry may not be best suited to separate empty, partial, and full capsids. Today, chromatographers have learned they need to search across multiple column chemistries to find the solution that provides the best resolution for empty/ full capsid separation.

Right now, AUC provides the better resolution, but I believe that ongoing developments with AEX column chemistries and chromatography systems make it a technology to watch for the future. Chromatography systems are already up and running in the QC environment for other processes and specialist expertise is not needed.

Also, chromatography lends itself well to automation opportunities, opening the door for high-throughput capsid analysis, ultimately providing a more cost-effective way of speeding up product development and reducing time to market.

References

1. FDA, "Statement from FDA Commissioner Scott Gottlieb, M.D. and Peter Marks, M.D., Ph.D., Director of the Center for Biologics Evaluation and Research on new policies to advance development of safe and effective cell and gene therapies," (2019). Available at <https://bit.ly/3ryl9mp>
2. FDA, "Chemistry, Manufacturing, and Control (CMC) Information for Human Gene Therapy Investigational New Drug Applications (INDs)," (2020). Available at <https://bit.ly/3t728b6>

**Wait, what? That's all of my sample?!**

The new Biotage® Extrahera® LV-200 is designed for microelution sample preparation and handles your smallest samples with ease. Effective, Consistent - Every Time.

**Low Volumes. Big Results.**





# Application Notes / Whitepapers

Title: up to 12 words

Subtitle: 10-20 words

Body: up to 450 words maximum (reduce by 75 per image)

Author: names only, no company affiliations

Abstract: a description of what the Application Note or White Paper contains; two or three sentences maximum

Contact name and telephone number

URL link

Any associated diagram or image that you feel is appropriate, in high resolution (300dpi / CMYK)

Brand logo (high resolution)

Screen reader support enabled

*Any additional online content supplied in PDF format*

## Application Notes



### A New Era in LC Column-to-Column Reproducibility

**In the application note the exceptional column-to-column reproducibility of  $\mu$ PAC™ columns is described and compared to state-of-the-art commercially available packed bed column alternatives.**

*Jeff Op de Beeck, Geert Van Raemdonck and Paul Jacobs*

The importance of establishing robust and reliable analytical methods is of paramount importance in today's life science research and the (bio) pharmaceutical industry. Liquid chromatography (LC), either coupled with UV detection or mass spectrometry has a prominent position within biomarker discovery and quality control workflows. Among other factors, the quality of the LC column has a significant impact on the data reproducibility and thus the method robustness. LC columns are typically fabricated by packing spherical silica particles into a cylindrical column. Even though column technology has improved enormously in the past decades, batch-to-batch repeatability is still a critical issue that can have a serious impact on LC workflow robustness. By using an entirely different LC column fabrication process, PharmaFluidics brings an extremely robust alternative to the LC column market, called micro Pillar Array Columns ( $\mu$ PAC™).

In this study the column-to-column reproducibility of  $\mu$ PAC™ columns is compared to state-of-the-

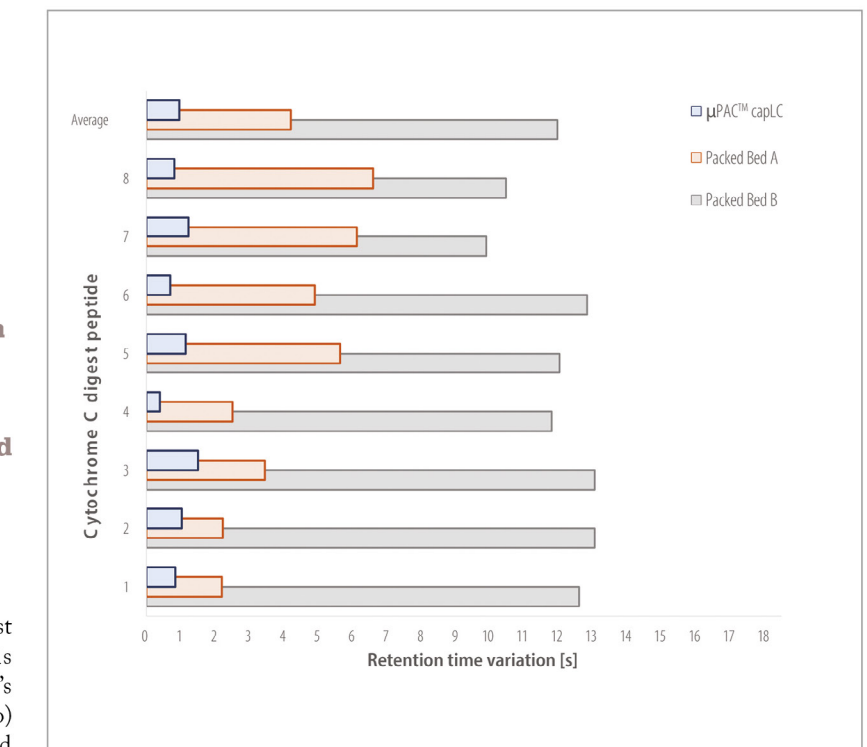


Figure 1. Comparison of the inter-column RT variation observed for eight peptides originating from cytochrome c digest for all column types evaluated.

art commercially available packed bed column alternatives. Reversed phase capillary LC analysis of a protein tryptic digest is performed on a series of columns (three column types, n=3), and column-to-column reproducibility is compared in terms of retention time, efficiency and peak shape.

The most critical parameter when comparing column-to-column reproducibility is the retention time (RT) that is achieved for the different compounds in a sample. Whereas state-of-the-art packed bed alternatives show absolute RT variation values in the order of 5–12s on average, sub second variation (0.95s on average) is achieved with the  $\mu$ PAC™ columns. This results in a relative variation in retention time of 0.24 (%CV), compared to 0.62 and 2.02 for the packed bed alternatives, which

is up to three times more reproducible. Regarding efficiency, average peak widths of 0.13min were obtained for the  $\mu$ PAC™ column, whereas this was 0.15min for both packed bed alternatives.

In conclusion, whereas state-of-the-art LC columns show RT variation values in the order of 5–12s, sub second variation was achieved with three different  $\mu$ PAC™ capLC columns. With values down to 0.24 percent CV on three different columns, this approaches what can be achieved on just a single conventional column, highlighting the unique potential for standardizing analytical procedures. In addition to the inter column RT consistency, excellent and consistent separation performance is demonstrated for tryptic digest samples, generating highly symmetrical peptide peaks.

# Solutions Page

Title: up to 12 words

Body Copy: up to 200 words (reduce by 75 per image)

Call to action

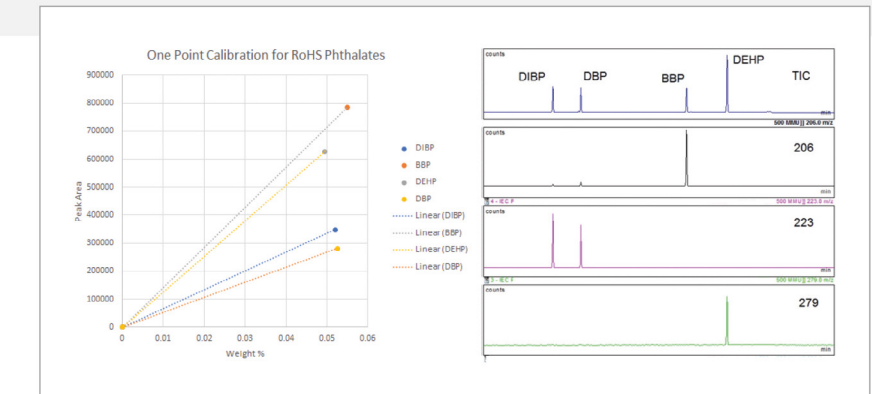
Any associated diagram or image that you feel is appropriate, in high resolution (300dpi / CMYK)

Plus half page horizontal ad (see print guidelines)

## Solutions



### Quantification of Phthalates in CE & RoHS Compliance Testing



The requirements for a CE mark now include the requirements for RoHS compliance, which consists of the disclosure of 4 phthalates: Bis(2-Ethylhexyl) phthalate (DEHP), Benzyl butyl phthalate (BBP), di-n-butyl phthalate (DBP), Diisobutyl phthalate (DIBP). A quantification method is defined in IEC 62321- 8 by a TD (Thermal Desorption)-GC-MS technique. The CDS 6150 Pyroprobe

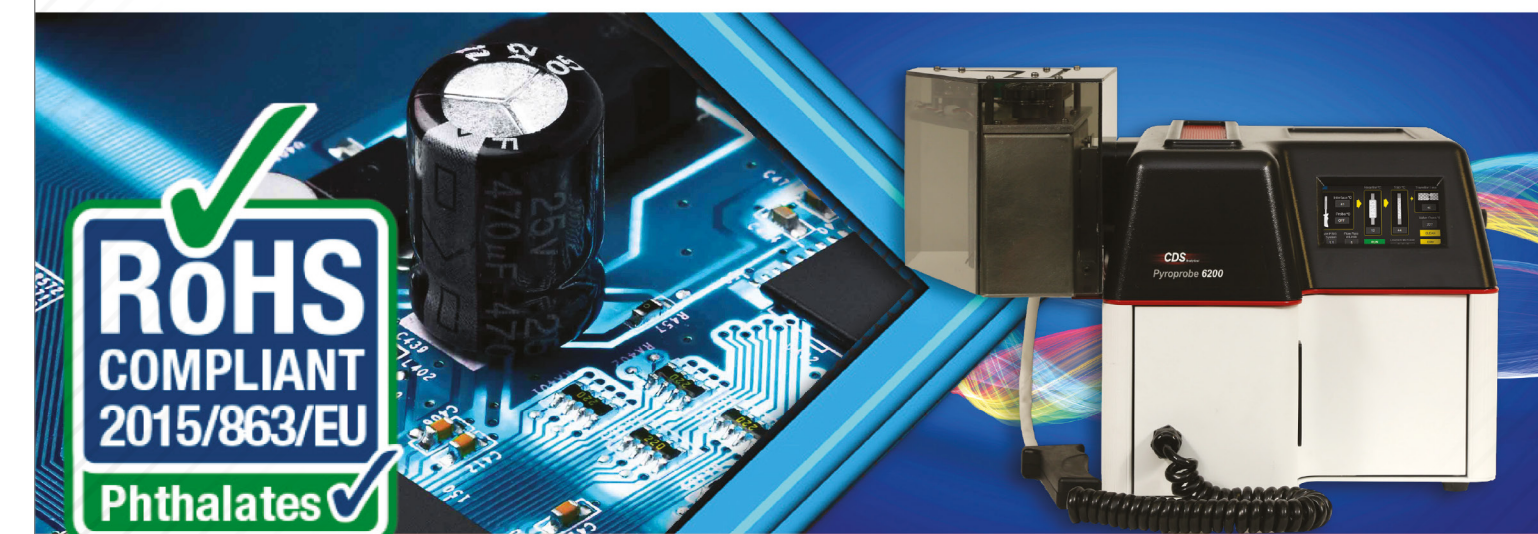
is a multi-function thermal sample injection system for GC-MS, meeting and exceeding the RoHS phthalates testing requirements. Table 1 shows the RSD (n=8) averaged at 3.2 percent, 3 times better than the method requirement, with MDLs all below 25 ppm, 4 times better than the method requirement.

Phthalate	Area RSD	MDL
DIBP	3.2%	21.7ppm
DBP	2.3%	21.0ppm
BBP	4.3%	21.0ppm
DEHP	2.9%	14.7ppm

Figure 2: Single point calibration and chromatograms (TIC and EICs) for the four phthalates.

## Multi-functional Thermal Injection System

Add Evolved Gas Analysis, Thermal Desorption, Flash Pyrolysis, Photochemistry, Thermal Slicing, Dynamic Headspace, SPME, Kinetics and Fixed Gas Analysis Techniques to Your GC-MS System



CDS Analytical  
www.cdsanalytical.com



# Sponsored Features

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Main Body: up to 600 words per page  
 An associated image for design purposes, in high resolution (300dpi / CMYK)  
 Brand logo (high resolution)

## Sponsored Feature



16 Sponsored Feature

## A Comprehensive Answer for Cancer

### Is comprehensive genomic profiling always the right approach?

What is comprehensive genomic profiling (CGP)? CGP is the simultaneous detection of all classes of genomic alterations across hundreds of genes with a single test and a single sample. This forward-thinking technique was enabled by the advent of next-generation sequencing (NGS) and its ability to deliver ultra-high throughput and scalability.

Why is CGP so important for precision oncology research? Cancer is "a disease of the genome," driven by the sequential accumulation of genetic and epigenetic changes in oncogenes and tumor suppressor genes. The more we learn about cancer, the more such changes we discover and the more these variants, or biomarkers, become relevant to translational and clinical research into new cancer treatments. It's now clear that many of them must be interrogated together so that we can understand as much about the molecular makeup of a tumor as possible. This type of simultaneous interrogation is sometimes only possible using CGP.

Take, for example, breast cancer, in which we have long been testing single-gene biomarkers, such as *ERBB2* (Her2) amplification, *BRCA1* and *BRCA2* mutations, and, more recently, *PIK3CA* mutations. Now, we are also beginning to examine homologous recombination repair (HRR) pathway gene mutations and complex biomarkers such as genomic instability to assess HRR deficiency (HRD).

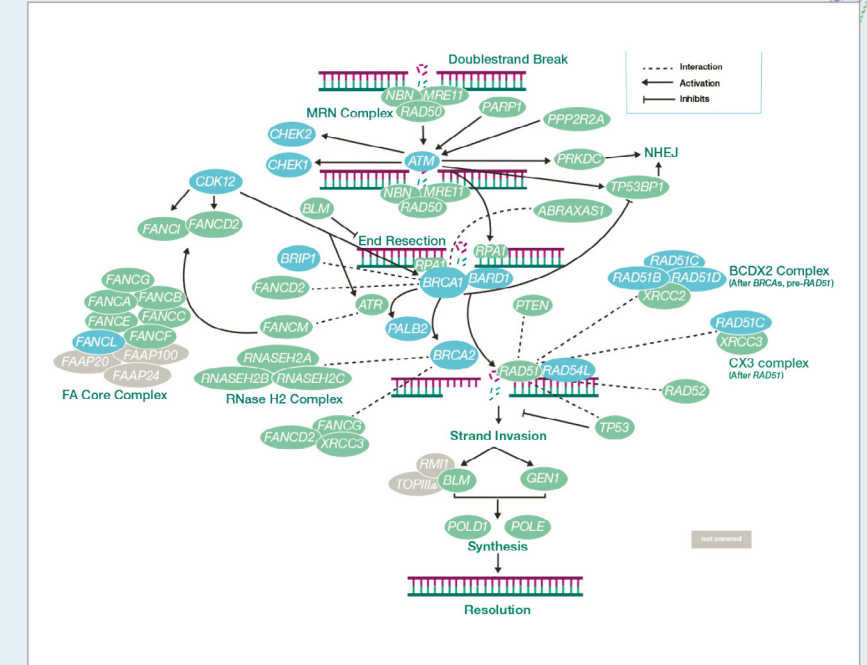


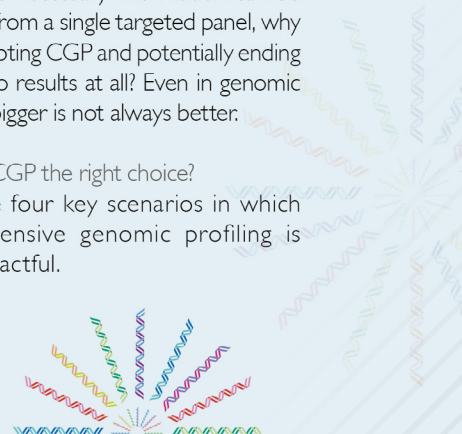
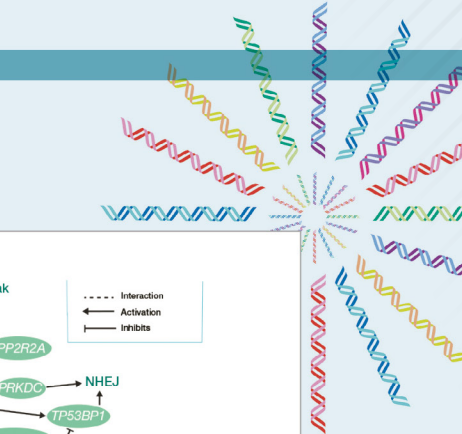
Figure 1. HRR pathway. Non-grey genes are covered in the OncoPrint Comprehensive Assay Plus. Purple genes were included in clinical trials with prostate cancer clinical research samples.

Is CGP a technique for every lab? Not every approach to CGP is suitable for every laboratory. Until recently, labs' ability to generate the increasing amounts of CGP data needed has been hindered by the technical limitations of the available techniques. Some hybrid capture-based NGS CGP techniques are complex workflows with up to five different instruments (and five corresponding sets of software) that must be stitched together. This requires significant expertise and extensive hands-on lab work – thus preventing broader adoption of the technique.

But now, Thermo Fisher's new and enhanced Ion Torrent OncoPrint Comprehensive Assay Plus comes as a complete, highly automated (60 minutes of hands-on time) solution with streamlined data analysis and reporting all from a single supplier, enabling end-to-end protocols. This will allow many more labs to implement CGP.

Is CGP the right choice for all cancer sample profiling? Not necessarily; based on pure common sense, one size does not fit all. Let's take non-small cell lung cancer (NSCLC) as an example. All biomarkers relevant for clinical research into NSCLC can be tested by one 50-gene targeted panel. It's cheaper, faster, and requires less sample input than CGP which is critical in NSCLC, where "tissue is still an issue." Some hybrid capture-based NGS CGP techniques require so much tissue that over half of normal clinical research samples cannot be analyzed (1). If all of the necessary information can be obtained from a single targeted panel, why risk attempting CGP and potentially ending up with no results at all? Even in genomic profiling, bigger is not always better.

When is CGP the right choice? There are four key scenarios in which comprehensive genomic profiling is most impactful.



MAGAZINE

# Bound Inserts

Title: up to 12 words

Body Copy: up to 200-250 words

Call to action

An associated image for design purposes, in high resolution (300dpi / CMYK)

Plus full page ad (180mm W x 255mm H) using print guidelines

EXAMPLE



### Research, develop, simulate, test, build

With our B+S Pharma Services we can offer you a comprehensive package of support solutions tailor-made for your production process. Take advantage of our expertise to find the right equipment for all your needs.

#### Your benefits

- + Saving energy and resources
- + Optimized processing of packaging materials
- + Life-cycle process reliability
- + Planning reliability by simulating processes
- + Minimizing downtime
- + Cutting costs by reducing time to market

#### Our areas of expertise

- + Cleaning
- + Silicizing
- + Liquid and powder dosing
- + Closing

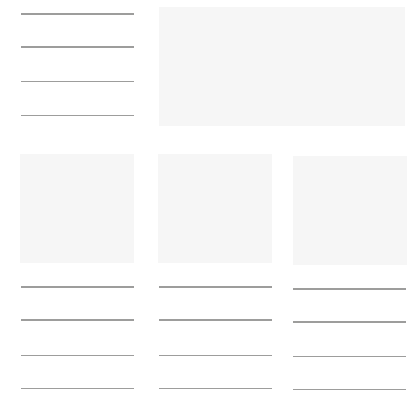




# Spotlight Page

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- Title: up to 70 characters (including spaces)
- Body Copy: up to 350 characters (including spaces)
- URL (shortlink preferred)
- Image of product, in high resolution (300dpi / CMYK)

## Spotlight

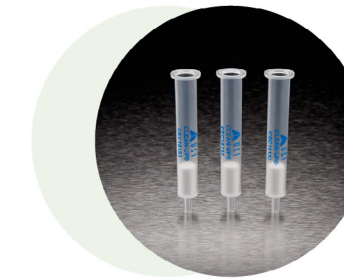


## Spotlight on... Technology

### Introducing the Anden A710 Industrial Dehumidifier – Grow-Optimized with VLGR Technology

The Anden A710 Dehumidifier is designed for cultivation from the ground up. It utilizes innovative Variable-Speed, Low Grain Refrigerant Technology (patent pending) to deliver maximum performance and efficiency throughout the grow cycle. With the A710, you're working with the latest technology to ensure maximum moisture removal and optimal VPD control.

For more information visit:  
<https://www.anden.com/a710/>



### UCT's 30+ Years in the Making, Gold-Standard C18 SPE Column

UCT's rugged Clean-Up® C18 SPE Column has quickly become to go-to cannabis filtration approach to isolate your cannabinoids from your pesticides - available in both SPE and push-thru column formats.

Learn more at <https://www.unitedchem.com/product/clean-up-c18/>



### INTip Filtration

Filtration tips are compatible with all cannabis sample types (plant material, extracts, oils, edibles, etc) to replace the use of manual, tedious and multi-component syringe filters. These products seamlessly integrate with automated liquid handlers and remove particulates down to less than 1 µm to prevent clogging of chromatography columns.

For more information visit:  
<https://bit.ly/DPXCannabis>



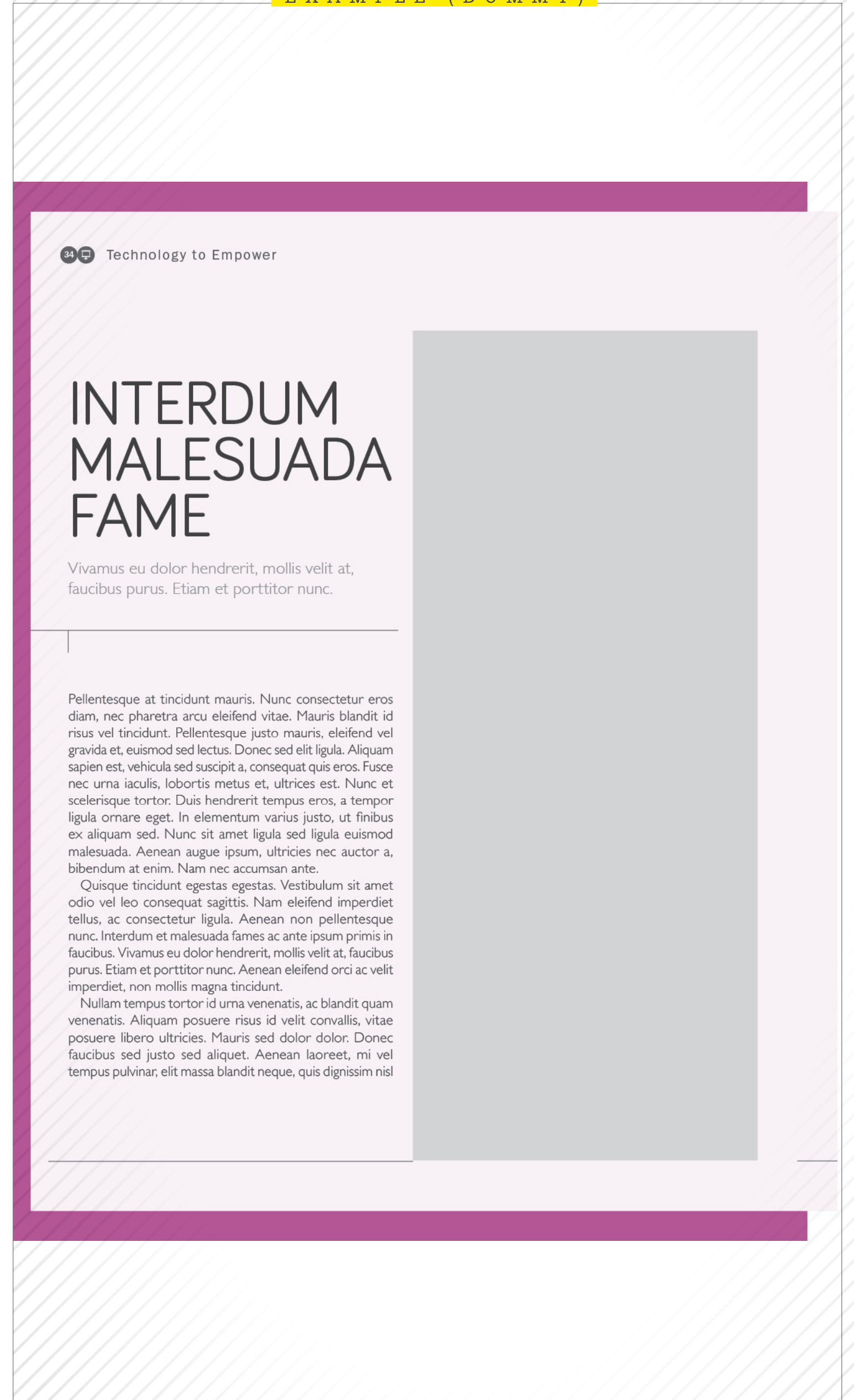
### Cannabis Profiler: One System for Six Cannabinoids

The AZURA Analytical system by KNAUER is dedicated for the analysis of six common cannabinoids of high medicinal interest. Cannabidiol (CBD), cannabidiolic acid (CBDA), cannabinol (CBN), Δ8-tetrahydrocannabinol (Δ8-THC), Δ9-tetrahydrocannabinol (Δ9-THC), and Δ9-tetrahydrocannabinolic acid (Δ9-THCA) can easily be quantified according to the monography of German Pharmacopeia.

Learn more at [www.knauer.net](http://www.knauer.net)

# Tech to Empower

- 
- Up to 700 words
- Image of product, in high resolution (300dpi / CMYK)
- Brand logo (high resolution)





MAGAZINE

# Innovators

1/2 Page	Up to 250 words
Full Page	Up to 350 words
Double Page Spread	Up to 700 words

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Image of innovation, in high resolution (300dpi / CMYK)  
Brand logo (high resolution)





# Profile Page

## Profile Page (black)

Image of interviewee, in high resolution (300dpi / CMYK)  
White brand logo (high resolution)

### Profile Page



Stories of Success: Andrew Alliance - A Waters Company  
*Nigel Skinner, Head of Marketing, Andrew Alliance, Geneva, Switzerland, describes how the company's vision has evolved over the years, shares the secrets to success, and highlights lessons learned along the way*



What was the original vision of Andrew Alliance?

The company's original vision was based on several observations about life science laboratories made by our co-founders. Firstly, a huge amount of time is taken up by well qualified people doing a lot of manual pipetting – is this really the best use of an analysts' time? Secondly, the more you rely on a human being, the higher the likelihood of errors occurring. There was a need for something at the right price point that could bring automation to the bench where it's less about throughput and more about freeing up the analyst's time to focus on higher level tasks. And that was the vision behind our first generation of robots.

How has that vision changed over the years?

We've evolved a lot since the original Andrew robot. At the beginning of 2019, we launched a new portfolio of products: the Andrew+ Pipetting robot and the Pipette+ guided pipetting system. These new products were based on five years of

working very closely with customers and understanding their needs. Lab research teams have become more dispersed and are collaborating over large distances; to meet this trend, we incorporated cloud file sharing into our products.

Traceability was also an important need for our customers. The Pipette+ system provides the benefit of not having to do the programming yourself, while still allowing a human to carry out the pipetting. This saves as much as 85 percent of the time, and you can essentially run robot or guided pipettes using the same script. This is very powerful, particularly if you're a CRO.

What's the secret to your success? Without a doubt, amazing agility across all the functions of the business. We work very closely with users and have been able to take their feedback via "INTERCOM" – where customers connect directly to customer support via the software to get real-time solutions to a problem. Not only does this system get customers back up to speed quickly, but

it also means we can capture feedback in terms of what customers would like to see. We can then build those improvements and push them out to users via the cloud.

What advice can you offer those navigating a similar journey? Engage with as many customers as possible. The more you do that, the more you can both understand their challenges and more credibly articulate their viewpoint. And that's especially important when you are the size of Waters; essentially, you must represent the voice of the customer. Also, be prepared to change tack. Rather like a sailing boat, constant course adjustments are normal and not unusual!



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



# Executive Invites

Name / Job Title / Company

Up to 200 Words

Booth Number / Symposium Title / Date and Time

Headshot, in high resolution (300dpi / CMYK)

White brand logo (high resolution)

## Executive Invites



Name  
Job Title  
Company



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Symposium Title:  
Time and Date

the Ophthalmologist

Name  
Job Title  
Company



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Booth Number A001  
Symposium Title:  
Time and Date

the Ophthalmologist



E-BOOKS

# Application Note E-books

Title: up to 12 words

Subtitle: 10-20 words

Body Copy: up to 350 words (please reduce by 75 words for each additional image)

Author(s): names only, not company affiliations

Image 1: Any associated diagram image that you feel is appropriate, in high resolution

Image 2: Background image that we might use that relates to the subject of the application note

Logo: Supplied in high resolution format (300dpi, CMYK) as jpg, pdf, tif or Illustrator file

Logo: Supplied in high resolution format (300dpi, CMYK) as jpg, pdf, tif or Illustrator file

*Full Application Note: Supply a PDF of the full version of the application note that can be hosted on our website*

## Application Note E-books



EXAMPLE

The example cover page features a background image of a hand turning a faucet handle with water splashing into a glass. The layout includes a home icon in the top left, the title 'QUANTITATION OF MICROCYSTINS IN WATER BY DIRECT INJECTION AND ONLINE SPE LC/MS/MS SYSTEMS' in bold blue text, and author information: 'Chang Jiang, Pei-bin Hu, Agilent Technologies Inc., Chengdu, China; Tarun Anumol, Agilent Technologies Inc., Wilmington, DE, USA'. A 'Produced by Analytical Scientist' logo is in the top right. A 'GET MORE INFORMATION' button with a right arrow is below the title. A 'LINKS' section with a computer icon and a 'RELATED WEBINAR' section with a person icon and text 'Microcystins quantification and identification in water: Complementary QQQ and Hi-Res approaches' are at the bottom left. The Agilent Technologies logo and 'Sponsored by' text are at the bottom right.

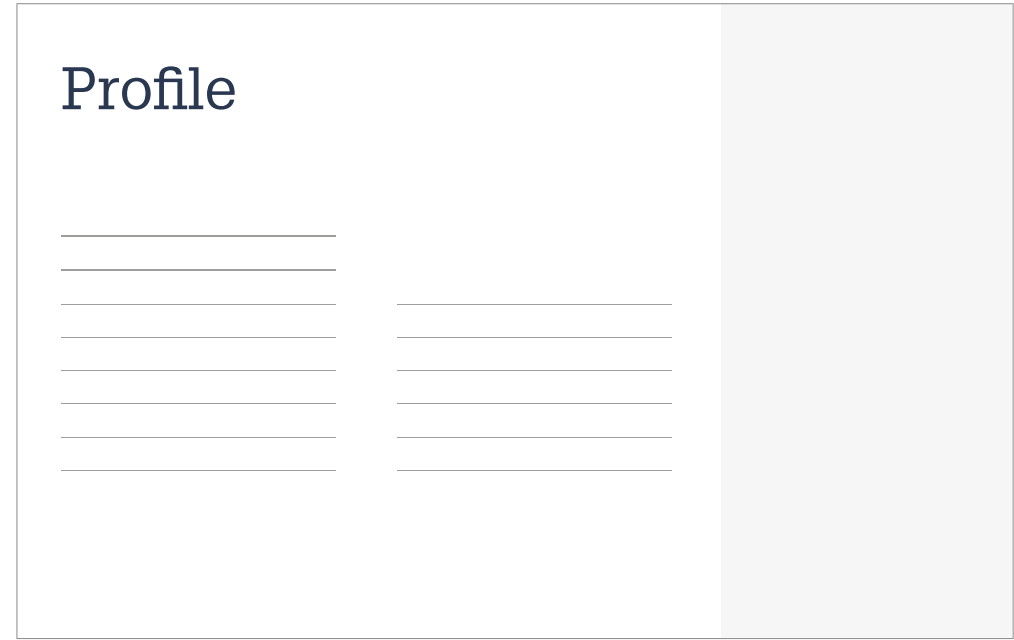
E-BOOKS

# Special Series

*Sponsored*

## Profile

- 
- Short Headline: up to 10 words
- Subheading: 10-20 words
- Body Copy: up to 400 Words
- Call to action: URL
- 1 associated image or 2 smaller images (high resolution)
- White brand logo (high resolution)
- Supply brand CMYK colour profile for background*



EXAMPLE





E-BOOKS

# Special Series

*Collated*

Ad

1920px W x 1080px H  
Supplied as high resolution PDF or image file

Sponsored Content

Short Headline: up to 10 words  
Subheading: 10-20 words  
Body Copy: up to 400 words per page  
One hyperlink, and 'call to action' text  
1 x portrait image per page *or*  
2 x links to additional content + 2 x small images  
(use wordcounts for headline / subheading) per page  
Images need to be high resolution

Application Note

Short Headline: up to 10 words  
Subheading: 10-20 words  
Body Copy: up to 450 words per page  
One hyperlink, and 'call to action' text  
1 x portrait image or figure  
Brand logo (high resolution)

Spotlight On...

Short Headline: up to 10 words  
Body Copy: up to 50 words  
One hyperlink, and 'call to action' text  
Product Image (high resolution)

SARTORIUS

### How to make wine production more sustainable?

Learn how to reduce water, energy, consumables and waste while maintaining cleaning efficiency and eliminating microbiological contamination

The business case for sustainable manufacturing has never been stronger, with reducing water and energy usage at the heart of the challenge. Winemakers must consider all parts of their production processes when looking to control costs and reduce their environmental footprint.

Filtration is used to clarify and stabilize wine before bottling. The filtration process must be controlled, repeatable and must not affect the body, aroma or taste of the wine. It can be a water and energy intensive process, with systems requiring cleaning between production batches.

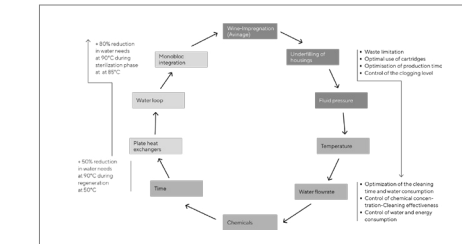
Filtration with Kieselguhr filters based on diatomaceous earth (DE) is a widespread technique in the world of wine, particularly in the roughing and polishing phases of musts and wines. Not being an automated system, Kieselguhr filtration requires a qualified operator, and the exhausted DE must be disposed of in a responsible way, e.g. by composting.

Crossflow filtration was introduced to winemaking in the 1980s and is now the most frequently used technique for the preparation of wines in the cellar, before bottling. It uses a selective porous membrane to filter wine.

In recent years, more environmentally aware consumers and an increase in international competitiveness within winemaking have driven new technological advances in wine filtration, enabling further reductions in cost and waste.

This white paper compares Sartorius wine filtration systems with other widely used systems in terms of consumption of energy, water and consumables.

READ THE WHITE PAPER NOW



Technical solutions to control water consumption and waste



LEARN HOW TO MAKE SUSTAINABLE WINE PRODUCTION MORE SUSTAINABLE



Fabrice Delabre, Producer of Production, L'Éclaircie, Cognac, France

LIVE EVENTS

# Webinars

- 
- Speaker Headshots (high resolution)
- Images for Marketing campaign (relating to topic):  
1200px W x 300px H & 300px W x 150px H & 300px W x 250px H
- Social Media Image: 1080px W x 1080px H
- Brand logo (high resolution)

EXAMPLE

**the Analytical Scientist**



**Registration Details:**

First Name \*

Last Name \*

Company \*

Job Title \*

**How to stop good pharmaceutical formulations going bad: a study in controlling behaviour**  
**Available on demand**

Whether you need an in-depth understanding of a pharmaceutical product because you are changing the supply of an ingredient, moving between manufacturing sites, or tackling the development of a new generic, you'll likely find yourself asking:

- What needs to be assayed?
- Which techniques should be applied?
- What should our testing program look like?



SOCIAL MEDIA

# Facebook

## Facebook Paid Promotion (Image)

-----  
1080px W x 1080px H  
jpg, png or gif



## Facebook Paid Promotion (Video)

-----  
16:9 ratio  
mp4 or .mov  
(<2 mins)

Facebook



EXAMPLE

 The Analytical Scientist  
Sponsored (demo) · 

The Royal Society of Chemistry's full journal catalogue is now available for use with text and data mining, supporting the future of research and development.

Click below for more information!



RSC.ORG

**Text and Data Mining**

Machine-ready articles to support your R&D's digital future. Learn more abo...

[Learn More](#)

SOCIAL MEDIA

# Twitter

## Twitter Paid Promotion (Image)

-----  
1200px W x 600px H  
jpg, png or gif

## Twitter Paid Promotion (Video)

-----  
16:9 ratio  
mp4 or .mov  
(<2:20 mins)

## LinkedIn



EXAMPLE

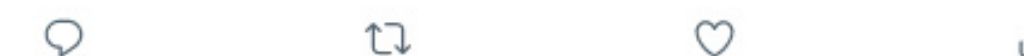


**The Analytical Scientist** @tAnaSci · May 12

Don't miss the #SciX2021 conference in Providence this September.

@facssnetworking looks forward to welcoming you at the first in-person analytical chemistry meeting in over a year.

Register now at [scixconference.org](https://scixconference.org)!





SOCIAL MEDIA

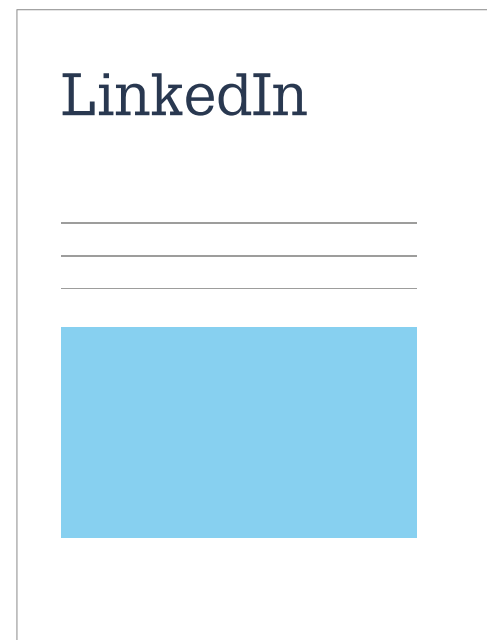
# LinkedIn

## LinkedIn Paid Promotion (Images)

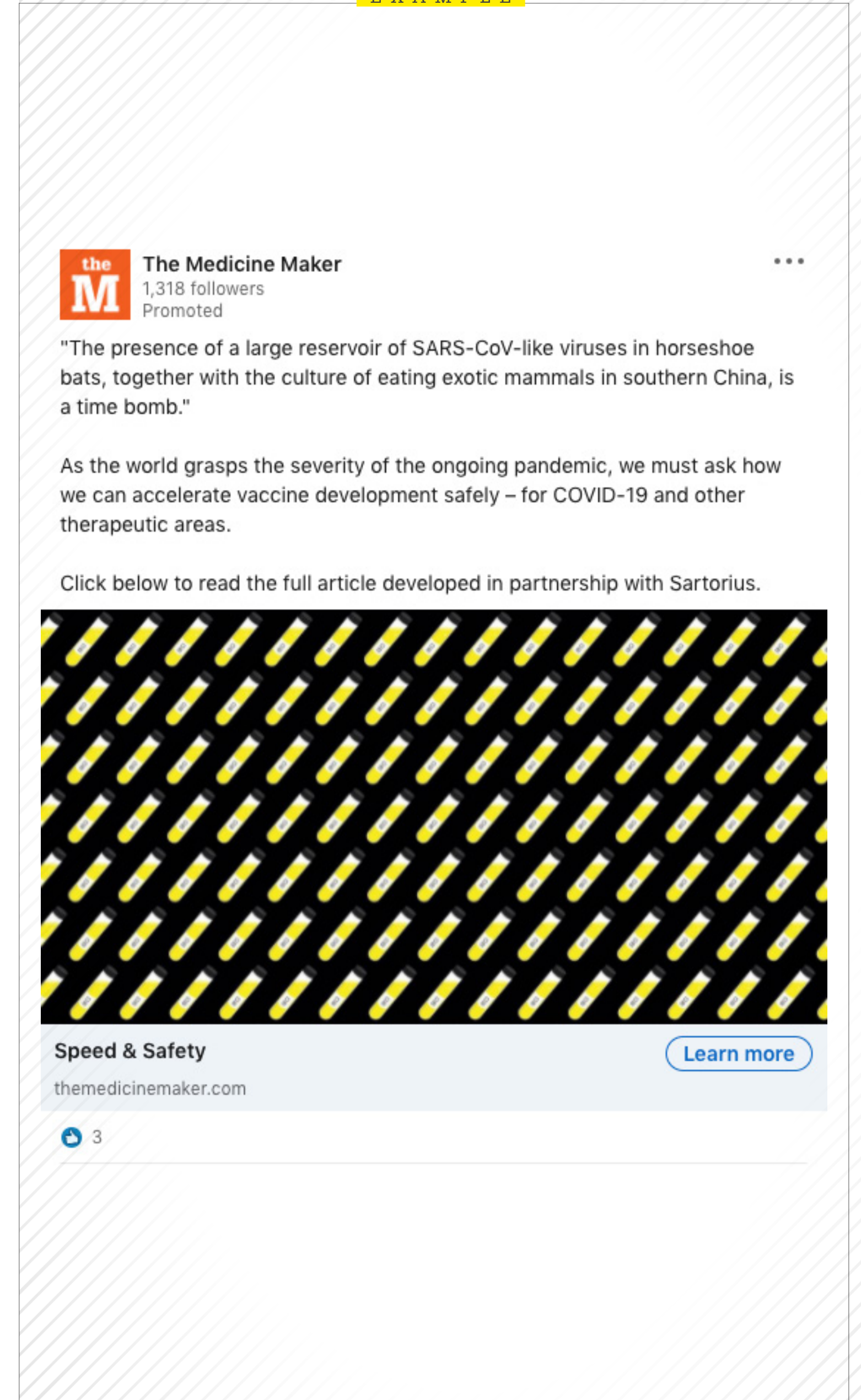
-----  
1200px W x 627px H  
jpg, png or gif

## LinkedIn Paid Promotion (Video)

-----  
16:9 is preferred  
Other accepted formats include 1:1 (square) or 9:16 (vertical)  
mp4 or .mov



EXAMPLE



CONTACT

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