

Cold Spring Harbor Laboratory



BIOSUPPLYNET

The Largest Supplier Directory for All your Bioscience Needs



Media Material

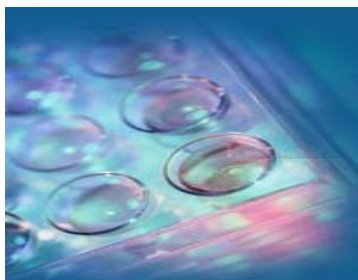
New Look. New Features. Same Great Value.

The Industry Standard in Buyer's Guides

With more than 6,500 participating companies and over 20,000 products and supplies, BioSupplyNet (BSN) is the most complete buyer's directory anywhere.

Designed for the end user, BSN allows researchers to quickly narrow their search and receive a complete list of relevant vendors.

Unlike other on-line buyer's guides, BSN does not limit its supplier database to only those that pay to join. Suppliers can be included at no charge, which **provides researchers with the most comprehensive sourcing tool available.**



Each month, over 35,000 researchers from all areas of science turn to BioSupplyNet to find sources for the products they need to buy.

Use Biosupplynet to:

- Drive traffic to your website.
- Increase and promote brand awareness
- Promote new products, services & technologies in a dynamic environment.
- Generate qualified sales leads.

Sponsorship Opportunities

Featured Protocols

Select and sponsor any one of over 900 protocols from CSH Protocols. Your company name and logo will have a prominent position on the Biosupplynet home page as well as on the protocol itself. You will also be able to link your company

Additional Features

BioToolKit

An annotated directory of over 1,000 links to online molecular biology resources, including basic research tools and advanced applications for genome, transcriptome, proteome data retrieval, analysis, and visualization. One of the most visited areas of BioSupplyNet, suppliers can advertise next to relevant scientific research links.

Features

Product Category Listing

- **Basic Listing** includes: company name, address, phone, fax, email, website, and up to 20 product categories. Expose your company and products to BioSupplyNet's research community at no cost!
- **Enhanced Listing** includes: **unlimited product listings**, full contact information including hot links to your e-mail and website, company description and logo, plus full use of your supplier page for additional promotions. Your company will have preferred placement in all product searches. In addition you will have the new rapid request feature which allows scientists to reach you in one easy step, plus a product information link driving traffic back to your website.

Get a Catalog

Even with the surge in internet usage, researchers continue to reference printed catalogs. Promote your catalog to BioSupplyNet's scientific users. Receive requests and contact information via email.

Home Page Featured Placements

The most cost effective and highly visible method to showcase your company and products. This home page feature can be custom tailored to your needs. A cost effective way to expand marketing of new product launches.

Banner Ads

Keyword and Category Driven Banner Ads: Display your company's message whenever a specific keyword or category is entered as a search term. A great way to differentiate your products from a competitors and put your company's product at the forefront of a researcher looking to purchase products .

Designed by Researchers, for Researchers

BioSupplyNet is used by researchers around the world at both commercial and academic institutions who conduct research in the areas of : molecular biology, microbiology, biochemistry and other life science research fields.

60% USA/ Canada
40% Foreign

68% Research/Academic
23% Biotech/Pharmaceutical
9% Government.*

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