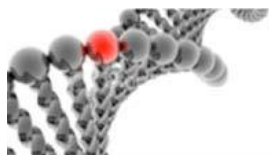


MetaboNEWS

A newsletter published in partnership between
The Metabolomics Innovation Centre and the
international Metabolomics Society



THE METABOLOMICS INNOVATION CENTRE



Advertisement Brochure

MetaboNews Editor

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www.metabonews.ca

The Metabolomics Society

The Metabolomics Society is an international, non-profit organization bringing together researchers from around the world interested in and excited about the development and application of metabolomics technologies across the full breadth of the biological and biomedical sciences. Metabolomics is the youngest of the 'omics sciences in the post-genomics era and aims to investigate the roles and functions of metabolites in biological, biochemical and physiological processes. The Society was founded in 2004 and has since grown into a global community with almost a thousand members, in part through the successes of its annual international conference, the increasing impact of its journal *Metabolomics* and its growing Individual and Corporate member benefits. To support this on-going growth and to keep its members up-to-date with the latest news, publications and events, the Board of Directors has forged a new partnership with The Metabolomics Innovation Centre, the publishers of MetaboNews.

www.metabolomicssociety.org

The Metabolomics Innovation Centre

The Metabolomics Innovation Centre (TMIC) is a Genome Canada funded service facility that has a unique combination of infrastructure and personnel to perform a wide range of cutting-edge metabolomic studies for clinical trials research, biomedical studies, bioproduct studies, nutrient profiling and environmental testing. TMIC is led by Dr. David Wishart (University of Alberta), Dr. Christoph Borchers (University of Victoria), Dr. Liang Li (University of Alberta), and Dr. James Harynuk (University of Alberta).

<http://www.metabolomicscentre.ca>

MetaboNews

Since August 2011 TMIC has published the well established and widely distributed newsletter, **MetaboNews** which has kept metabolomics researchers and other professionals informed about new technologies, software, databases, events, job postings, conferences, training opportunities, interviews, publications, awards, and other newsworthy items concerning metabolomics.

<http://www.metabonews.ca/archive.html>

Why Advertise with MetaboNews?

MetaboNews serves an international Metabolomics community (100 countries and growing), has over 2100 subscribers, and receives about 5800 pageviews per quarter. MetaboNews now represents the one-stop-shop for the very latest and most critical news about the science of metabolomics. Sponsors will benefit from enhanced brand exposure on MetaboNews. Propelling brand awareness and building opportunities to collaborate with other stakeholders in targeted fields will be possible through a range of opportunities to suit every budget, keeping your brand front of mind with MetaboNews readers. We understand your needs and how to meet them while adding value to the experience enjoyed by our readers.

How to Advertise in MetaboNews

Please contact The Metabolomics Innovation Centre regarding the following advertisement options (TMIC@metabolomicscentre.ca). A decision to advertise with MetaboNews will increase the chances of securing the advertising space that you desire. Advertisement content will be developed by the advertiser and should be sent to the MetaboNews Editor (Ian Forsythe, iforsythe@gmail.com) 21 days before the beginning of the month. Please note that sponsorship packages will only be confirmed once payment has been received.

Discounts are available for 6 and 12 month advertising subscriptions:

- 6 months advertising for the price of 5 months
- 12 months advertising for the price of 9 months

Premium Placement Package: ensures high visibility in the sponsor's choice of location in MetaboNews.

Preferred Members Package: Metabolomics Society and TMIC partners receive a 20% discount.

The following advertisement styles (A–E, below) can be placed in any of the following sections of MetaboNews:

- Partnership Spotlight
- Biomarker Beacon
- Metabolomics Current Contents
- MetaboNews
- Metabolomics Events
- Metabolomics Jobs

Discounts are available for 6 or 12 month subscriptions and Preferred Partners (refer to How to Advertise in MetaboNews).

Style A) Tiles

\$300 CAD

125 x 125
px

Style B) Banners

\$300 CAD

728 x 125 px

The following page advertisement styles can be placed in a Featured Spotlight or the Sponsors section

728 x 420 px

Style C) ¼ Page Advert

\$300 CAD

728 x 660 px

Style D) ½ Page Advert

\$350 CAD

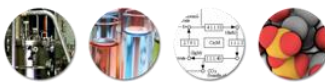
728 x 1280 px

Style E) Full Page Advert

\$400 CAD

Contact information:

MetaboNEWS



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Ian Forsythe

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www.metabonews.ca



Metabolomics Society President

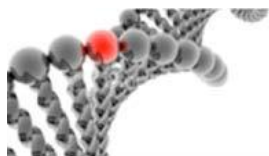
Professor Mark Viant

president@metabolomicssociety.org

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www.metabolomicssociety.org



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