

LIPID MAPS®

Partnership Opportunities

About us

LIPID MAPS is a multi-institutionally supported website that provides access to many innovative lipidomics resources. We host the globally used LIPID MAPS Classification and Nomenclature and the largest curated lipid structure database in the world. LIPID MAPS has internationally led the field since 2003, in lipid curation, classification, and nomenclature. Our open-access databases are continuously updated, and we regularly produce new informatics tools and lipidomics-focused training activities. LIPID MAPS serves an international lipid community of over 60K users, so we are strongly placed to facilitate high brand visibility to a global audience.

We host regular podcasts and have an expanding range of educational resources. Our live month webinars, also available online for on-demand viewing, are a powerful and highly interactive medium that lets us engage our audience with features such as live Q&A capability.

LIPID MAPS is accessed by users in 167 countries; the top 5 being the U.S, China, U.K, Germany and Japan. We have a thriving network of email subscribers, over 1000 YouTube followers, and 3,500+ followers across our social media platforms. Our contacts could generate high quality leads for your business through targeted audience development.

Opportunities for partnership

LIPID MAPS is extremely accessible holds incredible opportunities for brand placement. Our digital sponsorship packages offer a cost efficient yet extremely effective way to connect directly to your target audience. We aim to build a long-lasting, mutually beneficial relationship.

CONTACT US

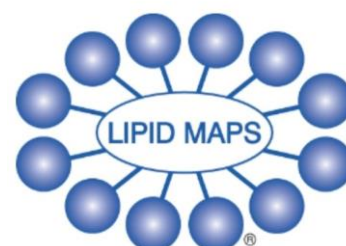
THANK YOU FOR YOUR INTEREST IN LIPID MAPS®

WE LOOK FORWARD TO HEARING FROM YOU TO DISCUSS YOUR
TAILOR-MADE PACKAGE

LAUREN COCKAYNE

PROJECT AND BUSINESS DEVELOPMENT MANAGER

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Below are packages opportunities, these can be amended according to your need

Platinum Package	
LIPID MAPS® Webpage Sponsorship <ul style="list-style-type: none"> • Front page hosting of logo with clickable link in footer • Information hosted on “About our sponsor” page • Active marketing, twice a year, via our rotating advert tile* • Advertisement on social media platforms*** 	\$5,000 per annum
Gold Webinar Package	
Sponsorship of live LIPID MAPS® Live Webinar/s <ul style="list-style-type: none"> • Access to the attendee registration contact information** • Active marketing via our rotating advert tile* • Advertisement on social media platforms*** • Verbal acknowledgement during webinar • Logo and QR Link hosted at the start of the webinar 	\$3,000 per webinar
Silver Webinar Package	
Sponsorship of live LIPID MAPS® Live Webinar/s <ul style="list-style-type: none"> • Active marketing via our rotating advert tile* • Advertisement on social media platforms*** • Verbal acknowledgement during webinar • Logo and QR Link hosted at the start of the webinar 	\$2,000 per webinar
Bronze Webinar Package	
Sponsorship of live LIPID MAPS® Live Webinar/s <ul style="list-style-type: none"> • Verbal acknowledgement during webinar • Logo and QR Link hosted at the start of the webinar 	\$1,000 per webinar
Podcast Package	
Sponsorship of LIPID MAPS® Live Podcast/s <ul style="list-style-type: none"> • Active marketing via our rotating advert tile* • Advertisement on social media platforms*** • Verbal acknowledgement during podcast 	\$1,000 per podcast
Advertising Package	
Advertising on LIPID MAPS® webpage and social media <ul style="list-style-type: none"> • Active marketing via our rotating advert tile – for one month** • Advertisement on social media platforms*** • Newsletter advertisement banner 	\$1,000 per listed item
Event Packages	
Please enquire about our events package which are carefully curated according to each specific event we run	\$1,000-10,000 per event

Discounts available for multiple packages

* Please note this will be generic advertising with page links to homepage and not product specific

** Please note due to GDPR regulations this is an ‘opt in’ list, and therefore numbers are not guaranteed

*** These platforms are limited to our current social media accounts