LC|GC's **CHROM**academy

powered by **element**

CHROMacademy 2025 Sponsorship Opportunities

- ✓ Lead Generation
- ✓ Thought Leadership
- ✓ Brand Awareness

www.chromacademy.com

Grow your business

CHROMacademy is the world's largest e-Learning website for analytical scientists, packed with training courses that help our members improve their skills and productivity.

Sponsorship Opportunities

Wide range of training courses

Essential Guide Webcasts

HPLC & GC Troubleshooting Tools

eLearning Modules

Quick Guides

Video Bootcamps

Lead Generation
CHROMacademy webcasts deliver on average 800 registrations and popular events deliver over 1000 sales ready leads to our sponsors.

Thought Leadership
Join forces with the CHROMacademy team as we deliver the best educational content to your industry.
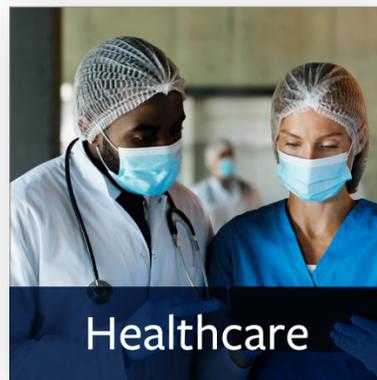
Brand Awareness
Communicate your company's technical expertise, and with over 175,000 names in our database we can help you reach a truly global audience.

Our Audience

CHROMacademy members come from industry, academia, government and healthcare backgrounds.
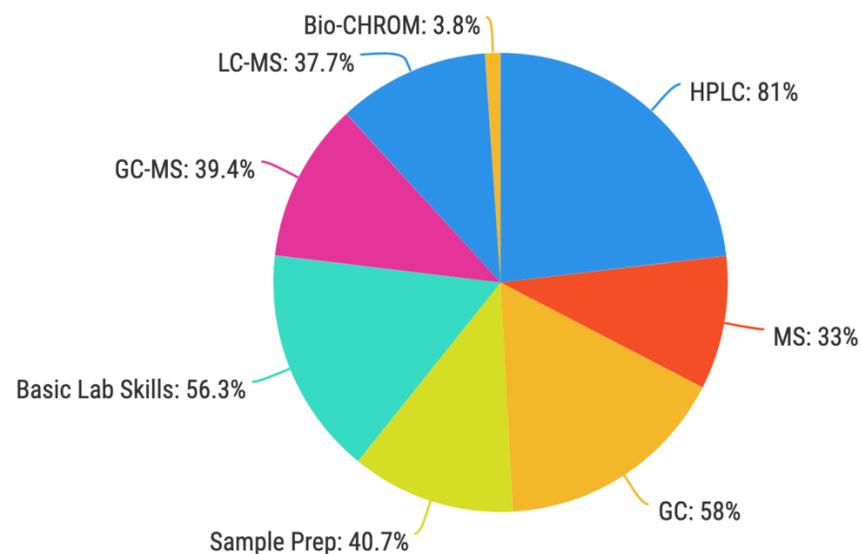
Sector

Industry

Academia

Government

Healthcare

Job Function
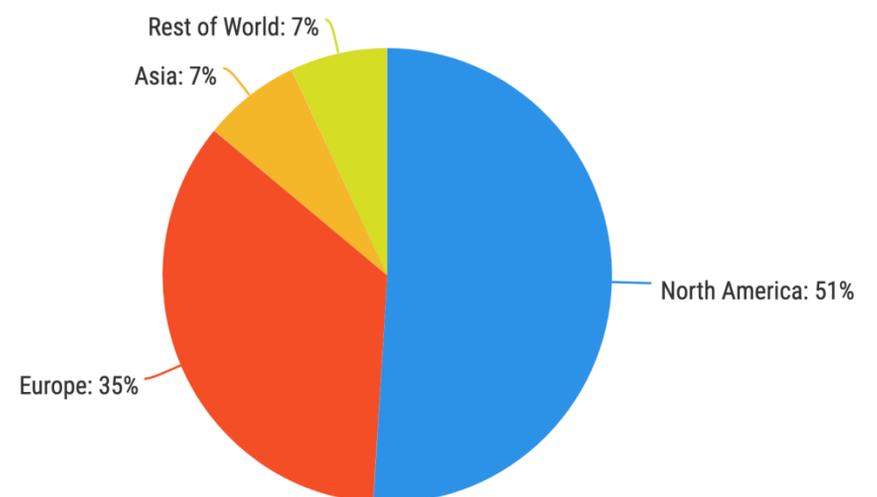
- R&D
- Quality Assurance
- Quality Control
- Analyst
- Lab Management
- Technical
- Teaching
- Purchasing

Chromatographic Techniques Used

Bio-CHROM: 3.8%
LC-MS: 37.7%
HPLC: 81%
GC-MS: 39.4%
MS: 33%
Basic Lab Skills: 56.3%
Sample Prep: 40.7%
GC: 58%

Geography

Rest of World: 7%
Asia: 7%
North America: 51%
Europe: 35%

Our Digital Footprint

We excel in delivering high quality engaged leads to our sponsors

90K
MEMBERS

175K
EMAIL REACH

135K
AVG. MONTHLY
PAGE VIEWS

CHROMacademy Webcasts

Featuring industry experts, LCGC editors and CHROMacademy/Element technical staff
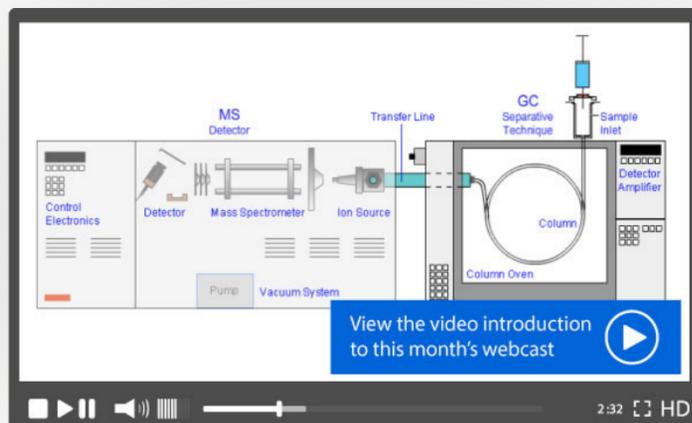
800
AVG
REGISTRATIONS

350
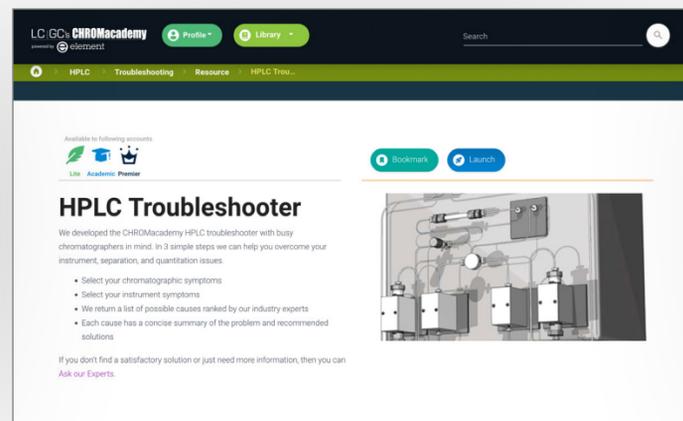AVG LIVE
ATTENDEES
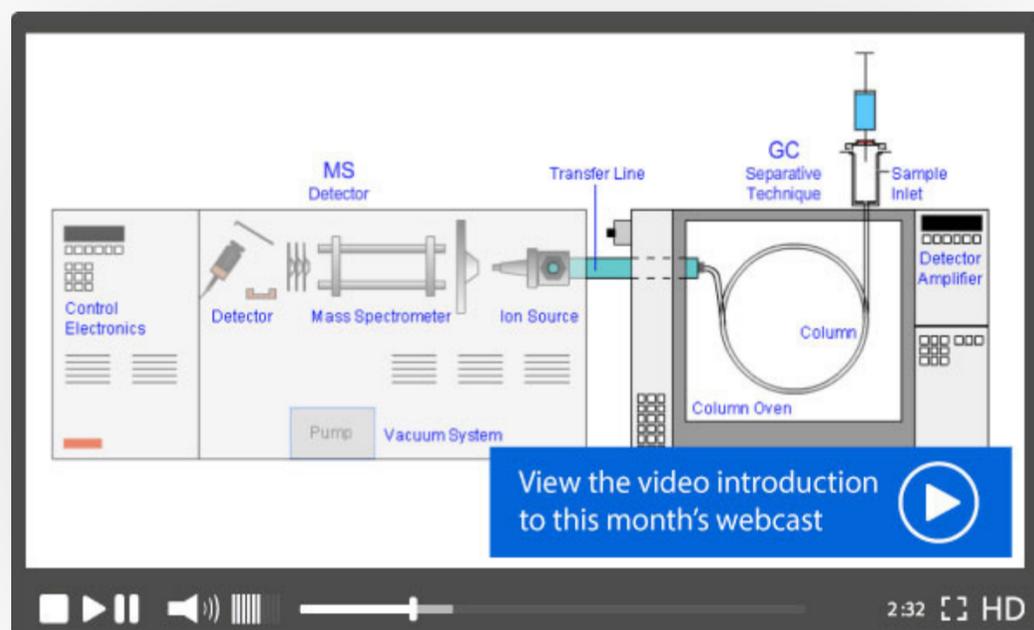
Sponsorship Opportunities

Pick and choose from a wide range of learning content and topics to generate your own unique sponsorship journey.
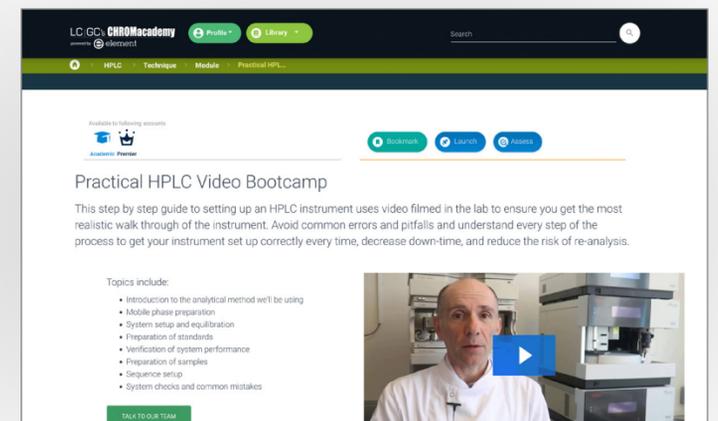
Webcasts

Sponsor a Chromacademy Essential Guide or provide your own content.

Interactive Troubleshooters

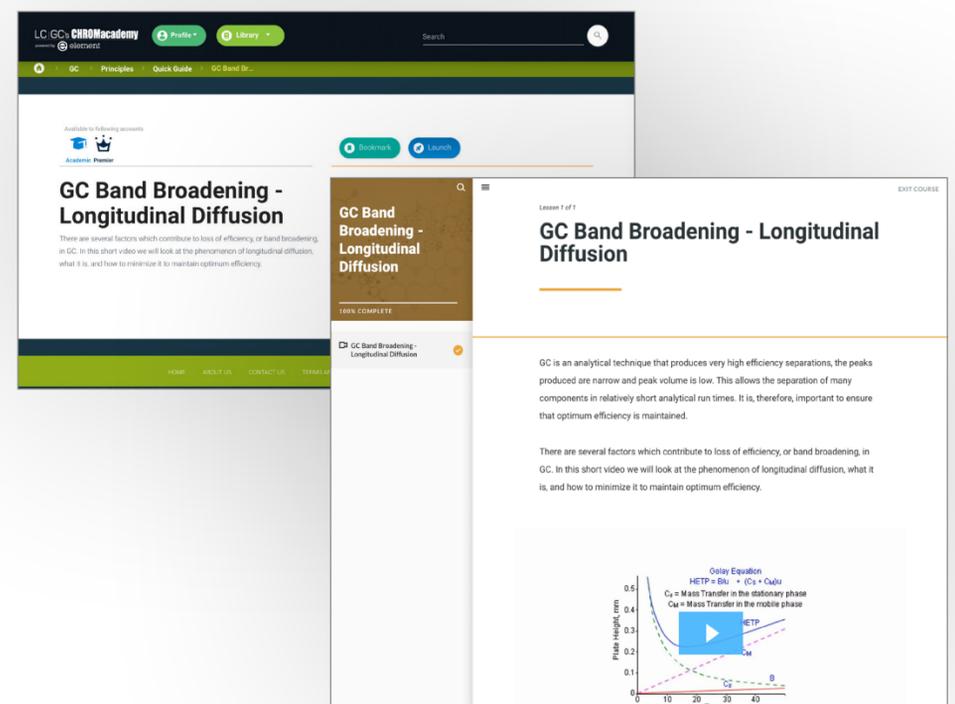Groundbreaking troubleshooting tools to help reduce downtime.

Video Bootcamps

Our Bootcamps cover the essential skills needed to succeed in the lab.

Modules
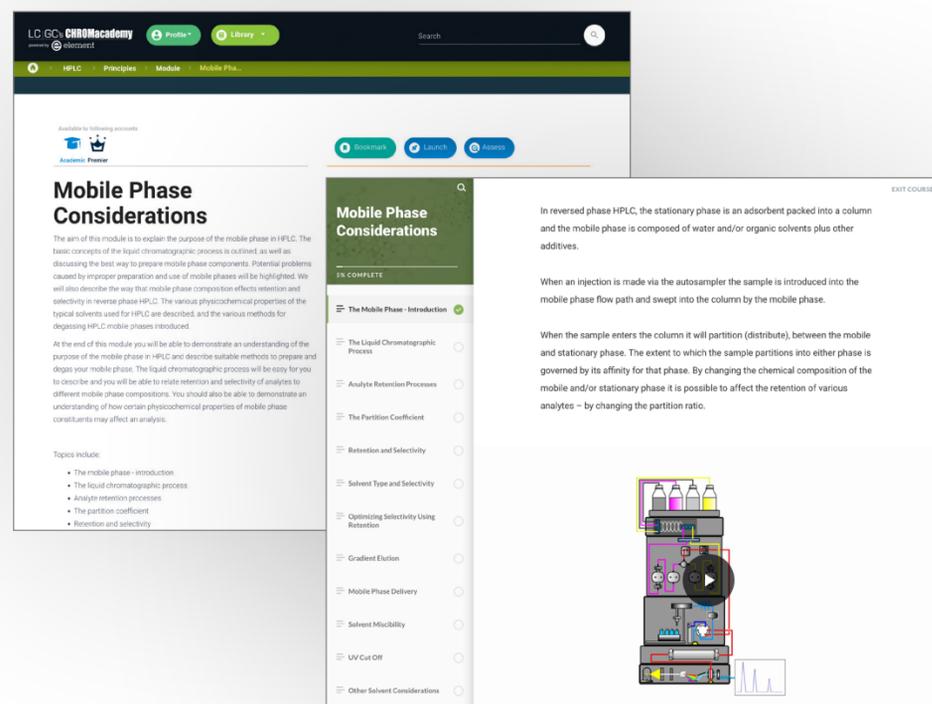
A comprehensive range of training modules across all disciplines are available.

Quick Guides

Bite size 'Quick Guides' focus on key topics and common pain points in the lab.

2025 Webcasts

January
Chromatographic Analysis of PFAS: Method Development and Optimization
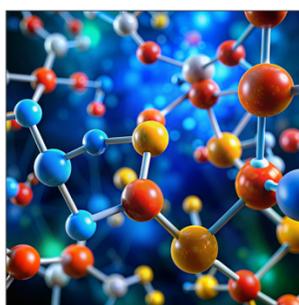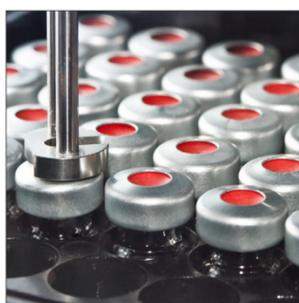

February
Nitrosamines: Occurrence, Chemistry, and Current Analytical Trends
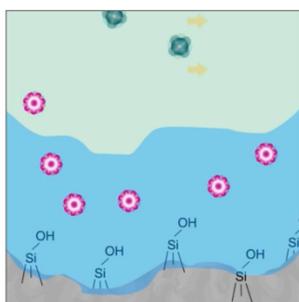
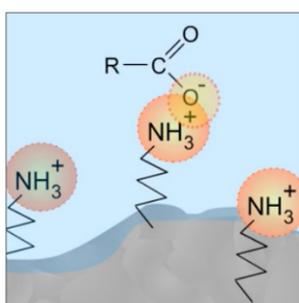**March**
10 Tips for Optimizing HILIC Methods

April
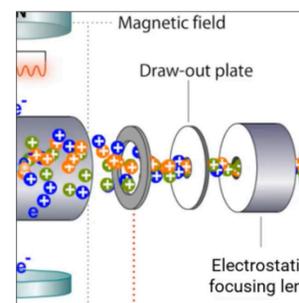Exploring Analytical Automation: What it Means for Your Lab

May
HPLC Sustainability: Utilizing Advances in Column Technology to Develop Greener More Efficient Methods
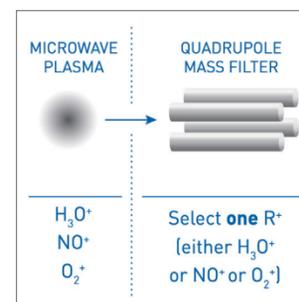

June
Modern Ion Chromatography

July
Introduction to GC-MS Ionization and Fragmentation

August
Core Shell Technology for Faster HPLC Methods
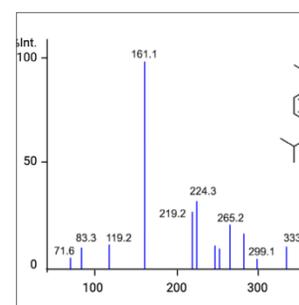

September
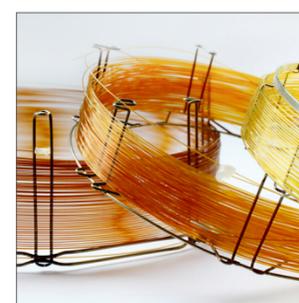Introducing SIFT-MS: The Final Piece of Your Analytical Toolkit

October
C18 Columns for Challenging Applications

November
LC-MS Troubleshooting

December
GC Column Troubleshooting

We can also host your content.
Talk to us about any topic you would like to deliver to our audience.

Advertising

House ads by channel

- HPLC
- GC
- LC-MS
- GC-MS
- Sample Prep
- Spectroscopy
- Basic Lab Skills
- Bio Chromatography
- Data Analysis
- Home Page

ad size 300x250

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Contact:

Vito Laudati

CHROMacademy National Account Manager

Phone: (609) 819-5794

Email: vlaudati@mjhlifesciences.com