

breakthroughs

A premium branding opportunity for vendors of computing solutions aimed at the scientific research community



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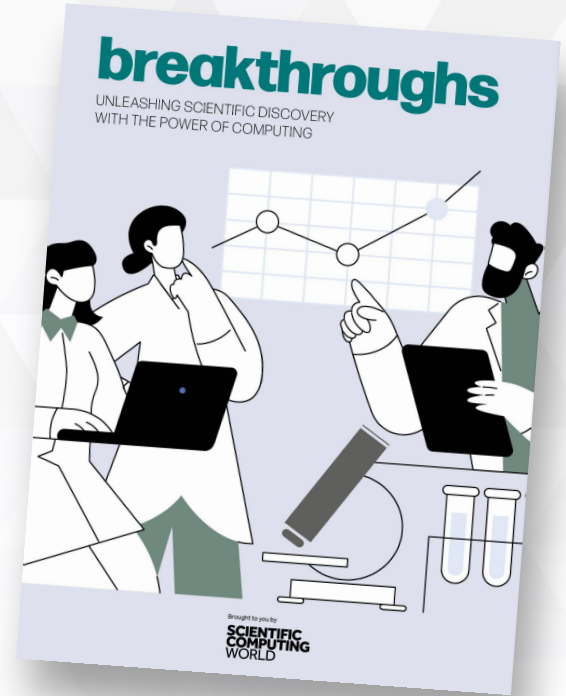
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The opportunity

Breakthroughs is a premium branding opportunity for vendors of computing solutions aimed at scientists and engineers

Comprising 12-month online presence at **scientific-computing.com** with a premium printed publication (with major event distribution)



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The audience

Sectors:

Laboratory Informatics, AI, Engineering, HPC, Quantum

Job titles/seniority:

HPC directors, lab managers/directors, lead researchers, heads of R&D

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What is Breakthroughs?

- A collection of scientific research stories with computing tools as the major enabling factor
- Project leaders discussing how computing tools and techniques have empowered scientific breakthroughs across a range of disciplines
- Featuring – and targeted at – research leaders wanting to equip their teams with the best available computing tools



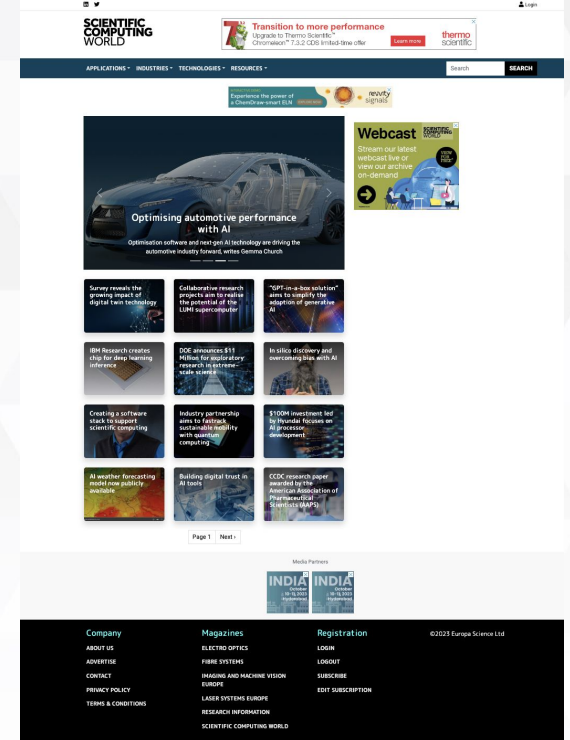
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What you get (online)

- Footer logo on every Breakthroughs email from time of booking
- Footer logo on every Breakthroughs 2024 web page from launch date
- 150-word entry (Gold and Silver)/50-word entry (Bronze), logo and web link on Breakthroughs 2024 sponsor page
- Case study (Gold only)
- Social media mentions as sponsors
- Use of 'Proud Sponsor of Breakthroughs' digital badge



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What you get (in print)

- 150-word entry (Gold and Silver)/ 50-word entry (Bronze), logo and web link on Breakthroughs 2024 sponsor page
- Full (Gold and Silver) - or half-page (Bronze) advert
- Case Study - full page (Gold only)
- Logo on contents page



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2024 expected distribution

- 12 months exposure across 25+ individual web pages, yielding thousands of page views and hundreds of engaged minutes
- 2,500+ printed copies, distributed to opt-in database and at major 23/24 events
- 9,000 digital copies distributed via email and direct download from the website



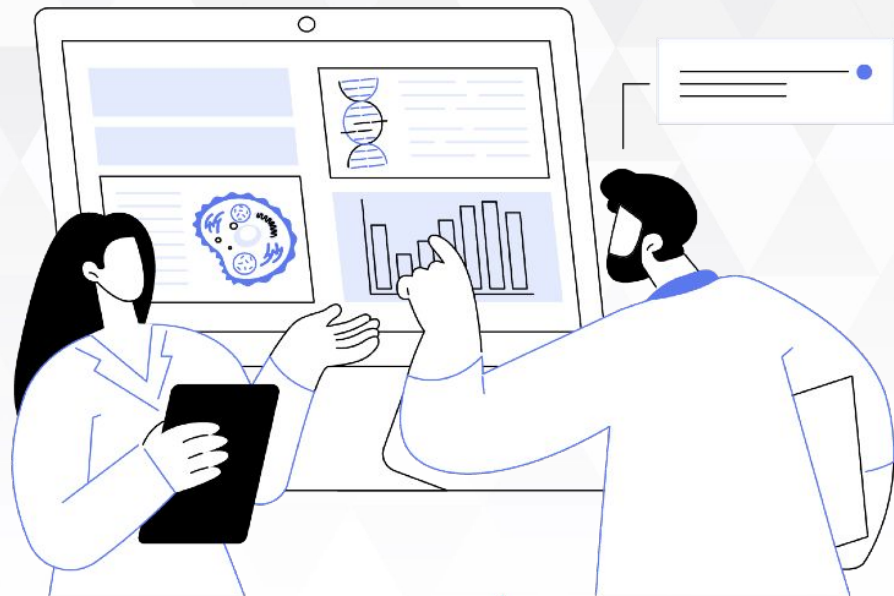
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What it costs

- Gold Sponsor (full-page + case study): **£6,000**
- Silver Sponsor (full-page): **£4,500**
- Bronze Sponsor (half-page): **£2,750**



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Channel sponsorship (£8k)

Upgrade from Gold to Channel Sponsorship to add:

- Embedded logo at top of channel (online and in print)
 - Lead case study (online and in print)
 - 468 x 60 banner on channel-specific email promo

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Channels available:

- *Laboratory Informatics (SOLD)*
 - **Engineering Markets**
 - **AI Research**
 - **Quantum Development**
 - *HPC Centres (SOLD)*

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Overall sponsor (£15k)

Upgrade to overall sponsor to add:

- Outside back cover in print edition
 - Logo on cover of print edition
- Prime logo position on all outbound promo
- Option to add case study in each of the five channels

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