

CLEANROOM^{news}

20

2020-2021

THE LIFE SCIENCES AND
CLEANROOM TECHNOLOGY
MAGAZINE

media kit



in /cleanroomnews

www.cleanroomnews.org

CleanroomNews

Now, we are proud to announce that we are going to start publishing CleanroomNews, The Life Sciences and Cleanroom Technology Magazine which is the “one and only” sectoral periodical in the field of cleanroom technologies in Turkey.

Industrial, medical and R&D facilities definitely require cleanrooms in order to keep on technological developments in their business fields. The concerned professionals will find all detailed information, know-how, new technologies and developments about; designing, equipping, processing, controlling and validating the cleanrooms in CleanroomNews Magazine.

CleanroomNews will be bimonthly prepared in tabloid sizes, all coloured and will be distributed “free of charge” to its subscribers. Aside the printed copies, the CleanroomNews

will also reach the concerned professionals via web and mobile applications, who are active in the market and included by our permanent updated database.

Printed Copies : 5.000 PIECE



DISTRIBUTION CATEGORIES OF CLEANROOMNEWS

Our targeted group biotechnology and health industry, Defense and electronics industry, pharmaceutical factories, industry companies, related sector firms, government agencies, laboratories and individuals working here.

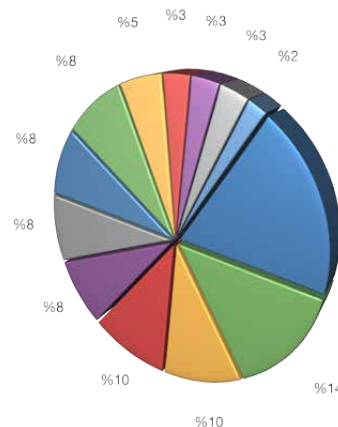
CleanroomNews is completely free and is sent to all cities in Turkey.

PROFESSION

%

Authorized Managers and Investors	% 18
Facility Managers	% 14
Technicians	% 10
Quality Control and R&D Managers	% 10
Maintenance Managers	% 8
Production and Process Managers	% 8
Other Engineerings	% 8
Product and Service Suppliers	% 8
Academicsians	% 5
Certification and Inspection Specialists	% 3
Consulting Companies	% 3
Sales and Marketing Specialists	% 3
Purchasing Managers	% 2

PROFESSIONS

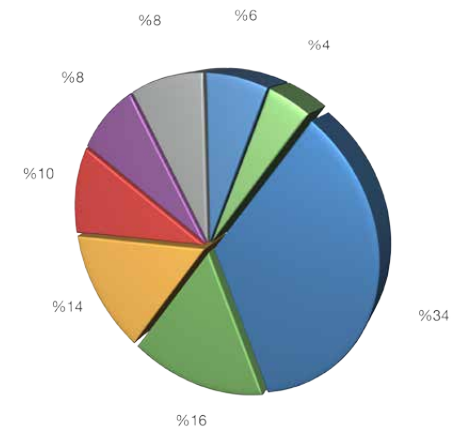


INDUSTRIES

%

Life Sciences	% 34
Semiconductors and Electronics	% 16
Medical Sector and Hospitals	% 14
Biotechnology	% 10
Defense Industry	% 8
Food and Bevarage Industry	% 8
Optics, Precision and Mechanics	% 4
State Offices and Associations	% 4
Others	% 2

INDUSTRIES



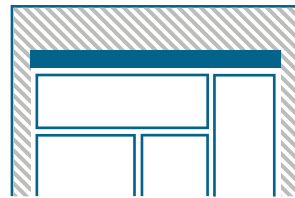
DIGITAL CAPABILITIES

DIGITAL PRODUCTS

As CleanroomNews, we are strong enough to offer a massive audience that is flexible enough to offer unique solutions to target your mass.

**WEB ADS**

There are high-impact banner advertising areas across the entire/generally CleanroomNews platform.

**MULTI-EFFECTIVE**

We are offering rich media solutions that are efficient and effective to attract readers' attention. Sectoral news, current information, interesting topics, science news etc.

**INTERACTIVE CONTENT
ADVERTISEMENT**

These special units offer a variety of creative assets, such as Facebook sharing, video player, slide show, email recording, interactive ad content, and more. The prepared content of your ad should be interactive.

**MOBILE**

With more than 50% of the CleanroomNews's audience accesses our mobile responsive website and our mobile applications with smartphones and tablets. High impact and constant ad spaces.

DIGITAL CAPABILITIES

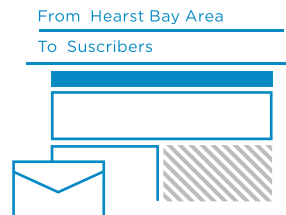
DIGITAL PRODUCTS

As CleanroomNews, we are strong enough to offer a massive audience that is flexible enough to offer unique solutions to target your mass.



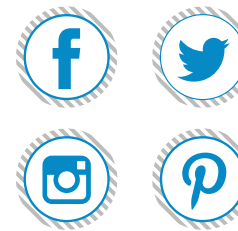
E-MAIL MARKETING

Choose an audience or a geographic area, and we'll create a qualified list of email addresses you can use to market your business. We help you send newsletters, new products, special offers, sales and more to a group of consumers matching your target market.



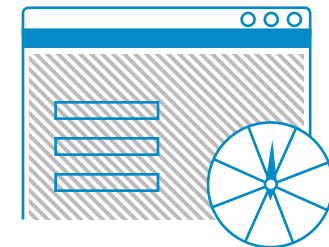
NEWSLETTER SPONSORSHIP

Advertise in e-mail newsletters written in CleanroomNews's 100% HTML. Always keep in mind.



SOCIAL MEDIA

We create a strategy from A to Z that collects the most participation and new followers for your social media platforms and apply them to you.

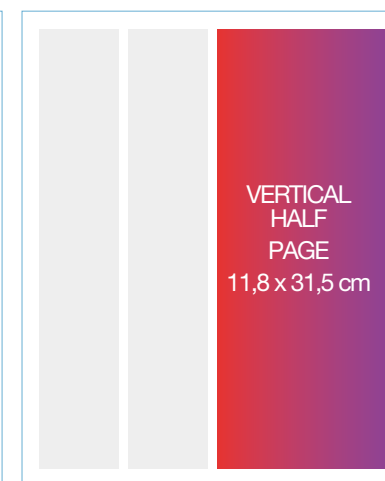
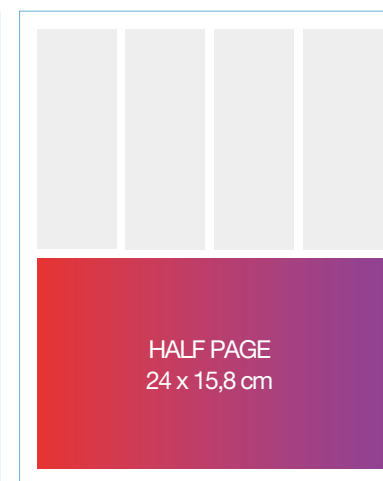
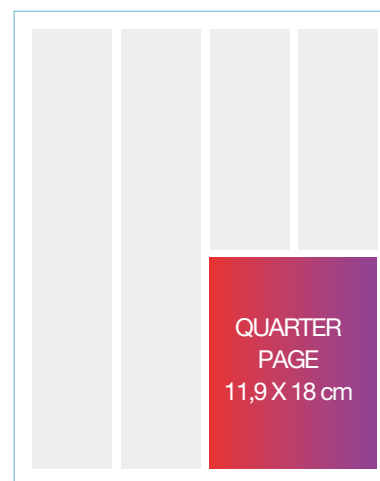
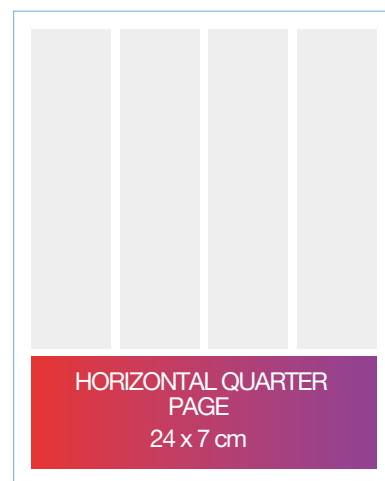
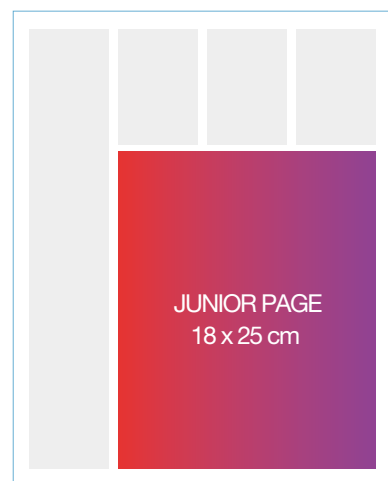
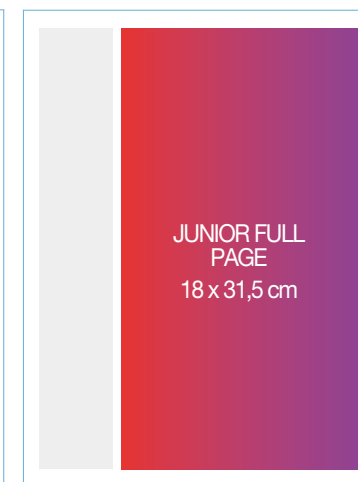
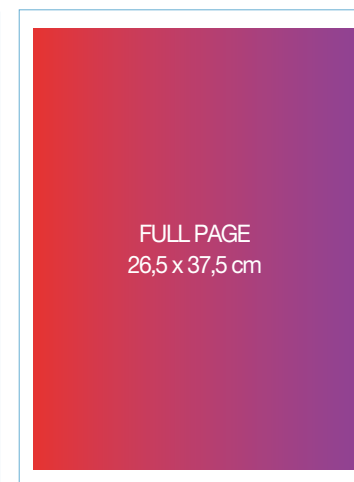
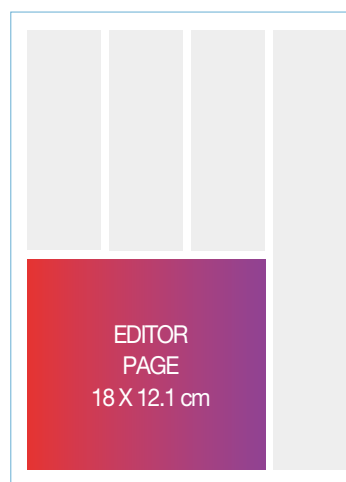
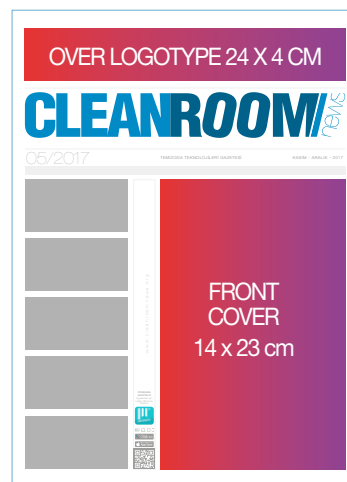


DRAW

Make your customers winners. Develop a turnkey brand development pie/lottery/ that creates direct marketing for your business without spending much time.

ADVERTISEMENT ALTERNATIVES:

- ▶ The advertisement page should be designed and saved on a commonly useable graphic programme format like; PDF, AI, CDR, PSD, TIF, INDD
- ▶ The minimum resolution should be 300 dpi. If the page is designed less than 300 dpi resolution LabMedya do not accept the responsibility of the loss of visual quality.
- ▶ All the types should be converted and curved
- ▶ The work should be prepared in accordance with the dimensions specified below.



ADVERTISEMENT & SERVICE PRICES

You should send you advertisements to us in ready state. If your advertisement is not ready, our professional team will prepare advertisement design for you against the design charges below.

Advertising Rates

Front cover	2.000 €
Front cover, over logotype	1.000 €
Editor page	800 €
Inside the front cover(page 2)	1.200 €
Back cover	1.500 €
Inside back cover	1.000 €
Full page	800 €
Junior full page	600 €
Junior page	500 €
Vertical half page	500 €
Half page	450 €
Quarter page	300 €
Horizontal quarter page	300 €
Brochure insert (printing and distribution included)	2.000 €
Address sticker advertisement (private)	1.000 €

Page Design and Translation Rates

Full and junior page design	250 €
Half page design ücreti	200 €
Quarter page design	150 €
Insert design (4 pages)	400 €
1 Full page translation to Turkish language	50 €

- Our prices do not include VAT
- Advertisement rates are only for one issue.



WEB - ONLINE ACCESS

Our website www.cleanroomnews.org has been actively broadcasting since February 1, 2017.

All of our printed publications are online also includes biotechnology, technologic renovations, company news, health, life science and all concerned developments are actively being published.

You can advertise in the following areas of our highly popular and followed website.

Web Site Banner Advertisement Prices (Monthly)

(A) Advertisement Space (1000X65 pixel)	150 €
(B) Advertisement Space (110X460 pixel)	100 €
(C) Advertisement Space (1000X110 pixel)	175 €
(D) Advertisement Space (650X70 pixel)	100 €
(E) Advertisement Space (325X70 pixel)	75 €
(F) Advertisement Space (650X70 pixel)	90 €
(G) Advertisement Space (325X225 pixel)	95 €



MOBILE APPLICATION

As CleanRoomNews, we have made our way into Mobile Application and Tablet Publication by following the developing technologies. In tablets or smart phones, CleanRoomNews can be read more interactively and in a more detailed way. Also we make your advertisement or product presentation to users downloading the application through push notifications which means instant messages.

Through your mobile application, you can promote your special activities, special product groups, campaigns, news etc to users via push notifications.

Also you can attach video or link to your hard copy advertisement in the application. For example, the user examining your advertisement can see the product presentation video. you can make them order or examine the product in a more detailed way by directing them to your web site.

Advertisement alternatives for this service:

Push Notifications
Interactive Modules

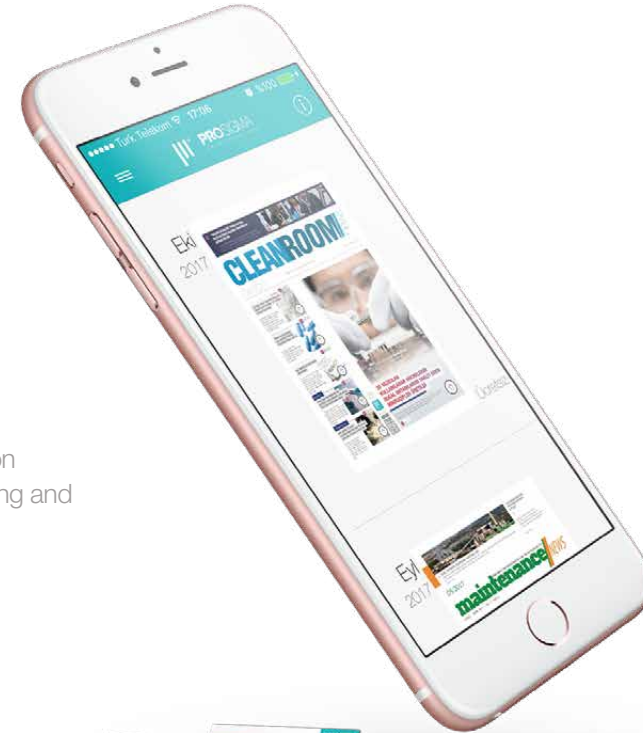
In addition, if you wish, you can be one-year application sponsor. That you are a sponsor is indicated at opening and product presentations special for you are added.

Sponsorship

Our prices do not include VAT.

You can also access CleanRoom from other digital platforms below.

 **TURKCELL**



For Prosigma Newsstand Application
Please scan the QR Code.

ONLINE MEDIA

CleanRoomNews is sent to approximately 10.000 people in the format you see at the side via e-mail in addition to hard copies. The person receiving the e-mail can click, open and read CleanRoomNews in PDF. Some of our readers especially request only e-mails. Thus they can read CleanRoomNews via computer. Through this post, logos of advertising companies are presented for free.

While making this post, you can advertise in marked area at the side. the advertisements you make in this area are added for free in the areas of occasion products in our web site and the person can see your product on our web site.

INSERTS, PRINTING AND DISTRIBUTION

Up the 4 pages of insert, in size of 19x27 cm (overall weight should not exceed 90 gr) which is special to our company are published and distributed together with CleanRoomNews magazine with very convenient costs so your brochure will be reached up to 7.500 people.



ONLINE 19 • Mart - Nisan 2020

www.cleanroomnews.org

CLEANROOM

Yaşam Bilimleri ve Temizoda Teknolojileri Gazetesi

YENİ KORONA VİRÜSÜ VE BENZERİ SALGINLARA HAZIRLIKLILIK OLMAK

Dünya Sağlık Örgütü'ne sadece 2011-2017 arasında bildirilen salgın sayısı 1307'dir. Yaşadığımız olaylar bize insan, hayvan ve çevre sağlığının tüm dünya için bir bütün olduğunu öğretiyor. Salgınların etkilerinin minimize edilmesi ancak erken ağılama ve kontrol sistemlerinin geliştirilmesiyle mümkün olacaktır.

BIOEXPO'NUN YENİ TARİHİ 16-18 EYLÜL 2020 OLARAK GÜNCELLENDİ

Dünyada önemli bir gündem maddesi ve sağlık trendi haline gelen Corona (Covid-19) virüsünün yol açtığı nedenele BIOEXPO Yaşam Bilimleri Platformunun yeni tarihi 16-18 Eylül 2020 olarak belirlenmiştir.

BİR TEMİZODA KAÇA ÇIKAR?

Gerek yatırım masrafları gerekse işletme maliyetleriyle temizodalar tasarım aşamasında üzerine dikkatle düşünülmesi ve iyi planlanması gereken projelerdir. Bu nedenle fizibilite çalışmaları da oldukça önemlidir.

ISPE İYİ UYGULAMA KILAVUZU

Kılavuz, bedeli bir kuruş bulmayla kolaylaştırarak için yapılandırılmıştır, ancak iç sayfalarda gösterdiği gibi ayrı zamanda temel kavram ve bilgiler üzerine inşa edilen genel bir akış sağlar.

PARÇACIK BİRİKİMLİ KONTROLÜ

Temizodalar temiz ürün yüzeylerini temiz tutmak için kullanılır. Ürünler, parçacıklar ve mikrop taşıyan parçacıklar ile parçacık birikmesi ve temas aktarımı yoluyla kontamine olur.

YENİ GMP EK1 VE FILL&FINISH TEKNOLOJİLERİNDE İNOVASYON

Bir yanda, ilaç endüstrisi; diğer yanda devletler, biyoter teknolojilerinin kullanımına yönelik kısa 10 yıl önce bir süredir devam etmekte beklenen, değişim arayışları bu kadar büyük olmamıştı.

TEMİZODA İLE İZOLATÖR ARASINDA MALİYET KARŞILAŞTIRMASI

İç sayfalarda açıklanan veriler çalışmamın amacı, temizoda ve asperik olarak işletilen izolasyonlu tesis ünitesinin sterilite testi arasındaki farkları göstermektedir.

Sayın üyemiz 6563 Sayılı Elektronik Ticaretin Düzenlenmesi Kanunu hükümleri gereğince, sizlere gönderilen iletişim, onayınızın dışında gönderildiğini düşünüyorsanız ya da bundan sonra tarafımızdan herhangi bir ileti almamak istemiyorsanız, aşağıdaki "tayıletken çık" linkini tıklayarak üyeliğinizi iptal etmeniz gerekmektedir. Aksi takdirde tarafımızca gönderilen iletişim onay verdiğiniz kabul edilecektir.

@ CleanroomNews 2020

Advertisement Space
680 x 180 px

Online Media Banner
350 €

Our Prices Do Not Include VAT.

OTHER SERVICES

CleanRoomNews is prepared within Prosigma Advertisement Agency.

Many companies in the sector catalogs, brochures, posters, etc. are prepared by coordinating our work. So we do all the advertising and promotion services A to Z for your company.

Our other service areas in generally:

Logotype Design, Corporate Identity Design, Catalog, Brochure, Banner, Billboard, Individual and Corporated Web Design, Design Content Consultancy, Online Catalog, Product Photography, Strategic Communication Solutions Brand Creating, Campaign Management, Corporate Communications, Creative Solutions, Magazine Ad, Newspaper Announcement, Flier, Magazine, Business Card, Letterhead, Envelope, File, Pad, Invitation, Book, Packaging, Pochette, Media Planning, Printed Media, Internet, Outdoor & Alternative Media Solutions Interactive Analyzes, Web Site, Web Banner, E-mailing, Content Management, Programming, Photo Shoot, Advertising Photography & Promotional Products.

We are also making preparations from all A to Z for all periodical publishing, such as editorial support, photo shoots, interviews, design preparation and printing.



CLEANROOMnews

LIFE SCIENCES AND CLEANROOM TECHNOLOGY MAGAZINE



www.cleanroomnews.org



COMMON PUBLICATION OF AKDENİZ TANITIM & PROSIGMA DESIGN

Hamidiye Mah. Ulubatlı Hasan
Cad No: 54 Balo İş Merkezi Kat 1
Çekmeköy-**İSTANBUL**
Tel. 0216 455 75 88
Fax. 0216 456 96 83
info@yapex.com
www.akdeniztanitim.com

Oğuzlar Mah. 1374. Sok. No:2/4,
Balgat Çankaya - **ANKARA**
Tel. 0312 342 22 45
Fax. 0312 342 22 46
info@prosigma.net
www.prosigma.net

Fener Mah. 1953 Sok. İlhan Apt.
No:14 D:2 Muratpaşa
07160 -**ANTALYA**
Tel. 0242 316 46 00
Fax. 0242 316 46 01
info@yapex.com
www.akdeniztanitim.com