



FocalPlane

Where biology meets microscopy

Sponsorship opportunities

Align your brand with our microscopy community site



Hosted by

Journal of
Cell Science

About FocalPlane

FocalPlane is your microscopy community site, hosted by Journal of Cell Science and encompassing all fields in the biological sciences where they meet microscopy.

Featuring news, interviews, blog series, tools, job listings, events and the FocalPlane features... webinar series, the community site is free to access and users can register for a free account to post their own contributions. FocalPlane is run by a dedicated Community Manager, who is supported by a distinguished Scientific Advisory Board.

Scientific Advisory Board



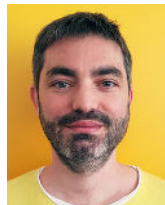
Lucy Collinson



Ricardo Henriques



Florian Jug



Christophe Leterrier



Jennifer Li



Jennifer Lippincott-Schwartz



Kota Miura

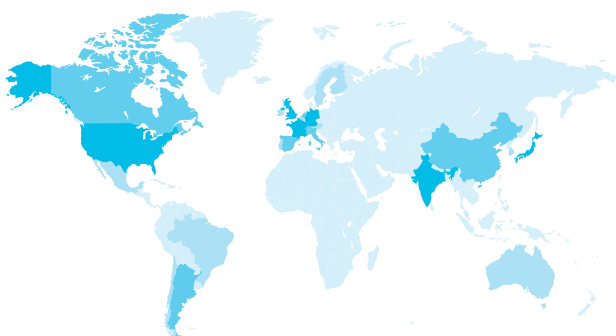


Jennifer Waters



FocalPlane in numbers

Our global reach: readership by country



Low High

Page views: >50,000



1,234
Registered users



531
Posts



>400
FocalPlane features... attendees

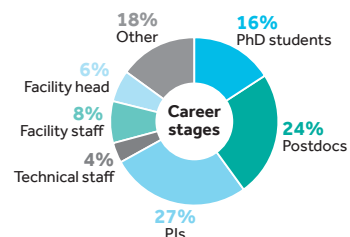


5,499
Followers on X

The FocalPlane Network

285
Members

33
Countries



Figures to date (October 2023)
FocalPlane was launched July 2020.



Sponsorship opportunities

Industry partner – £5,000

As one of a select number of industry partners, enjoy continued and repeated exposure and association with FocalPlane on our website, emails and social media. Package runs for 24 months.

- Company logo and hyperlink featured on FocalPlane homepage and company write up on Industry Partner page
- Year-round use of your logo
- Six complimentary advertorials/case studies
- One email partnership announcement
- Logo in weekly email alerts
- Four complimentary online banner adverts
- Two banner adverts on JCS electronic Table of Contents (eToc)
- Four social media posts (X, Mastodon and Linked In)
- One bespoke FocalPlane features... webinar

Special Issue: Imaging Cell Architecture and Dynamics – £5,000

Opportunity to be exclusive sponsor of Journal of Cell Science 2024 Special Issue: Imaging Cell Architecture and Dynamics, guest edited by Lucy Collinson and Guillaume Jacquemet. Package includes:

- All banner positions on the electronic Table of Contents emails associated with the special issue
- Logo and banner advert on call for paper emails announcing the special issue
- Banner adverts on Journal of Cell Science and FocalPlane for three months following the issue release.
- Advertorial post on FocalPlane
- Three banner adverts in FocalPlane weekly email alert
- Additional promotion via social media advertising based around the special issue.

We are flexible and open to suggestions. If you don't see a package that suits your specific needs, please contact us and we will be happy to help focalplane@biologists.com

2024 image competition sponsor – £500

A fantastic opportunity to be the named sponsor of our annual image competition. Company name and logo on all marketing collateral and social media promotion.

Advertorial/case study – £525

A great opportunity for you to promote an interview, new product, technique or video demo. We also offer the option to feature your advertorial on WeChat, our Chinese social media channel.

Advertorial & webinar package – £785

Maximise your advertorial with a bespoke FocalPlane features... webinar.

Banner advertising – £31.50 CPM

An online advertisement is a great way to build awareness of your products or services through eye-catching animation and graphics. Your advertisement will appear throughout the FocalPlane site and will lead potential customers directly to your homepage or specially designed website. Minimum order of 5,000 impressions (£157.50).

Weekly email alert – £420

Sent weekly to registered users of FocalPlane, advertisements placed at the footer of these alerts target an audience receptive to new products and services.



Your details

Title	
First name	
Surname	
Job title	
Organisation	
Address	
Country	Post/Zip code
Telephone	Email

Sponsorship opportunities

<input type="checkbox"/> Industry partner	£5,000	<input type="checkbox"/> Advertorial & webinar	£785
<input type="checkbox"/> Special Issue: Imaging Cell Architecture and Dynamics	£5,000	<input type="checkbox"/> Banner advertising	£31.50 CPM
<input type="checkbox"/> 2024 image competition sponsor	£500	<input type="checkbox"/> Weekly email alert	£420
<input type="checkbox"/> Advertorial/case study	£525	All prices above are in pounds sterling and exclude VAT	

How to pay

Payment via bank transfer Payment via credit card

Contact

Please return the form to: focalplane@biologists.com

Terms and conditions of booking

- Acceptance of applications for sponsorship and content of advertising is down to the discretion of The Company of Biologists.

