

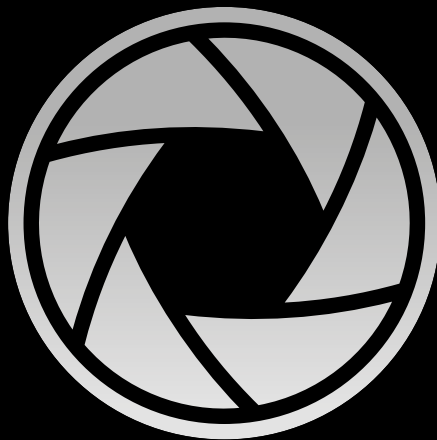


FocalPlane

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



Pablo Saez

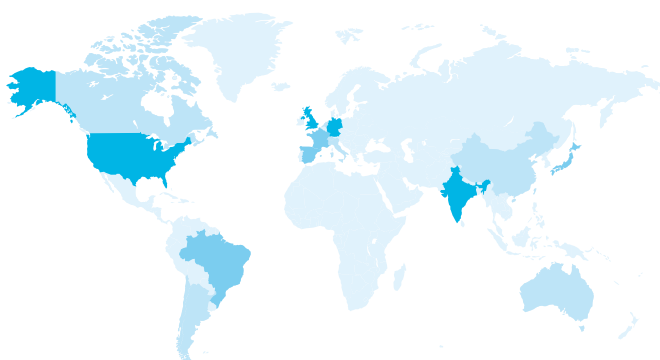


Jennifer Waters

FocalPlane in numbers



Our global reach: readership by country



Low High

Page views: >75,000



5,097
Registered users



869
Posts



869
Events listed



384
Jobs advertised

The FocalPlane Network



549
Members



34
Countries



Figures to date (November 2025)
FocalPlane was launched July 2020.

Sponsorship opportunities

Industry partner – £5,000

As an industry partner, 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)
- Three social media posts (X, Bluesky and Linked In)
- One bespoke FocalPlane features... webinar
- Complimentary exhibition stand at the 2026 Journal of Cell Science meeting on imaging to include two complimentary scientific registrations and accommodation.

[See sponsorship pack for full details](#)

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

Opportunity to be exclusive sponsor of Journal of Cell Science 2026 Special Issue: Imaging Cell Architecture and Dynamics, guest edited by Francesca Bottanelli and Giulia Zanetti. The call for papers will run until April 2026 with the special issue published late 2026. Package includes:

- All banner positions on the electronic Table of Contents emails associated with the special issue
- Logo on call for papers and special issue promotional items (email and social media)
- 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.

2026 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.

Preprints list sponsorship – £1,500 for 6 posts (approx. 3 months)

Sponsor our fortnightly preprint list and spotlight your brand on our most-read post. Each fortnight we publish a list of recent preprints, cycling through the topics of new tools and techniques, bioimage analysis and application of microscopy in biology. This regular feature is one of our most read posts and is shared on our social media platforms. As the sponsor of the list, your company logo will appear on our blog post, on the blog post card on our website and in our weekly newsletter, as well as in our social media posts.

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



focalplane.biologists.com

Your details

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

Sponsorship opportunities

☐ Industry partner	£5,000	☐ Advertorial & webinar	£785
☐ Special Issue: Imaging Cell Architecture and Dynamics	£5,000	☐ Banner advertising	£31.50 CPM
☐ 2026 image competition sponsor	£500	☐ Weekly email alert	£420
☐ Advertorial/case study	£525	☐ Preprint list sponsorship	£1,500

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.