LIPID MAPS®
Sponsorship Opportunities
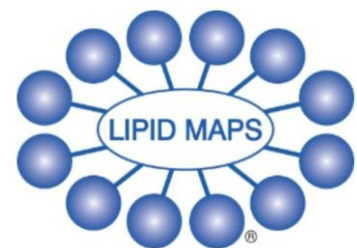
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About us

LIPID Metabolites And Pathways Strategy (LIPID MAPS®) is a multi-institutional supported website that provides access to a large number of globally used lipidomics resources. LIPID MAPS® has internationally led the field of lipid curation, classification, and nomenclature since 2003. We strive to produce new open-access databases, informatics tools and lipidomics-focused training activities will be generated and made publicly available for researchers studying lipids in health and disease.

LIPID MAPS® Lipidomics Gateway was created in 2003 via an NIH "Glue Grant" and is currently funded by a multi-institutional grant from Wellcome until July 2024, held jointly by Cardiff University, University of California, San Diego the Babraham Institute, Cambridge, and Swansea University. It will be further funded by an MRC Partnership award from June 2024 for a further five years. LIPID MAPS® became an ELIXIR-UK resource in 2020 and since 2023 has been an ELIXIR Core Data Resource and Global Core Biodata Resource.

What do we do?

LIPID MAPS® acts as the global portal for lipid nomenclature, databases, tools, protocols, standards, tutorials, events, publications, and other resources which serving the international lipid research community. This current phase will see that LIPID MAPS® is maintained and more importantly developed in line with the global demand and development of lipidomics. LIPID MAPS® has an internationally recognized classification system and the largest curated lipid structure database in the world. LIPID MAPS® supports researchers to conduct integrative systems-level analyses of lipidomics in physiology and pathophysiology.

LIPID MAPS® generates tools and resources that address the emerging area of Systems Lipidomics, applied to biomedical research. This ranges from underpinning mechanistic studies on tissues, model systems and pathogenic and commensal microbes, through to human cohort epidemiology. New open-access databases, informatics tools and lipidomics-focused training activities are being generated and made publicly available for researchers studying lipids in health and disease.

Highlights

The LIPID MAPS® houses the largest publicly available curated lipid database in the world and through its interactions with lipid researchers over the years has focused on providing tools, tutorials and protocols which are deemed most relevant to supporting research and data dissemination in this field.

The scope of the website covers lipid and gene databases, structure drawing tools, MS prediction/analysis tools, experimental protocols, experimental data, pathway maps, standards, tutorials, reference library and downloadable software. A key resource is the LIPID MAPS® structure database (LMSD) with over 48,500 unique structure entries, searchable by text-based, structure-based and ontology-based methods as well as REST-based programmatic approaches.

Since our inception, we have worked to make lipid analysis easier and more accessible, and to advance a robust research infrastructure for the international research community. We share new lipidomics findings and methods, support annual meetings open to all interested investigators, and are exploring joint efforts to extend the use of these powerful new methods to new applications.

User base

We are keen to hear from you if you would like your company and products featured and encourage you to get in touch. The reach and access of LIPID MAPS® in terms of users is highlighted below.

LIPID MAPS® is the international lead for lipid structure curation, nomenclature and classification and also the scientific publishing community. We served over 60K users in 2023, and had over 1.9M pageviews. Our webpage was viewed from 167 countries, with the top 5 being the U.S, China, U.K, Germany and Japan. We have a thriving network, with which we interact via our live monthly webinars, our community forum, as well as across social media platforms. We also host regular podcasts and an expanding range of educational resources.

Our LIPID MAPS® Structure Database (LMSD) is our primary curated repository of specific lipid molecular species. LMSD is informed and developed by lipid domain experts in collaboration with our curators. Views of LMSD alone, during 2023, were over 730K, from over 34K users. We have over 2,200 direct subscribers for our newsletter, over 1000 YouTube followers, and 3,300 followers across our social media platforms.

Opportunities for partnership

Your brand and /or products will be highlighted to a global audience from both the private and academic sector.

There are plenty of reasons to sponsor LIPID MAPS®. With incredible opportunities for brand placement, we aim, to build long-lasting, mutually beneficial relationship with all of our sponsors.

Depending on your package you can benefit from:
• Your company name & logo advertised on our webpage
• Access to our vast audience via social media & email network
• Your company name, logo and link on the partners and sponsors page
• Social media posts about your company including logo and links

Below are example opportunities, which can be amended or tailored according to your need

Opportunity 1	
LIPID MAPS® partner status Front page hosting of logo with clickable link in footer	$10,000 per annum
Opportunity 2	
Sponsorship of LIPID MAPS® Live Webinar/s Active marketing during advertising of live webinar* via our rotating advert tile, across social media platforms with verbal acknowledgement and logo hosted at the start of the webinar and access to the attendee registration list**	$3,000 per webinar *Discounts available for multiple Webinar sponsorships.*
Opportunity 3	
Sponsorship of LIPID MAPS® Live Podcast/s Active marketing during advertising of live podcast* via our rotating advert tile, across social media platforms with verbal acknowledgement and logo hosted at the start of the podcast	$1,000 per podcast *Discounts available for multiple podcast sponsorships.*
Opportunity 4	
Advertising on LIPID MAPS® webpage and social media Active marketing via our rotating advert tile and across multiple social media platforms***	$1,500 per month
Opportunity 5	
Advertising at LIPID MAPS® events Active marketing during lead up to the event via our homepage and Social Media*** acknowledgement throughout the event and access to the attendee registration list**	$1,500 per event
Opportunity 6	
Download and use of the entire LIPID MAPS® database	For negotiation
Opportunity 7	
A unique opportunity of your own arrangement, please contact us with any suggestions or questions	For negotiation

* A recording of the Webinar / Podcast is placed on the LIPID MAPS® website & YouTube Channel

** Please note due to GDPR regulations this is an 'opt in' list, and therefore numbers are not guaranteed

*** These platforms are limited to X, Facebook and LinkedIn, with a guarantee of 1 post per month on each platform

Contact us

Thank you for your interest in LIPID MAPS®

For more information and to discuss your tailor made package please get in touch.

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