

APPLICATION NOTE CATEGORIES

Each Application Note requires one Main Category and one Subcategory. Select one Main Category from the list below, and then select one Subcategory listed below that Main Category.

1. AUTOMATION / ROBOTICS

- a. Dispensing Units
- b. Lab-on-a-chip Systems
- c. Microarray Printers / Scanners
- d. Other Lab Automation

2. BIOCHEMISTRY

- a. Chemiluminescent Westerns
- b. Protein Modification / Tagging Strategies
- c. Protein Quantification
- d. Protein-Protein Interaction Assays
- e. Protein-Nucleic Acid Interaction Assays
- f. Structural / Conformational Analysis
- g. Protein Expression

3. BIOINFORMATICS / SOFTWARE TOOLS

- a. Comparative Genomics
- b. Gene / Transcript Identification
- c. General Genomic Analysis
- d. Laboratory Management Software
- e. Other Tools
- f. Probe / Primer Design
- g. Protein Structural Analysis

4. CELL BIOLOGY

- a. Antibodies
- b. Cell Labeling
- c. Cytometry / Cell Sorting
- d. General Cell Culture Apparatus
- e. General Culture Systems
- f. Specialized Cell Lines
- g. Stem Cell Culture Systems
- h. Virus Preparation

5. DIAGNOSTICS / QUANTITATIVE ASSAYS

- a. Cell Death Quantification
- b. Cytokine / Signaling Assays
- c. Metabolite Quantification
- d. PCR / Nucleic Acid Amplification / Purification

6. DRUG DISCOVERY

- a. Chemical Synthesis Tools
- b. Small Molecule Screening Systems

7. GENE EXPRESSION

- a. Gene Silencing Strategies / RNAi
- b. Gene Transfer Systems
- c. Regulated Expression Systems
- d. Transcriptional Analysis / RNA Quantification
- e. Other Specialized Vectors

8. GENOMICS

- a. DNA Sequencing
- b. Genotyping/SNP Detection
- c. Genomic Libraries
- d. Gene Modification
- e. High-throughput Expression analysis / Quantification

9. IMAGING / MICROSCOPY

- a. Confocal Microscopy
- b. Electron Microscopy
- c. Fluorescence Microscopy
- d. Fluorescent Reagents / Dyes
- e. In Vivo Imaging
- f. Light Microscopy
- g. Other Imaging Technologies

10. IMMUNOLOGY

- a. Antibody-Based Assays
- b. ELISA / ELISA Alternatives
- c. Cell Isolation & Expansion

11. MOLECULAR BIOLOGY

- a. Cloning Strategies
- b. Lab Equipment
- c. Labware
- d. Nucleic Acid Synthesis or Labeling
- e. PCR / Nucleic Acid Amplifications
- f. Synthetic Oligos/Nucleotide Analogs
- g. Spectroscopy

12. PROTEOMICS

- a. High-throughput Interaction Analysis
- b. Mass Spectrometry
- c. Post-translational Modification
- d. Structural Analysis

13. SEPARATION / CHROMATOGRAPHY

- a. Chromatography Apparatus
- b. Electrophoresis Equipment
- c. Nucleic Acid Purification Systems
- d. Protein Purification Systems
- e. Other Separation Technologies

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team.

To keep up-to-date on marketing solutions like these, sign up for our alerts at [nature.com/advertising](https://www.nature.com/advertising)