

Oceans are no longer a barrier - BioPharm International's Digital Magazine

BioPharm International's [digital edition](#) makes it possible for professionals involved in the biopharmaceutical science and business to access credible information from the leading authoritative source across the globe. To complement our print edition, we have introduced the digital edition, which is delivered to approximately 45,000 professionals in the US, Europe and the rest of the world. The digital edition is deployed two weeks after the print edition mails. *BioPharm International* recognizes the global scale of the issues covered in our print edition and the need to access this information in a timely manner. The digital edition is free for subscribers.

[Advertising Opportunities](#)



- E-Zine Advertising Opportunities**
- Full Page
 - Half Page
 - Cover tip
 - Button Sponsorship (2 available; ROS)
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 - Ad-Jolt
 - Ad Gen
 - Rectangle Sponsorship (2 available; ROS)
 - Gatefold
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 - Insert Cards
 - Tabs
 - Video

Labels for the main website screenshot:

- Leaderboard 728x90
- Page Peel
- Skyscraper 160x600
- Page Push
- Banner 468x60
- Sponsored Links

Interstitial (640x480)

Discover the bioprocess toolkit that comes with every XDR single-use bioreactor

DOWNLOAD THE XDR TOOLKIT WHITE PAPER NOW

Xcellerex

Website

Features an easy-to-use navigation with content available by targeted category, keyword search, or by issue. In addition, easy access to columnist features such as Jill Wechsler's Regulatory Beat, BioPharm Now Podcast Series, Web Seminars, Whitepaper e-library, and other site features efficiently provides our viewers with the tools they need. Fresh content supplied by external sources and *BioPharm International's* original content. Enjoy extensive visibility on the site that covers the universe of leading biotech companies and pharmaceutical companies with a biotech focus.

Additional Advertising Options:

- Video Ads
- Expandable Ads

If you are having trouble viewing this email, [click here](#)



4th Annual International Partnering Conference
BIO PHARM AMERICA 2011
SEPTEMBER 7-9, 2011
BOSTON, MA, USA
www.ebidgroup.com/bpa

Website The Magazine Multimedia Advertis Subscribe

August 2, 2011

News

WHO Predicts Flu-Vaccine Production Will Double by 2015
Erik Greb
The global production of seasonal influenza vaccine will double to 1.7 billion doses by 2015, according to a World Health Organization presentation.
[More](#)

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EXPAND[®] training programs ensure that each course participant will gain a thorough understanding of the theoretical subject matter and acquire the necessary hands-on, practical skills. Who should attend? R&D, production and quality assurance staff members will benefit from these courses.
<http://www.sartorius-stedim.com/index.php?id=6387>

CDER Identifies Key Regulatory Science Needs and Strategies
Angie Drakulich
FDA released this week a report from its Center for Drug Evaluation and Research (CDER) that identifies regulatory science needs that will guide CDER's strategic planning in the years ahead and allow it to fulfill its regulatory mission.
[More](#)

BMS to Acquire Amira for \$325 Million
Stephanie Sutton
Bristol-Myers Squibb has signed an agreement to acquire Amira Pharmaceuticals, a small-molecule company with a focus on treatments for inflammatory and fibrotic diseases, for \$325 million.
[More](#)

Featured Microsite:
Highly useful bioprocess information online

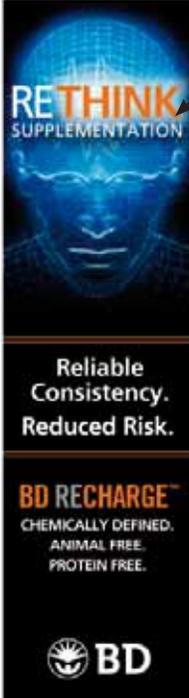
Introducing a new BioPharm International web site featuring practical tips and technical insights for the entire process development spectrum. Check out these latest fresh topics:

- Articles/App Notes: [Cleaning evaluation study](#)
- Practical Tips: [Handling unstable proteins](#)
- Posters: [Disposable cross flow filtration reservoirs](#)
- Multimedia: Podcast: [Solving tomorrow's downstream processing challenges](#)
- Webcasts: [Process development for vaccines](#)

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CHEMICALLY DEFINED.
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BioPharm Weekly Poll

Per the listed choices, what should FDA do as it creates a plan to implement the US biosimilar pathway?

[Vote](#)

Banner
468x60

Skyscraper
160x600

Text
(65 words
+ URL)

Science & Business eBulletin

A great complement to your print and online advertising. *BioPharm International's* eBulletin provides news and insights about technology and regulatory issues, the latest company changes, people moves, and current conference calendar. Feature sections include:

- News
- Deals & Alliances
- People
- Products
- Conference Calendar & Coverage

Button
120x90

BioPharm Application Note Alert:
Having trouble viewing this e-mail? [Click here.](#)

You are subscribed to %%list.name%% as %%emailaddr%%.
[Click here to unsubscribe or edit your member profile.](#)



Featured
Application Note
(Includes Website
Archiving)

Featured Application Notes

Conformational Characterization of Calmodulin by Hydrogen Deuterium Exchange Mass Spectrometry
Joomi Ahn, Martha Stapels, Michael Eggertson, Keith Fadgen, and Ying Qing Yu, Waters

Within this work, we determine changes in conformation in bovine calmodulin (apo and holo) that occur upon calcium binding using high-resolution hydrogen deuterium exchange mass spectrometry (HDX). Waters HDX Technology facilitates the study of protein conformation and protein dynamics at global and local levels to help researchers understand protein function and related biological activity.

Application Note
(Includes Website
Archiving)

Purification of DNA-Based Oligonucleotide at 60°C on TSKgel SuperQ-5PW (20)
Tosoh Bioscience
This paper discusses the use of TSKgel SuperQ-5PW (20) for the purification of oligonucleotides. A gradient was selected and pH screening done at a temperature of 60°C.

Fluid Imaging Pattern Recognition White Paper
Fluid Imaging Technologies
This white paper reveals how applying pattern recognition techniques to imaging particle analysis technology permits different particles in a heterogeneous sample to be automatically detected, differentiated, characterized and identified in real time. This works effectively even when the particles share the same equivalent spherical diameter (ESD) but are shaped completely differently.

Glycopeptide analysis by CE/Q-TOF Mass Spectrometry
Suresh Babu C.V, Ravindra Gudihal, Martin Greiner, Agilent Technologies
Combination of high resolution Capillary Electrophoresis (CE) separation with accurate mass detection using a Q-TOF MS provides a suitable tool for glycopeptide profiling and identification.

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Skyscraper
(160x600)

eApplication Note Alert

BioPharm International's eApplication Note Alert is a monthly email containing application notes. The reader will click on your application note description, bringing them to a lead generation form which they must fill out to receive the entire application note. Offers thought leadership and sales leads.

Additional Advertising Options: Banner (468x60)

Exclusively Sponsored Webcasts

BioPharm International's webcast program is a moderated online "panel" discussion conducted as a live event or pre-recorded for on-demand playback (or both) through an interface that can display slides and audio; streaming video, and an array of interactive features like polling, chat and much more. Our webcast platform does not require any software downloads that frequently block access to these popular broadcasts.

We offer you the opportunity to participate in our webcasts as an exclusive sponsor. BioPharm International offers a variety of webcast formats and suggested topics to provide our audiences with insights on current news, new products and applications, and important trends. Our editorial staff works with you to customize the panel discussion/presentation to attract the most relevant listener base and to demonstrate your connection and/or expertise on the topic(s).

Beyond the benefits of associating yourself with thought leadership and high quality content, our webcasts feature a powerful **lead generation** tool allowing you to retrieve qualified leads from a real time reporting platform that includes contact info, demographics and other qualifying questions from your Webcast attendees and all registrants. An aggressive, targeted and integrated marketing campaign is used to leverage the extensive reach of our brands to enhance your brand equity and generate a qualified audience for your sales and marketing efforts.

Customize Your Marketing Program to develop an ongoing webcast series and/or purchase additional elements such as e-mail promotions, distribution across more than one of our brands, international coverage, custom lead generation and name capture, links from our search engines and e-directories and print ads. For more information, please [contact your sales representative](#).

Additional Advertising Options

- Live Audio with Slides
- Live Video from Studio



Logo included on Frame of On-Demand Viewing

Logo included on Title Page

Your Logo

Podcast

BioPharm International's audio podcast is a digital recording formatted like a radio call-in show which can be listened to through a "media player" on our website without any special software, or by adding the "feed" to be automatically delivered to your online "news aggregator service" such as iTunes, MyYahoo and Newsgator for on-demand playback on laptops, PCs and a host of mobile devices.

We offer you the opportunity to participate in our podcasts as an exclusive sponsor. *BioPharm International* offers a variety of podcasts to provide our audiences with keen insights on current news, new products, applications and important trends. Our editorial staff works with you to customize programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic(s). Our sponsored podcast program delivers a unique combination of an easily used media format in high demand, flexible lead generation and multiple points of access from our electronic products to your digital assets.

additional advertising options

- Minimum 3
- 4 to 7

The screenshot displays the BioPharm International website interface. At the top, there are banners for 'GLOBAL ONLINE AUCTION' and 'Heritage Global Partners'. The main header features the BioPharm logo and navigation links. The central content area highlights a 'Podcast Interview with NIH Director Francis S. Collins' dated June 28, 2011. A portrait of Dr. Collins is shown next to a text snippet describing his role and the interview's focus on infectious and rare diseases. Below the article is a 'RATE THIS PAGE' section and a 'View our top posts' link. A prominent advertisement for 'Speeding up Monoclonal Antibody Screening and Characterization' is featured, including a 'LIVE WEBCAST' schedule for August 31, 2011, and logos for BioPharm and BIOVEA. The right sidebar contains a 'PRESENTS PROCESS DEVELOPMENT FORUM' section with a 'Visit today!' call to action and a 'FindPharma' logo at the bottom.

A SPECIAL ANNOUNCEMENT FROM: **BioPharm** INTERNATIONAL



Rethink supplementation with BD Recharge.™

Next generation supplement delivers higher consistency, better yield and lower risk.

BD Recharge is the first in a line of next generation, chemically defined (CD), animal free supplements for the manufacture of biopharmaceuticals, that can help you boost performance, reduce risk, and increase consistency. It is recommended for CHO cell lines that are responsive to yeast based supplements.

Easy to implement in your process.

The transition from peptone supplements to BD Recharge CD supplement is a straightforward process. Because BD Recharge was designed to emulate yeast peptones, biopharmaceutical manufacturers can utilize it as a direct substitute with little to no adaptation required.

Testing has found BD Recharge to be effective with multiple base media, including customer-developed in-house media. BD Recharge is compatible with both batch and fed batch processes.

As a chemically defined, animal free, protein free supplement, BD Recharge is ultimately expected to reduce customers' regulatory burden. BD Biosciences' regulatory support is available to help support customers in their filing process and by referencing the BD Recharge DMF (Drug Master File), approval is further streamlined.

Learn more about how we're rethinking supplementation to give you better performance today.

See how the next generation of defined, high-performance media supplements can:

- Improve consistency
- Deliver high protein yield
- Enhance speed to market
- Reduce risk
- Deliver high protein quality

Learn more at bdbiosciences.com/go/recharge



BD Recharge

Chemically defined. Animal free. Protein free.

BD Recharge was developed using CHO cell lines and is recommended for applications that are responsive to yeast-based supplements or peptones. BD Recharge eliminates unnecessary constituents to maximize cellular activation and protein production. The result is exceptional protein quality and yield comparable to peptone supplementation.

BD Recharge includes only the key bioactive and nutritional constituents of the yeast peptone. Since only essential components remain, there is no need to remove extraneous components later, reducing the burden of downstream purification.

• **Learn more.**



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Your Logo

eSolutions Broadcast

Targeted Message - Target Audience

Your customized HTML and text formatted message delivered to the industry's most highly desired audience under the brand name of *BioPharm International*.

Your message will be embedded into *BioPharm International's* eSolution template and will deploy to selects you have chosen from our subscriber list.

Typical uses:

- New product releases
- New acquisitions and company expansion
- Case study success stories
- Online product catalog
- Launch of new website
- Any marketing initiative that requires immediate attention from the right audience

Offering

- Includes design and execution of eSolution Broadcast

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