Online Advertising Options Digital Edition

BioPharm International's Digital Magazine

BioPharm International's <u>digital edition</u> makes it possible for professionals involved in the biopharmaceutical science and business to access credible information from across the globe who are the leading authoritative source. To complement the print edition, BioPharm International offers a digital edition, which is delivered to approximately 35,000 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



1988-2013



Tool Bar Ad

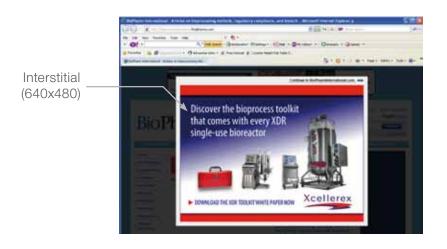
160x600

E-Zine Advertising Opportunities

- Full Page
- Half Page
- Cover tip
- Button Sponsorship (2 available; ROS)
- Banner Sponsorship (ROS)
- Ad-Jolt
- Ad Gen
- Rectangle Sponsorship (2 available; ROS)
- Gatefold
- Bellyband
- Insert Cards
- Tabs
- Video



Online Advertising Options BioPharmInternational.com



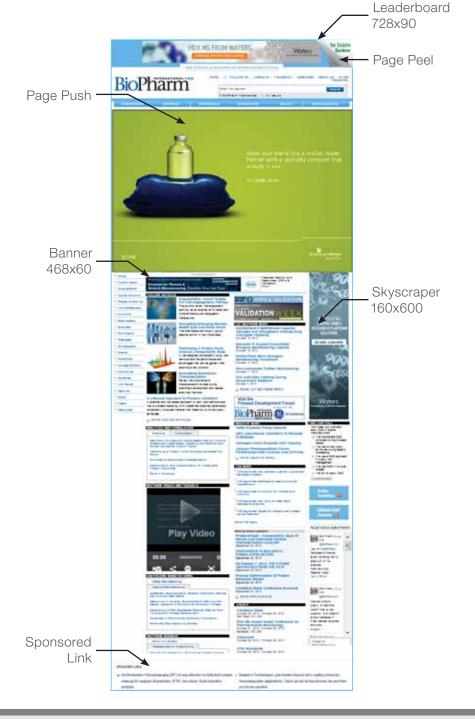
WWW.BioPharmInternational.com

- Comprehensive coverage for bioprocessing, quality, regulatory, and business topics
- Breaking biopharmaceutical and regulatory news
- Indexed archives of print and onlineexclusive articles and interviews
- New product introductions
- Analysis and insight from respected columnists on manufacturing, analytical, regulatory, and business topics
- Whitepaper and application note library

Enjoy extensive visibility on the site that covers theuniverse of leading bio/pharmaceutical companies.

Additional Advertising Options:

- BioPharm TV
- Expandable Ads
- Floating Footer





NEW DIGITAL OPPORTUNITY



The Channel for the Science & Business of BioPharmaceuticals





New platform. New Opportunity. BioPharm TV launches October 2013.

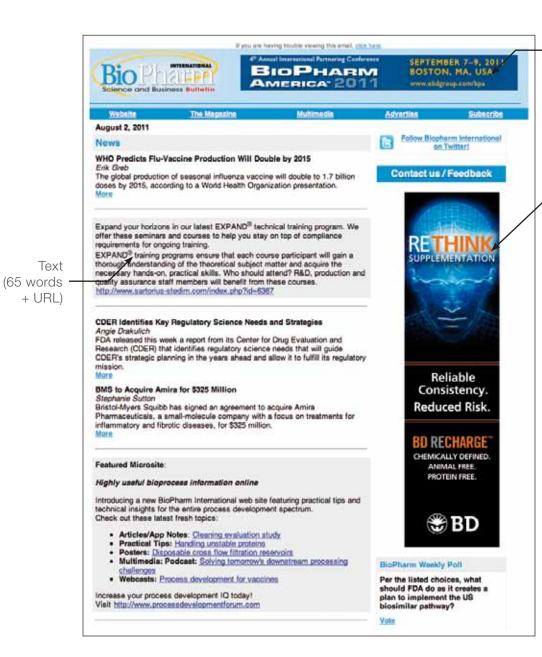
Connect with your customers and prospects like never before with this successful, new interactive digital platform. Partner with BioPharm TV's superior content of regularly scheduled programming: Industry News, Updates, Interview, and more. Put your company's brand, services and products in front of over 100,000 science and business biopharmaceutical professionals worldwide.

- BioPharm TV offers a centralized location for your resources on new product releases, services and solutions
- Increase awareness by driving a targeted audience to one location to learn about your company
- Utilize this tool to share your products and programs with decision-makers who want to learn about effective and efficient solutions to challenges within the tightly regulated pharmaceutical environment and makes BioPharm a must-read.

PROGRAM INCLUDES:

- Your logo and 50-word description of your company, products and solutions in your exclusive listing in the channel
- Up to four supplied assets (videos, white papers, brochures, product specifications, web pages, and more, each with a short description); content can be refreshed during extended program
- Promoted on biopharminternational.com, in multiple BioPharm International e-newsletters, dedicated e-mail blasts and promotions in the print/digital publications
- Social media integration enables sharing and extends reach and access
- Metrics report features analysis of visitors' activity with your calls-to-action.





Banner 468x60

Skyscraper 160x600

Science & Business eBulletin

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

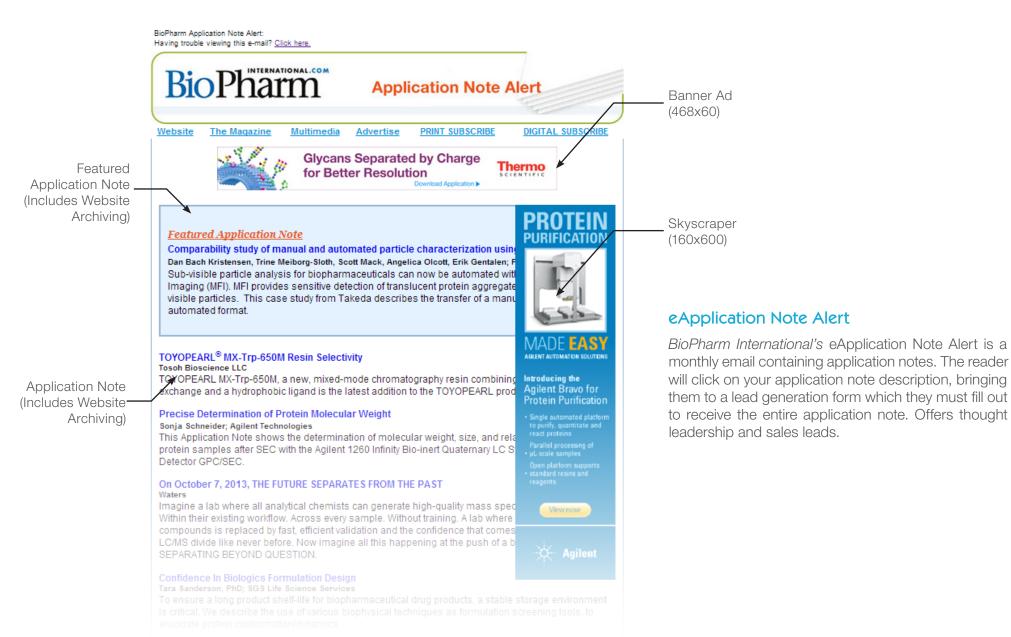
- News
- Deals & Alliances
- People
- Products
- Conference Calendar & Coverage

Additional Advertising options

- Button (120x90)
- Floating Footer



Online Advertising Options eNewsletter: Application Note Alert





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.





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
- 8 to 12





ANNOUNCEMENT FROM: BioPharm





Rethink supplementation with BD Recharge.™

Next generation supplement delivers higher consistency, better yield and

BD Recharge is the first in a line of rext 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 title to no adaptation required.

Testing has found 6D Recharge to be effective with multiple base media, including customer-developed inhouse 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 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

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

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

Learn more at bibliosciances com/ge/recharge



BD Recharge

Chemically defined. Animal free. Protein free.

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

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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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 using (CAST) our Custom Audience Segmentation Tool. Your message will be embedded into BioPharm International's eSolution template and will deploy to selects you have chosen.

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

Offerina

Includes design and execution of eSolution Broadcast



Online Advertising Options

CAST

It's more than just a "list." CASTTM (or Custom Audience Segmentation Tool) gives you access to the largest Pharma/Life Science database in the industry.



BioPharm International CAST Universe = 103,162

BIO e-Newsletter Universe = 73,609
BIO Print Universe = 77,714
BIO Webinar Registrants = 3,675
Both Print and e-News = 49,875
Both e-News and Webinar = 1,725
Both Print and Webinar = 1,601
All (Print, e-Newsletter, Webinar) = 1,365

Ready to take your next marketing communications to the next level?

Reach the **right audience** every time using the ONLY **comprehensive** and **global database** in the pharma/life science industry!



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Product	Type	Price (Monthly)	Reasons/Comments
WEBSITE			
Home Page and ROS	728x90 (Leaderboard)	\$ 2,750	Up to 5 rotations
	468x60	\$ 2,550	Up to 5 rotations
	160x600	\$ 2,200	Up to 5 rotations
Sponsored Link	Text	\$ 1,000	
Section or Columnists Sponsorships	Logo and 728x90 or 300x250 or 160x600	\$ 1,650	
Expandable	up to 3 mos	\$ 3,845 + Space Costs	Not monthly, total
	up to 6 mos	\$ 5,505 + Space Costs	Not monthly, total
	up to 12 mos	\$ 8,230 + Space Costs	Not monthly, total
	For each change	\$ 275	
Peel down	up to 3 mos	\$ 3,840 + Space Costs	Not monthly, total
	up to 6 mos	\$ 5,485 + Space Costs	Not monthly, total
	up to 12 mos	\$ 8,230 + Space Costs	Not monthly, total
	For each change	\$ 275	
Interstitial/Pop Up	640x480	\$ 5,500	Supplied by Client
Other Rich Media ads		25% premium on above space costs	Monthly
CAST		Contact your sales representative	
BioPharm TV		\$3,000 (net per month)	Multi-sponsor (up to 5)
		\$7,500 (net per quarter)	
SCIENCE & BUSINESS E-BULLETIN			
	468x60	\$ 2,195	
	160x600	\$ 2,740	
	Text - 65 words	\$ 1,375	
	Featured Products	\$ 1,095	
	App Note	\$ 1,095	
	e-Issue Alert	Custom Quote	
E-APPLICATION NOTE ALERT			
	Featured Note	\$ 1,750	
	Application Note	\$ 800	
	468x60	\$ 1,650	
	160x600	\$ 1,850	
	Custom eNewsletter	Quote upon request	
	eSolution Broadcast	\$ 3800	For 5,000 Selects



Digital Rates

Product	Type	Price (Monthly)	Reasons/Comments
EDITION OF BIOPHARM DIGITAL			
	Full Page	\$ 2,195	
	Half Page	\$ 1695	
	Cover Tip	\$ 4995	
	Button Sponsorship (2 available; ROS)	\$ 540	
	Banner Sponsorship (ROS)	\$ 1,095	
	Ad Jolt	\$ 1,095	
	Ad Gen	\$ 1,095	
	Rectangle Sponsorship (2 available; ROS)	\$ 1,650	
	Gatefold	\$ 1,650	
	Bellyband	\$ 1,650	
	Insert Cards	\$ 1,650	
	Tabs	\$ 1,650	
	Video	\$ 1,920	
WEBCAST			
	Live audio w/slides	\$ 17,500	
PODCASTS			
	Minimum 3	\$ 5,985	
	4 to 7	\$ 9,475	
	8 to 12	\$ 12,465	
SPONSORED CONTENT PROGRAMS			Logo on Homepage, ad on PDF, and/or Podcast
	Salary Survey		
	Industry Trends	Rates available upon request	
WEB VIDEOS			
	We Produce Video	\$ 2,495	
	Advertiser Supplies Video	\$ 1,495	



WEBSITE AD DIMENSIONS

- Rectangle: 300x100 pixels; 40 KB max; GIF, JPEG, or *Flash accepted
- Leaderboard: 728 x 90 pixels; 40 KB max; GIF, JPEG or *Flash accepted
- Box: 300x250 pixels, 40 KB max; GIF, JPEG, or *Flash accepted
- Sponsored link: Up to 10 words + url
- Interstitial: 640x480 pixels; 40 KB max; GIF or JPEG, 3rd party tags accepted, but must be standard html. NO Java Script tags. No flash ads accepted.
- + If submitting Flash, specific instructions will be supplied prior to ad creation
- + Materials are due 10 business days before desired run date

E-NEWSLETTER AD DIMENSIONS

• Banner • Button • Lo
Ad Size: 468x60 Ad Size: 120x60 A

• Skyscraper • Text Ad Ad Size: 160x600 65 words Leaderboard
 Ad Size: 728x90

Product Showcase
 65 words
 1 product image
 (110 pixels wide)

Ad Size: For all banner ad sizes

- Max File Size: 40kb
- Formats Accepted: Gif, Animated Gif or Jpg *No Flash/Rich Media accepted for eNews or Alerts* If 3rd party, only Click URL and 1x1 pixel tracker accepted with Gif, Animated Gif or Jpg.
- 1 Live Click URL
- Outlook 2007 and 2010 will serve an Animated GIF but they do not support animation- only the first frame will appear. Please note when creating animated GIF files, you'll want to ensure the first frame carries the call to action and is not too ambiguous.
- + Materials are due 10 business days before desired issue date

CAST DATABASE PROGRAM

Materials must be provided by the sponsor

Materials needed for your CAST e-campaign:

- 1. HTML ("in line style" is required), please read the attached Email Design Basics/Specs very carefully.
- 2. Clients opt-out/unsubscribe link must be embedded in the HTML along with a physical address.
- 3. Text version of the e-mail including the opt-out/unsubscribe link
- 4. Subject Line
- 5. From Line (friendly from line; e.g. the companies name or persons name. Not an e-mail address)
- 6. Suppression file of clients opt-outs/unsubscribes
- 7. Seed names and e-mail addresses of who needs to see the test and final blasts. We ask that only one of the seed names be responsible for sending final approval of the test blast to jfurrevig@advanstar.com and rhughes@advanstar.com.



There is a 48 hour turn-around time for our E-media team to deploy, the turn-around time starts AFTER all the above materials are received. Important information regarding your CAST e-campaigns:

- 1. Deployment dates MUST be suggested or approved by Joe Furrevig or Ronda Hughes.
- 2. Suppressions due to any threshold limits will be deployed as priority the day after the initial blast. Threshold limitations can be avoided when securing deployment dates ahead of time.
- 3. Clients using Advanstar's design services as part of their CAST program will have up to 2 revisions free of charge, there is a \$100 fee for changes thereafter and will run the risk of having to reschedule.
- 4. All HTML changes need to be made and approval sent back to Joe Furrevig 48 hours prior to scheduled deployment.
- 5. Test blasts are sent out at least one day prior to the final blast to ensure proper HTML rendering. HTMLs need to be approved by the client prior to the test blast. Copy or design changes to the HTML after the test blast will result in a \$100 fee AND will run the risk of having to reschedule.
- 6. Client needs to send approval of the test blast to jfurrevig@advanstar.com and rhughes@advanstar.com by the end of the day in which it was received in order to ensure the scheduled deployment date. Please have one seed name designated to give approval.
- 7. Email deployment reports will be sent to the sales representative 72 hours (3 days) after the blast.

PODCAST SERIES SPONSORSHIP

Custom specifications will be provided in the official Podcast agreement

WEBCAST SPONSORSHIP

Custom specifications will be provided in the official Webcast agreement

WHITE PAPER LEAD GENERATION

- White Paper in PDF format no more than 1.5 MB in size
- Your Company Name
- White Paper Title: 36 words
- Author(s): names only, not company affiliations
- White Paper abstract: a description of what the application note contains; 23 short sentences, maximum 50 word count total.
- Email Address where leads should be sent
- 13 keywords to be included in your lead email subject line as an identifier for the White Paper
- Contact Name
- Contact Phone Number
- Logo (EPS, Jpeg, Gif format, max width: 150 pixels)
- URL Links: one URL with http:// in front of the www that links from your logo
- Company Text: 7-10 word maximum in plain text that describes your company



Online Advertising Options e-Media Project Submission Guidelines

Submit Materials to:

Website and Newsletter Ad Materials: adt.advanstarsupport@mpe.hcl.com

Whitepapers, eApplication notes, or eSolution Blasts: <u>wp.advanstarsupport@mpe.hcl.com</u>

Please list the Advertiser and Website in the subject line.

BIOPHARM TV

1. Company Logo

• Acceptable formats: Jpg, Png, Gif

• Dimensions: 160px x 100px OR smaller

• Logo appears on a white background. White or transparent backgrounds preferred.

2. Short one sentence description of your company

• 20 word description

3. Company Logo (for asset area)

Width: minimum 200pxHeight: minimum 85px

4. Company Profile

• < 75 word description of your company

ASSETS

You are allowed a total of 4 assets on your page, with a description, picture, and link to redirect to for each asset. Descriptions must be <75 words. An asset can be defined as:

- Whitepapers (.pdf format)
- Case studies
- Videos (formats: Youtube, or Link/url to be hosted on your site)
- Webcasts
- Product demonstrations
- Description or link to product or service

Asset 1 & Picture		
Description		
Asset 2 & Picture		
Description		
Asset 3 & Picture		
Description		
Asset 4 & Picture		
Description		

