A Portfolio of Integrated Media Solutions for the Life-Sciences Industry

2010 MEDIA PLANNER
Giving VOICE to a Changing Industry

The days of using just one medium to reach decision makers in one sector at one type of company are over. The industry is evolving. And so are we. To succeed today, you have to consider a range of media options that will put your promotional message in front of a diverse team of decision makers at companies in all segments of the market — pharmaceutical, biotechnology, device/diagnostic, etc.

The PharmaVOICE suite of integrated media solutions offers all of the elements to connect you with those you want to influence — your customers — through a multi-component platform that incorporates print, online, new media, and custom solutions.

Multiple Channels for Brand Enhancement, Thought-Leadership Positioning, and Lead Generation

For 2010, PharmaVOICE has expanded its focus and is truly the one integrated life-sciences brand that offers a multi-touch platform to influence a growing and diversified market.

Through its innovative solutions, long-standing relationships, and strength of its brand, PharmaVOICE delivers your message to the most-qualified, high-end decision makers throughout the pharma, biotech, device/diagnostic fields.

From its horizontally positioned flagship print publication and vertically aligned supplement publications to ever-expanding online options to personalized custom solutions, PharmaVOICE continues to serve its traditional audience while developing a new generation of loyal readers.

We invite you to think differently to reach your customers and join us in reshaping the business landscape.
Keeping Readers Current as the Future Evolves

Published monthly, with combined July/August and November/December issues, PharmaVOICE is expressly written and designed to deliver the views, opinions, and insights of executives who are shaping the direction of the dynamic and multifaceted life-sciences industry. PharmaVOICE reaches more than 20,500 BPA-qualified subscribers with every issue and more than 65,000 with its digital version.

PharmaVOICE’s unique horizontal editorial approach cuts across industry silos, provides a holistic overview of the life-sciences industry, and addresses a range of topics from molecule through market. By engaging compelling personalities from diverse industry sectors, PharmaVOICE provides multiple perspectives on business challenges, trends, and topics. Editorial content sparks dialogue, initiates debate, and opens the lines of communications to facilitate and improve business-to-business relationships.

PharmaVOICE’s unique and in-depth original forums, feature articles, executive bios, and departments are people-focused and audience-driven. PharmaVOICE provides executives with useful peer-to-peer insights on a broad range of business practices and topics from clinical research through commercialization.

PharmaVOICE Magazine
Reaching more than 20,500 BPA-qualified key executive and management decision makers in corporate, marketing, R&D, clinical trial, and other sectors of the life sciences — the ideal venue for promoting your products, services, and tools.

VIEW Publications
Innovative supplement publications to PharmaVOICE that address key sectors of the market through executive thought leadership.

WebLinx Interactive WebSeminars
Online events that can build thought-leadership positioning and generate highly qualified leads from decision makers with a proven interest in your products, services, and tools.

Podcasts
An audio syndication medium that connects thought leaders with a motivated audience. Sponsorships provide a fresh way to reach key decision makers.

Videos
An online video network that connects thought leaders with key audience segments. Sponsorships provide the latest way to reach key purchasers.

White Papers
Authoritative reports that offer meaningful content and value to potential customers by providing unbiased information and analysis regarding a business concept or challenge.

E-Surveys
Electronic surveys directed to the PharmaVOICE subscriber base to solicit insights on customer needs and behaviors while generating leads.

PharmaVOICE.com MicroSites
Take advantage of the content rich online community to post your sponsored content on a dedicated page to enhance your brand and generate leads.

E-Mail Marketing
A variety of e-mail alerts and announcements with advertising opportunities and sponsorships.

Direct Mail and E-Mail List Rentals
Access to the PharmaVOICE print and online community through list rentals.

Extra Issues and Reprints
Articles with your featured thought leaders for use as promotional materials at shows and client meetings.

Custom Publishing and Consulting
Turnkey custom publishing capabilities—from custom magazines to Websites to e-Newsletters—allow you to create and maintain effective, personalized relationships with your customers. Access our knowledge base to reach your audience.

www.pharmavoice.com
Cover Story — Forum
PharmaVOICE’s unique lead article — the Forum — provides the insights of a wide variety of experts on different industry-related challenges in a roundtable format

Clinical Feature Article
Perspectives that drill into R&D and clinical issues

Marketing Feature Article
Insights on various strategies and solutions spanning the commercialization continuum

Technology Feature Article
Expert commentary on current and emerging technology solutions and tools.

Industry Feature Article
Top-level discourse on the subjects related to the business of the industry

Therapeutic Feature Article
Development and commercialization analysis on different therapeutic categories

Showcase Feature
A market overview of a hot industry topic. Companies have the opportunity to position a 1/6 ad within this special feature article

Executive Bio
A personality-driven profile that captures the achievements and contributions of a compelling industry executive

Departments:
UpFront A brief review of industry events at press time
PharmaCase A case study detailing specific tactics and strategies
PharmaOutlet An executive exposé on a topic
Global Perspective A review of market conditions around the world
Managed Market An overview of different customer segments
For Art’s Sake A creative review of advertising, medical-education, and public-relations campaigns
PharmaTrax Sales, marketing, and R&D trends and analysis
What’s New New healthcare-related products, services, and companies
E-Media New electronic and Web-based applications, sites, and technologies
On The Calendar Industry events
Talent Pool Executive appointments and promotions
The Last Word A Q&A with an industry, company, or association leader

PharmaVOICE delivers complete coverage on every aspect of pharmaceutical business.

PharmaVOICE editorial also tracks emerging markets, providing the context by which decisions are made and careers are shaped.

PharmaVOICE’s online and in-print coverage is complemented by podcasts, videos, webinars, social media, and custom solutions designed to fit every communication need. In addition, free downloads to articles are available each week online and through Editor’s Choice and Issue alert e-newsletters monthly.

Read. Think. Participate.
www.pharmavoice.com
<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Cover Story</th>
<th>Bonus Distribution</th>
</tr>
</thead>
</table>
| January    | A New Model for Incentive Compensation | • 7th Annual Pharmaceutical Marketing Compliance Congress  
  • The 14th Annual Drug Delivery Partnerships  
  • 8th Annual Partnering with Central Labs ECG and Imaging Core Labs |
| March      | Streamlining the Drug Development Process — From Discovery to Commercialization | • Prescription Drug Pricing Conference  
  • PMRG 2010 Annual National Conference |
| April      | Software-as-a-Service (SaaS) Solution | • Partnerships with CROs  
  • ACRP Global Conference  
  • Patient Compliance, Adherence and Persistency |
| May        | Electronic Health Records: The Next Phase | • HBA Woman of the Year Luncheon  
  • BIO 2010  
  • Med Ed Congress  
  • SPBT 2010 |
| June       | Adaptive Clinical Trials | • DIA 2010 |
| July/Aug.  | SPECIAL ISSUE: PharmaVOICE 100 | VIEW on Medical Education |
| September  | Mid-Level Healthcare Prescribers | • HCMA Annual Conference |
| October    | Global Submissions | • Annual Conference of the National Task Force on CME Provider/Industry Collaboration  
  • 2010 Annual HBA Leadership Conference |
| Nov./Dec.  | SPECIAL ISSUE: 2011 Year in Preview | VIEW on E-Solutions |

PLUS: Multiple-perspective articles concentrating on marketing, clinical, and industry-related topics. Regular departments include: UpFront, Opinions and Letters, Outlet, For Art’s Sake, PharmaTrax, E-Media, What’s New, On the Calendar, Talent Pool, and Last Word.

Note: Advertisers running in a VIEW publication and the same month issue of PharmaVOICE will receive a 10% discount on both ad units. *For a full list of conferences and events for bonus distribution of PharmaVOICE and/or VIEW publications, please visit www.pharmavoice.com.

*Editorial subject to change.
Expand Your Online Reach with PharmaVOICE Digital Editions

Online Audience by Company Type:
- 61.5% Pharmaceutical, Biotechnology, Biopharmaceutical/Biologics, Drug Delivery, Device, Diagnostic or Equipment, Generic, Manufacturing/Packaging
- 10.9% Contract Research, Drug Development/Clinical Trials Consulting, Clinical Study/Investigative Site (including Academic, Medical Research), Trial/Site Management
- 13.1% Marketing/Communication Supplier (including Ad Agency/Branding/Electronic/Medical Education/Public Relations/etc.)
- 9.4% Information Technology, Service (including Analyst/Attorney/Consultant/etc.)
- 2.4% Media (including Print/Electronic)
- 2.7% Other

Online Audience by Job Function:
- 25.5% Corporate Management
- 17.4% Marketing, Advertising Management
- 12.7% Product Management, Account Management
- 10.0% Sales Management
- 8.6% R&D/Project Management, Scientific Review, Analysis, Consulting
- 7.9% Clinical Trial Management, Clinical Trials/GCP Auditing/QA/QC
- 2.5% Clinical Monitoring/Investigative Site Management
- 2.4% Marketing Research
- 2.8% Regulatory Affairs/Compliance
- 1.6% Information Technology Management
- 1.3% Creative Production/Traffic
- 1.7% Media/ Promotion Management
- 1.7% Laboratory Analysis, Academic/Research/Teaching
- 1.3% Data Management/Analysis/Bioinformatic
- 2.6% Other

Online Audience by Geography:
- 85.5% US
- 1.0% Canada
- .5% South America
- 9.0% Europe
- 4.0% Rest of World

94% of PharmaVOICE readers find the mix of key thought-leader perspectives valuable.
58% have other colleagues read/view their issue.
57% have connected with an individual after reading about them.

54% say that they have read 4 of the last 4 PharmaVOICE issues received.

56% say that they are reading 75% to 100% of PharmaVOICE.

53% say that PharmaVOICE offers the best overall presentation.
PharmaVOICE offers the largest total distribution.

<table>
<thead>
<tr>
<th>Category</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>PharmACE, biotechnology, biopharmaceutical, biologics, drug delivery, device, diagnostic, or equipment, and generics</td>
<td>14,161</td>
</tr>
<tr>
<td>Contract research, drug development/Clinical trial/ Site management</td>
<td>2,132</td>
</tr>
<tr>
<td>Service (including Analyst, Attorney, Consultant, and IT)</td>
<td>1,573</td>
</tr>
<tr>
<td>Media (incl. Print/Electronic)</td>
<td>338</td>
</tr>
<tr>
<td>Other</td>
<td>-</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>20,609</strong></td>
</tr>
</tbody>
</table>

PharmaVOICE offers the largest U.S. distribution.

<table>
<thead>
<tr>
<th>Category</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>PharmACE, biotechnology, biopharmaceutical, biologics, drug delivery, device, diagnostic, or equipment, and generics</td>
<td>19,733</td>
</tr>
<tr>
<td>Contract research, drug development/Clinical trial/ Site management</td>
<td>16,652</td>
</tr>
<tr>
<td>Service (including Analyst, Attorney, Consultant, and IT)</td>
<td>14,613*</td>
</tr>
<tr>
<td>Media (incl. Print/Electronic)</td>
<td>16,440**</td>
</tr>
<tr>
<td>Other</td>
<td>9,856</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>19,733</strong></td>
</tr>
</tbody>
</table>

Numbers based on December 2009 BPA Audits. *June 2009 BPA, ** 2010 Rate Card (BPA application has been forfeited)
PharmaVOICE offers the lowest cost per thousand when compared with all of its competitors.

Print Edition Rates

<table>
<thead>
<tr>
<th>Unit</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>30x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$4,925</td>
<td>$4,810</td>
<td>$4,625</td>
<td>$4,505</td>
<td>$4,330</td>
<td>$4,180</td>
<td>$4,030</td>
<td>$3,870</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$4,270</td>
<td>$4,140</td>
<td>$3,985</td>
<td>$3,855</td>
<td>$3,675</td>
<td>$3,555</td>
<td>$3,450</td>
<td>$3,350</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,205</td>
<td>$3,105</td>
<td>$3,020</td>
<td>$2,900</td>
<td>$2,750</td>
<td>$2,660</td>
<td>$2,575</td>
<td>$2,515</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,185</td>
<td>$2,125</td>
<td>$2,045</td>
<td>$1,980</td>
<td>$1,895</td>
<td>$1,835</td>
<td>$1,780</td>
<td>$1,720</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,625</td>
<td>$1,560</td>
<td>$1,490</td>
<td>$1,440</td>
<td>$1,400</td>
<td>$1,365</td>
<td>$1,330</td>
<td>$1,300</td>
</tr>
<tr>
<td>Spread</td>
<td>$9,360</td>
<td>$9,120</td>
<td>$8,780</td>
<td>$8,540</td>
<td>$8,210</td>
<td>$7,930</td>
<td>$7,650</td>
<td>$7,350</td>
</tr>
</tbody>
</table>

Color

- Two-color standard or match .................................. $950
- Two-color metallic ................................................ 1,050
- Four color .................................................................. 1,675
- Two-color standard or match spread ...................... 1,805
- Two-color metallic spread ....................................... 1,995
- Four-color spread .................................................... 3,180

Cover Positions

- Cover 2 .......................................................................... $950
- Cover 3 ......................................................................... 775
- Cover 4 .......................................................................... 1,225
- Covers charged at four-color rate
- 90 days notice required for cancellation

Inserts

- BRC: Must be accompanied by a minimum 2/3 page ad unit; BRC must be at least 3.5 x 5
- Inserts: Billed at the black and white earned frequency rate. Contact publisher for information about availability, specifications, and quantity.

Cost Per Thousand

<table>
<thead>
<tr>
<th>Publication</th>
<th>Total Print Distribution</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>PharmaVOICE</td>
<td>17,563</td>
<td>$299.04</td>
</tr>
<tr>
<td>ACT</td>
<td>15,608</td>
<td>$335.04</td>
</tr>
<tr>
<td>MAN</td>
<td>16,500</td>
<td>$390.23*</td>
</tr>
<tr>
<td>MM&amp;M</td>
<td>14,750</td>
<td>$411.28</td>
</tr>
<tr>
<td>PE</td>
<td>16,500</td>
<td>$393.06</td>
</tr>
<tr>
<td>PM360</td>
<td>16,440</td>
<td>$300.19</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>11,439</td>
<td>$399.40*</td>
</tr>
</tbody>
</table>

* MAN and R&D - based on 10x rate

Closing Dates

Frequency: Monthly with combined issues in July/Aug. and Nov./Dec.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/7/09</td>
<td>12/14/09</td>
</tr>
<tr>
<td>February</td>
<td>1/08/10</td>
<td>1/15/10</td>
</tr>
<tr>
<td>March</td>
<td>2/08/10</td>
<td>2/15/10</td>
</tr>
<tr>
<td>April</td>
<td>3/08/10</td>
<td>3/15/10</td>
</tr>
<tr>
<td>May</td>
<td>4/07/10</td>
<td>4/14/10</td>
</tr>
<tr>
<td>June</td>
<td>5/07/10</td>
<td>5/14/10</td>
</tr>
<tr>
<td>July/Aug.</td>
<td>6/18/10</td>
<td>6/25/10</td>
</tr>
<tr>
<td>September</td>
<td>8/09/10</td>
<td>8/16/10</td>
</tr>
<tr>
<td>October</td>
<td>9/08/10</td>
<td>9/15/10</td>
</tr>
<tr>
<td>Nov./Dec.</td>
<td>10/15/10</td>
<td>10/22/10</td>
</tr>
</tbody>
</table>

Cancellation policy: Neither the advertiser nor its agency may cancel advertising after the ad closing date.

Ad Specifications

Non-Bleed Ad Page Dimensions

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>18</td>
</tr>
<tr>
<td>Full page</td>
<td>9</td>
</tr>
<tr>
<td>2/3 page (vertical)</td>
<td>6</td>
</tr>
<tr>
<td>1/2 page (vertical)</td>
<td>4 1/2</td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
<td>9</td>
</tr>
<tr>
<td>1/3 page (vertical)</td>
<td>3 3/8</td>
</tr>
<tr>
<td>1/3 page (square)</td>
<td>6</td>
</tr>
<tr>
<td>1/6 page (vertical)</td>
<td>3 3/8</td>
</tr>
<tr>
<td>1/6 page (horizontal)</td>
<td>6</td>
</tr>
</tbody>
</table>

Trim Size: Full page 9 w x 11 h. All live area must be at least 1/4 away from trim edges.

Contact Sizes: Full page 9 1/4 w x 11 1/4 h. Spread 19 1/4 w x 11 3/4 h. Fractional bleed units not accepted.

Contacts

For advertising, contact Lisa Banket, Publisher, at 609-730-0196 or lbanket@pharmavoice.com or Cathy Tracy at 203-778-1463 or ctracy@pharmavoice.com.
Display Advertising Art Specifications

GENERAL SPECIFICATIONS
PharmaVOICE Printing Method: Sheet-fed Offset; Binding: Perfect
VIEW Printing Method: Sheet-fed Offset; Binding: Saddle-stitched
Paper: Cover printed on 80lb. coated text, body printed on 60lb. coated text.
Ink: GRACol standard and four-color process
Line Screen: 300 lines per inch; Trim Size: 9”w x 11”h

DIGITAL AD SPECIFICATIONS
PDF Format: Advertisers are encouraged to submit PDF and PDF/X-1A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.pharmavoice.com

Preferred Applications: When submitting application files, please include all supporting graphics and fonts.

Proofs: When submitting application files, a proof of all received ads will be provided. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.).

Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Photo Elements: 400 dpi, actual size; CMYK color model; tif or .eps format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model, eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 320% (i.e. C=100, M=100, Y=60, K=60). Any one color with a required value over 95% should be made solid.

Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

FTP Upload: 128.121.181.65
User ID: know38 and Password: client08
Please contact the publication Production Coordinator when files are submitted.

Email Ad Files: kathy@pharmavoice.com

ADDITIONAL CHARGES
Inserts: Information available upon request.
Guaranteed Position: 10% additional Publisher will attempt to honor nonpaid position requests but assumes no responsibility for failure to do so.
Premium Position: Cover positions are charged at the 4/C earned frequency with published premium cost.

COMBINED FREQUENCY DISCOUNTS
Advertisers in PharmaVOICE are eligible for combined frequency discounts when advertising in PharmaVOICE print edition and a VIEW supplement publication. To qualify for a common rate basis, advertisers with multiple products or divisions must submit a master contract in advance of advertising placements. Contact your PharmaVOICE advertising representative for details.

ADVERTISING DEADLINES
Ad Closing: 10th of month, 1 months prior to publication date.
Materials Due: 15th of month, 1 months prior to publication date.

Note: Please label your advertising materials with the magazine name and issue date in which they are scheduled to appear.

CONTACTS
Publisher
Lisa Banket
P: 609-730-0196
E: lbanket@pharmavoice.com

National Accounts Manager
Cathy Tracy
P: 203-778-1463
E: ctracy@pharmavoice.com

Editor
Taren Grom
P: 215-483-6904
E: tgrom@pharmavoice.com

Producer, Webcast Network
Dan Limbach
P: 847-594-0157
E: dlimbach@pharmavoice.com

ART DEADLINE & SPECs
Creative Director
Marah Walsh
P: 215-321-8656
E: mwalsh@pharmavoice.com

Production Coordinator
Kathy Deiuliis
P: 215-499-8424
E: kathy@pharmavoice.com

Terms and Conditions for Advertising

1. PharmaLinx LLC holds both the advertiser and its advertising agency responsible for paying all authorized advertising inserted in or attached to PharmaVOICE. All overdue payments will be re-invoiced directly to the advertiser, who will be held fully responsible for payment.
2. Payment is due within 30 days of invoice date. Agency commission will be disallowed on all overdue invoices. In the event the account is placed for collection, customer agrees to pay publisher for all collection costs and/or attorney’s fees incurred. Customer also agrees to pay finance charges on the unpaid balance of 1 1/2% per month.
3. Publisher will not be bound by conditions appearing on insertion orders.
4. It is understood that, in the consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of right of privacy, copyright infringement, and any other claims based on the contents or subject matter of such advertisements.

5. Publisher reserves the right to reject any advertising that Publisher feels is not in keeping with the publication’s standards.
6. Publisher shall not be liable for any omitted advertisements.
7. An ad may not be cancelled after the ad space closing date.
8. Publisher will hold the advertiser’s materials for a maximum of one year from last issue date. It is the advertiser’s responsibility to arrange for the disposition of artwork or film before that time, otherwise materials will be destroyed. All requests for the handling of materials must be submitted in writing.
9. Under no circumstances shall Publisher be liable for any indirect, special, or consequential damages of any advertiser. Under no circumstances shall Publisher’s direct or indirect liability to any advertiser or advertising agency exceed the invoiced cost of the advertisement.
Thought-leader driven, In-Depth Sector Coverage

The 2010 series of VIEW publications will feature an updated Forum format designed to capture the latest industry trends, analysis, and insights from pharmaceutical/biopharmaceutical/biotechnology thought leaders. In addition to provocative commentary from experts representing provider companies of all sizes and therapeutic areas of focus, our editors will tap leading analysts for predictions and evaluations. To supplement this extensive editorial content, original market research conducted by PharmaVOICE will provide near real-time results from our extensive reader base to the hottest questions of the day and responses to the trends that will impact your business in the future.

Unique Advertising Opportunities

Contributed VIEW — $6,500 net
Four-color spread — An editorial VIEW appears on left page and corporate ad appears on right page or a two-page editorial.

Display Advertisement
Full-page, run-of-book — $4,250 net
Cv 2 — $4,750 net; Cv 4 — $5,000 net; Cv 3 — $4,500 net
1/2 page 4/C — $3,000 net; 1/2 page B&W — $2,250 net
1/3 page 4/C — $2,500 net; 1/3 page B&W — $1,650 net

Value-Added Benefits
For all spread advertisers
• Overruns and PDF file of thought piece and ad.
• Complimentary 1/6th page ad in the Showcase section of the printed VIEW and a complimentary showcase listing on PharmaVOICEMarketplace.com for 12 months.
• Sound Bite Contribution — a senior executive from your company has the opportunity to feature a quote and photo in the Forum section of the VIEW.
• VIEW E-Issue Alert — contributed spread advertisers will be listed in the promotional e-mail promotion to more than 65,000 industry executives.
• Complimentary Hyperlink to your URL from the digital edition

For all full-page advertisers
• Complimentary 1/6th page ad in the Showcase section of the printed VIEW and a complimentary showcase listing on PharmaVOICEMarketplace.com for 12 months.
• Complimentary Hyperlink to your URL from the digital edition

Distribution

Reach more than 20,000 readers in these supporting publications to PharmaVOICE, including more than 17,500 U.S-based BPA-qualified print subscribers in the life-sciences industry. In addition, VIEWs are distributed at content-related conferences and events throughout 2010.

For VIEW advertising, contact Lisa Banket, Publisher, at 609-730-0196 or lbanket@pharmavoice.com or Cathy Tracy at 203-778-1463 or cttracy@pharmavoice.com.
Brought to you by PharmaVOICE is PharmaVOICE MarketPlace, a comprehensive directory of companies, products, and services for the life-sciences markets. Sponsoring companies listed in PharmaVOICEMarketplace.com will be included in their sector-specific VIEW print editions.

We are pleased to offer the following PharmaVOICE MarketPlace packages …

**BASIC LISTING PACKAGE — ONLINE ONLY**
The Basic Listing includes:
- Company Name
- Company Address
- Contact Information
- ONE category line

**COST: FREE**

**PROFILE PACKAGE — ONLINE ONLY**
The Profile Package includes EVERYTHING in the Basic Listing Package, plus:
- A Bold/Enhanced Company Listing
  - Preferred positioning online
  - A Bold/Enhanced Listing in the Featured Suppliers section of the print edition(s)
- A Color Logo
  - Online on the Company Profile Page
  - In the Featured Suppliers section of the print edition(s)
- 40-Word Description
  - Online on the Company Profile Page
  - With your primary listing in the Featured Suppliers section of the print edition(s)
- Additional Product/Service Categories
  - Online
- Link to company Website
  - Hyperlink to your own Website

**COST: $300**

**SHOWCASE PACKAGE**
The Showcase Package includes EVERYTHING in the Profile Package, plus a 100-word product/service showcase with color photo:
- Online
  - Appears online as an individual Product Showcase page
  - Rotates on the homepage of PharmaVOICEMarketplace.com
  - Appears as an ad-lit on appropriate main category pages
  - Links from your Company Profile Page
- In Print
  - Listing in the Showcase Section of the print edition(s) as a one-sixth page showcase feature.

**COST: $750**

**COST: $1125/$1687/$2250**
Online and in one, two, three, or four publications – a 25% savings

**DISPLAY ADVERTISING PACKAGE**
Full-page and contributed VIEW advertisers in any VIEW print edition receive the Showcase Package and more — FREE.
Fractional-page advertisers in any VIEW print edition receive the Profile Package — FREE.
For more information about these exciting offerings contact your sales representative today!

For more information or to purchase a Profile or Showcase package, contact Dan Limbach at 847-594-0157 or dlimbach@pharmavoice.com.
Online Advertising
Advertising on PharmaVOICE.com allows you to promote your programs to everyone who visits the site — with a click through to your choice of URL.

- Run-of-Site Skyscraper Ads (120 x 240 pixels; 50 K file; jpeg or gif) — Rotating spots — **Monthly Net Cost: $1,000**
- Industry Events Banner Ads (468 x 60 pixels; 50 K file; jpeg or gif) — Rotating spots — **Monthly Net Cost: $1,000**

E-Mail Advertising
Send your message using a skyscraper ad via the PharmaVOICE e-alerts, including PharmaVOICE issue alert, VIEW issue alert, Webcast Network monthly e-mail, and Editor’s Choice weekly e-mail.

- PharmaVOICE Issue Alert — as published
  - Top Position: **Net Cost: $1,250**
  - Bottom Position: **Net Cost: $1,000**
- VIEW Issue Alert — as published
  - Top Position: **Net Cost: $1,250**
  - Bottom Position: **Net Cost: $1,000**
- WebCast Network E-mail — monthly
  - Top Position: **Net Cost: $1,250**
  - Bottom Position: **Net Cost: $1,000**
- Editor’s Choice E-mail — weekly on Monday
  - Single ad: **Net Cost: $1,500**

QuickLinx
Send your message using a QuickLinx (10-15 word) message with URL link via the PharmaVOICE Issue Alert and the VIEW Issue Alert.

**Net Cost: $500**

WebLinx WebSeminar Program
WebLinx's interactive, live, turn-key programs are sponsor-hosted online seminars designed to generate sales leads, boost revenue, and shorten the sales cycle. The WebLinx Program delivers cost-effective, end-to-end campaigns for sponsors through live interactive WebSeminars, targeted multimedia communications, and audience tracking.

**Net Cost: $16,900**

Video Program
Videos are a rapidly growing audio/visual syndication medium that connect thought leaders with a motivated audience. Sponsorships provide a fresh way to reach key decision makers.

- PharmaVOICE Produced Program includes production, posting, hosting of file, and email marketing to more than 6,000 targeted names
  - **Cost: $9,750** (plus T&E)
- Partner Supplied Video for hosting on PharmaVOICE.com for 12 months
  - **Cost: $1,000**

PharmaVOICE offers new media options, including enriched ads and lead generation programs.
Podcast Program

Podcasts are one of the most efficient ways to get your message in front of a mass audience. As an impactful and economical extension to an existing marketing program, Podcasts can reach a large targeted audience at a minimal cost.

- PharmaVOICE Produced Program includes production, posting, hosting of file, and e-mail marketing to more than 6,000 targeted names
- Podcast/White Paper Combo
- Podcast/Article PDF Combo
- Partner Supplied Podcast for hosting on PharmaVOICE.com for 12 months

Cost: $3,500
Cost: $4,000
Cost: $4,000
Cost: $1,000**

White Paper Program

A marketing document that offers meaningful information and value to potential customers by providing unbiased information and analysis regarding a business challenge that they may be facing.

- PharmaVOICE Produced Program includes interviewing, writing, producing, posting, hosting of file, and online marketing to more than 6,000 targeted names
- Partner Supplied White Paper for hosting on PharmaVOICE.com for 12 months

Cost: $4,950
Cost: $1,000**

Sponsored E-Surveys

To receive insights from your core market base, tap the PharmaVOICE subscriber base to deliver an electronic survey to a targeted audience. Pose up to 12 questions to 3,000 individuals.

Sponsorship Cost: $3,700

Each additional 1,000 names at $500 per thousand

MicroSite on PharmaVOICE.com

A self-contained, sponsored Web page on PharmaVOICE.com that hosts content exclusive to sponsoring company. These credible third-party Websites distribute content to new audiences.

- Host all of your PharmaVOICE produced media on one page of PharmaVOICE.com for 12 months. Includes a direct link from the home page.
- Host all company content, including PharmaVOICE produced media, on one page of PharmaVOICE.com for 12 months. Includes a direct link from the home page. Updated once a month.

Cost: $3,500
Cost: $5,000

E-Mail Marketing Campaigns

Individual HTML e-mail campaigns to PharmaVOICE subscribers.

CPM $400; Minimum order: 5,000 names

Net Cost: $2,000

plus $125 set up and testing fee

Each additional 1,000 names at $400 per thousand

Additional services available at a cost include: design, execution, and hosting
**Ask your sales representative about additional services available at an added cost, including dedicated e-mail promotions at $400/M, online advertising, and more.

* All prices are introductory costs.
**PharmaVOICE Magazine — Added-Value Opportunities**

Depending on your advertising program in the print edition of PharmaVOICE magazine, you will receive a variety of value-added benefits:

- **Premium Membership to www.pharmavoice.com** – **Value: $190 per membership**
- **Skyscraper Ad – run-of-site on www.pharmavoice.com** – **Value: $1,000 per month**
- **QuickLinx on Monthly E-Alerts** – **Value: $500 per month**
- **Skyscraper Ad on Monthly E-Alerts (if space permits)** – **Value: $1,000 per month**
- **Direct-Mail List Rental – 5,000 names** – **Minimum Value: $1,200**
- **Complimentary Passes to a Select Group of Conferences** – **Minimum Value: $1,800**
- **Complimentary Hyperlink to your URL from digital edition** – **Value: $500**

**Supplement VIEW Publications — Added-Value Opportunities**

Every spread advertiser enjoys the bonus features noted below:

- **500 Reprints and PDF file of thought-piece and ad** – **Value: $1,700**
- **Showcase Package within the VIEW and online PharmaVOICEMarketplace.com for one year** – **Value: $750**
- **Editorial Sound Bite Contribution**
- **Click through to article in E-Mail Issue Alert Blast**

Every full-page advertiser enjoys the added value noted below:

- **Showcase Package within the VIEW and online PharmaVOICEMarketplace.com for one year** – **Value: $750**
- **Complimentary Hyperlink to your URL from digital edition** – **Value: $500**

**WebLinx WebSeminars — Added-Value Opportunities**

Every WebLinx WebSeminar sponsor benefits from a comprehensive marketing program, including the following:

- **One full-page, four-color ad featured in PharmaVOICE magazine highlighting sponsor and WebLinx WebSeminar** – **Value: $5,610**
- **Skyscraper ad on PharmaVOICE.com home page and PharmaVOICE Issue E-Alert featuring event for one month** – **Value: $2,000 per month**
- **HTML and text e-mail blasts to PharmaVOICE subscriber base** – **Minimum Value: $16,000**
- **Listing of event in PharmaVOICE magazine’s Industry Events department and online**
- **Box highlighting Event at end of featured article (if applicable)**

**Podcasts — Added-Value Opportunities**

Every PharmaVOICE Podcast sponsor benefits from a comprehensive marketing program, including the following:

- **Dedicated e-mail campaign to 6,000 targeted executives** – **Value: $2,525**
- **Listing in PharmaVOICE’s monthly Podcast e-mail to more than 65,000**
- **Listing in PharmaVOICE magazine’s UpFront department**
- **Listing on PharmaVOICE.com Podcast Web page**

**PharmaVOICE Marketplace.com — Added-Value Opportunities**

Every Showcase package advertiser enjoys the added value noted below:

- **Showcase advertisers receive a 1/6th ad page in the printed VIEW of their choice**
- **Exposure to growing online audience searching for products and services**
- **Featured in the promotional e-mail blast to more than 65,000 industry executives**
Custom Services

Writing Assistance/Content Development
Our professionally written articles, case studies, and white papers feature unique aspects of a client’s core capabilities. PharmaLinx LLC’s writers work with the client’s Subject Matter Experts to develop compelling themes and produce expert communications.

- Articles, Case Studies, and White Papers

Design/Production
Take advantage of our award-winning designers and content experts to create and produce your marketing communications program. PharmaLinx LLC designers are in tune with the latest industry specifications and deliver attention-generating programs and communications.

- Print/Digital Ads, E-mail Campaigns, Corporate Communications, Websites

Custom Publishing
PharmaLinx LLC is a credible third-party media company with vast resources to help you achieve your communications and marketing objectives. Its experienced, energetic, and entrepreneurial media team can create custom solutions for any size project.

- Corporate Publications, Print/Digital Newsletters, Inserts, Supplements

Custom MicroSites
PharmaLinx LLC custom-designed microsites allow buyers to evaluate your capabilities, products, services, experience, and value proposition. The microsite page provides direct links to a sponsor’s website, a designated company representative, and to all PharmaVOICE-related content — all of which facilitates a credible connection to current and potential clients.

- PharmaVOICE.com, WWW sites

Market Data and Custom Research Services
PharmaLinx LLC provides market-related custom research services that uncover the data necessary for creating new marketing campaigns, launching new products, or making informed decisions for other strategic initiatives.

Strategic Marketing Consulting
PharmaLinx LLC’s media experts can help you outline a comprehensive and cohesive multi-channel marketing program that exceeds your expectations while keeping costs in line with your budget. Experience old-fashioned service while enjoying new media communications that connect your message with your audience.

A Real-Value Proposition

Targeted Exposure
(Positioning and Brand Awareness)
C-level, R&D, Marketing, IT, Sales, Education, and Brand Professionals looking for competitive intelligence have direct access to information about your company’s products and services.

Lead Generation
Participation in webinars, white papers, surveys, research, and PharmaVOICE.com site exposure provide direct sales leads and connect providers with customers. Solutions providers can partner to deliver programs and reach clients in ways that neither could do alone!

Thought Leadership
Leverage any one of our media solutions and have your thought leadership recognized throughout the life-sciences industry.

Partnership Opportunities
Tap our vast relationships with companies throughout the industry for potential business synergies.

Lowest CPM in the Industry
With the lowest cost per thousand, you can communicate your capabilities to thousands of potential and current clients.

Access to an Objective Source of Information
Our media solutions provide a trusted, objective platform for suppliers to communicate their experience, capabilities, products, and services. Buyers seeking information about service providers can peruse articles, case studies, white papers, research, news releases, and more in a non-sales oriented environment.

Commitment to Quality
We are committed to improving the life-sciences industry, aggregating high-quality resources, and contributing to the success of our clients.

PharmaVOICE offers access to its media experts to deliver measurable results for your marketing efforts.