

e-Media Kit

GET CONNECTED TO THE INDUSTRY'S MOST HIGHLY-DESIRED AUDIENCE

APPLIED
CLINICAL TRIALS
YOUR PEER-REVIEWED GUIDE TO GLOBAL CLINICAL TRIALS MANAGEMENT

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www.AppliedClinicalTrialsOnline.com



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Usage Profile

Electronic Audience

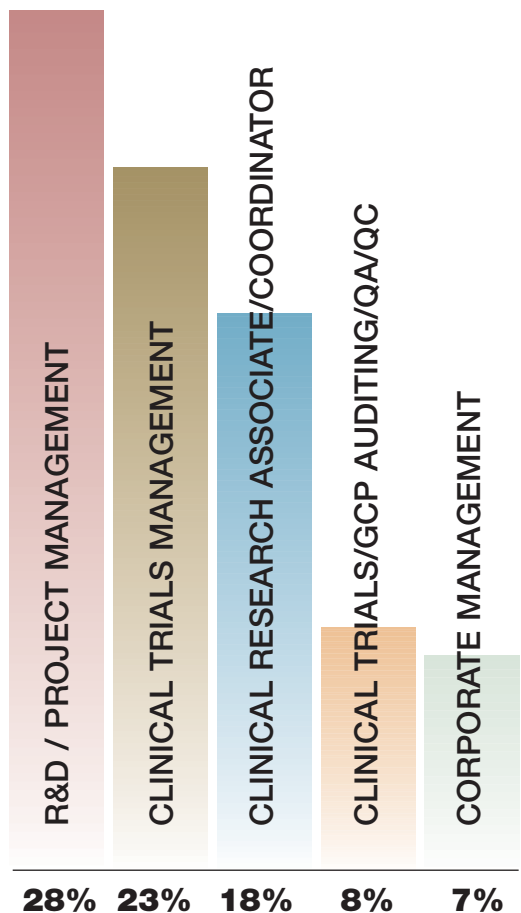
Applied Clinical Trials (ACT) is the leading global information resource for clinical trials professionals. ACT's electronic audience consists of the most highly-desired professionals in today's marketplace, and is comprised of magazine readers and professionals who have requested to receive information and e-Newsletters from ACT and Advanstar Communications. ACT attracts a global audience of mid to senior level professionals involved in pharmaceutical, contract research organizations (CRO), laboratory, regulatory, clinical research and academic organizations.

Demographic Profile Representation

BUSINESS AND INDUSTRY

Pharmaceutical/BioPharmaceutical/Biologics45%
 Contract Research Organization12%
 Clinical Study Investigative Site11%

JOB FUNCTIONS



Usage Profile

WWW.APPLIEDCLINICALTRIALSONLINE.COM	
Unique Visitors	16,200*
Total Page Views	63,030*
<i>*Leads among websites specializing in clinical trials - Alexa.com Traffic Ratings</i>	
Average Time Spent on Site	7.5 min.
e-NEWSLETTERS	
EDC News, Lab Views, CRO News	
Number of Subscribers	21,750
Open Rate	16-20%



AppliedClinicalTrialsOnline.com

THE WEBSITE CLINICALLY PROVEN TO WORK

Connect with our worldwide audience of clinical trial professionals online! www.AppliedClinicalTrialsOnline.com provides clinical trial professionals with relevant information that can be immediately applied to their work. Viewers frequently visit the site to access technology updates, current product releases, latest FDA news, articles and other critical information applicable for managing clinical trials.

Website Advertising Opportunities

- Leaderboard728 x 90
- Banner468 x 60
- Button120 x 60
- Skyscraper160 x 600
- Box300 x 250
- Sponsored Linksno image

Website Advertising Design Services

If you don't have the artwork ready but want immediate placement in our e-Newsletter and website, our creative services team is ready to assist you in creating a dynamic online ad that will communicate your message in a convincing and professional manner. Contact your sales representative for full details.



e-News letters

Quarterly e-Newsletters

Applied Clinical Trials offers three quarterly newsletters with editorial and sponsor content aimed at different areas of the clinical trials market, providing targeted opportunities for advertisers looking to reach these segments with highly relevant and impactful messages. Subscribers choose to receive these e-Newsletters that are delivered directly to their inbox and marketed across our online Pharmaceutical & Science network.

> **EDC News**

*The latest developments from the EDC and e-Clinical segment of the clinical trial industry, including business news, product insights, people news and events.
(Delivered March, June, September, December)*

> **Lab Views**

*News specific to the laboratory and its uses in clinical trials, including deals, alliances, business developments, people news and events.
(Delivered April, July, October, January)*

> **CRO News**

*Provides a forum for the industry to discuss the latest alliances, financial information, business deals and developments, as well as people news.
(Delivered May, August, November, February)*

E-Newsletter Advertising Opportunities

- Banner Positions** . . .468 x 60 (primary, secondary, anchor) or Text (up to 65 words, one link, no image)
- Half Skyscraper**120 x 240
- Marketplace**up to 25 words, one 100x100 image



e-Solution Broadcast

DESKTOP DELIVERY: YOUR MESSAGE TO OUR AUDIENCE

You Provide the Message, We Deliver it to the Right Audience

Your customized HTML and text formatted message includes live hyperlinks, your company logo, image, description and contact information. Your message will be embedded into *Applied Clinical Trials'* e-Solution Broadcast template and will deploy via e-mail to selects you have chosen from ACT's subscriber base.

The e-Solution Broadcast is a focused medium that drives our audience to your website and provides the visibility necessary to turn interest to your company's capabilities.

The e-Solution Broadcast is Ideal for Communicating:

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

What We Offer:

- Design and execution of e-Solution Broadcast
- One round of edits from sponsor
- Minimum demographic selection of 3,500 subscribers



Whitepaper Lead Generation

Drive Qualified Leads from ACT's Whitepaper e-Library

Applied Clinical Trials' whitepaper e-Library is a new feature of ACT's newly redesigned website, www.AppliedClinicalTrialsOnline.com, hosting white papers and technical application notes submitted by the industry's leading solution providers. Our audience is always looking for technical information about new and existing products, applications and techniques. This is the ideal place to find them.

It's All About Lead Generation

www.AppliedClinicalTrialsOnline.com will invite its audience of readers and site visitors to use the whitepaper e-Library at no charge. In order to download your whitepaper or application note, the viewer must complete a short response form including contact information and demographics. After the whitepaper is sent, you will receive an immediate e-mail notification with the respondent's information. In addition, you will have access to real-time data containing all of leads, via a password-protected website.

Benefits of ACT's Whitepaper e-Library

- Hosting of technical whitepapers on ACT's whitepaper e-Library linked from the site's main navigation
- Newly submitted whitepapers appear on the featured whitepaper section of matching category pages
- Lead generation of prospect contact information and demographics e-mailed in real-time
- Real-time reporting access via a password-protected website

Whitepaper Submission Guidelines

To submit your whitepaper or technical application note, please send an e-mail to your sales representative.

Please note all submissions must be technical in nature. Posting will be subject to the approval of ACT's editorial team. Technical paper must be submitted in PDF format with embedded fonts and images. File size may not exceed 1.5MB. Companies are invited to submit up to 5 (max) whitepapers. For more than 5 submissions, please consult with your sales representative.



Podcasts

The most highly-trusted information provider introduces a new way to keep clinical trial professionals in “the know.”

Applied Clinical Trials’ proudly presents an editorially-driven podcast series designed to keep clinical trial professionals connected to the industry. Via a series of audio podcasts, we will bring the issues and experts to the forefront in a quick and concise format ensuring that professionals involved with R&D, project management, clinical trial & project management, regulatory affairs, data management and others managing clinical trials spend their time in the most effective manner. Our podcasts can be played on our website or downloaded to any MP3 player or other audio device ensuring our listeners don’t miss a beat.

Two Sponsorship Options

Select from our Suggested Topics and Sponsor

Choose a topic from our podcast topic list that is most relevant to your business solution. It’s completely turnkey.

Customize Your Sponsorship

You have the topic; we have the audience! You can invite an editor or a third party to moderate the podcast while your team collaborates to secure the speakers.

Benefits and Features of Sponsorship

- Recording, production and editing of podcasts and 15-30 second commercial messages
- Print ad promotion
- Podcast e-mail alerts with sponsor logo and company description
- Banner ads on podcast player page
- Links to Podcast page from ACT homepage, main navigation and e-Newsletters
- Archived on www.AppliedClinicalTrialsOnline.com for up to 12 months
- Report of downloads, subscriptions, impressions and clickthroughs

Editorially-driven podcasts are sure to generate interest and downloads from our viewers and listeners.

Suggested Podcast Topics:

- **The Need for Speed**
- **Rejuvenating Subject Recruitment**
- **Predicting Protocol Success**
- **Regaining the Public Trust**
- **Going Electronic: Tips on Using eCTD**

This is a suggested list of topics and are subject to change. You may submit your own topic for sponsorship, but it will be subject to the approval of the Editor-in-Chief of ACT.

Suggested length of podcast is 10 minutes maximum.

**Custom marketing proposal including Lead Generation available upon request.*



Webcasts

ACCELERATE YOUR BUSINESS WITH A COMPELLING MARKETING PROGRAM CONDUCTED BY THE EXPERTS

Webcast Program

Combining the immediacy and the impact of cutting-edge, interactive, web technologies, *Applied Clinical Trials'* webcast program strategically showcases your company as an industry leader. The interactive webcast platform offers a compelling promotional outlet for sponsors that **accelerates lead generation** and produces results while delivering educational information to our readers and viewers. Each webcast is designed to **generate new sales opportunities** for participating sponsors by providing an educational forum for viewers to learn about new technologies and services, industry issues and solutions that will enable intuitive buying choices for their companies.

Webcast Platform

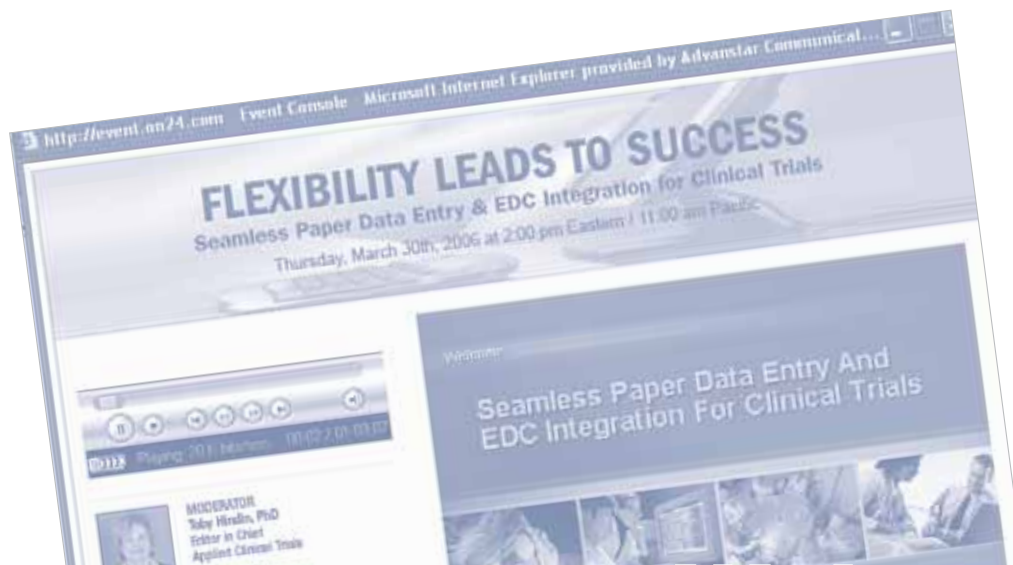
A complete turnkey marketing program that provides a 60 to 70 minute video and/or audio webcast, broadcast live and/or on-demand. Package includes program management, marketing, production and execution by a trained professional staff. The most striking feature of the webcast platform is the lead reporting functionality that allows for customized registrant profiling for successful qualification and following up of leads. Advanstar collaborates with an array of technology partners to ensure that your program is fully-serviced with technology that meets your program's needs. The webcast platform features 12 months of on-demand viewing, a master event CD, live Q&A, real-time polling, post-webcast survey deployment and real-time reporting functionality.

Content

Advanstar's Pharmaceutical & Science Group is comprised of the market's leading magazines spearheaded by the industry's leading editorial teams. Our successful webcast program is a direct result of the concerted effort to deliver programs that are editorially-driven and appealing to our readers based on our market expertise. As a sponsor, you have the opportunity to collaborate with the editorial team of *ACT* to refine your topic or seek new topics that complement your industry solution. A senior editor from the magazine will be available to moderate the webcast at your request.

Project Management

The above responsibilities will be managed and executed, in cooperation with the sponsor, by *ACT's* webcast team. A webcast team leader will be assigned to oversee the execution of marketing, content and operation project timelines and to keep the sponsor informed on the various event development stages. Preferred lead time for premium marketing results is 90 days prior to live broadcast.



Webcasts

TARGET AND ENGAGE AN ACTIVE AND QUALIFIED AUDIENCE

Marketing

An aggressive, targeted, integrated marketing campaign leveraging the extensive reach of Advanstar's Pharmaceutical & Science Group is successfully formulated to drive your brand's visibility and a qualified audience for your Webcast program. Our Webcast marketing program has been developed through years of trial and error to arrive at a formula that can generate the leads you want to receive. Two pre-determined marketing platforms are available with diverse Webcast packages. Custom marketing campaigns are available upon request.

- Standard Webcast Marketing Platform includes:
 - 1 full-page print ad, 4 custom HTML/Text e-mails, 2 months of banners (or other available position) on the website and e-newsletter
- Premier Webcast Marketing Platform includes:
 - 4 full page print ads, 6 custom HTML/Text formatted e-mails, 3 months of banners (or other available position) on the website and e-newsletter

Registration Management

A flexible registration process enables the profiling and qualification of your leads at the point of entry on a custom registration site. The sponsor will be invited to supply custom demographic questions to supplement the request for the registrant's contact information. Registration reports feature full audit of each attendee's activity both live and on-demand, real-time polling and post-event survey responses all designed to help further lead qualification. As a sponsor, you will have unlimited use of the leads database and also may be downloaded into Excel format which is conveniently accessible 24/7 beginning on the date that your registration site is posted, through the close of on-demand viewing.

Investment

Two pre-determined packages are currently available.

Audio Webcast

Includes audio-only webcast with live Q&A, real-time polling, 24/7 registration management, project management, standard marketing campaign, and editorial contribution

Video Webcast

Includes video webcast broadcast live from a professional TV studio; features live Q&A, real-time polling, 24/7 registration management, project management, premium marketing campaign, and editorial contribution

Additional marketing opportunities that transcend your online event to print are available with custom proposals upon request.



Contact Information

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