

## Marketing Packages

### Annual Partnerships

Annual partnerships offer bonus spend to suppliers who wish to execute a marketing plan over an extended period of 12-months. All prices are listed in USD.

Package	Cost	Bonus	Total Spend Value
Bronze Partnership	\$20,000 +	\$1,750 =	\$21,750
Silver Partnership	\$30,000 +	\$4,000 =	\$34,000
Gold Partnership	\$40,000 +	\$7,500 =	\$47,500
Platinum Partnership	\$50,000 +	\$11,500 =	\$61,500

### Subscription Services

Subscription Packages are exclusively available to Registered Suppliers on Scientist.com.

Plan	Monthly	Annual
Supplier Subscription Plus Plan	\$499	\$5,988/year
Supplier Subscription Premium Plan* *Sponsored blog only available for 12 mos. commitment.	\$899	\$10,788/year
Supplier Subscription Elite Plan N/A \$15,588/year* *Elite must be purchased for a minimum of 12 mos.	N/A	\$17,988/year*

## A la Carte Marketing Services

The following services are available through the packages above or can be purchased a la carte.

### Webinars & Digital Media Services

Service	Cost
PRO Webinar Production and Promotion	\$14,000
Virtual Demo Production and Promotion (live broadcast only; no on-demand archive)	\$6,500
Video Interview Production and Promotion (15 min. Inquire about additional run time)	\$5,500
Podcast Production and Promotion (15 min. Inquire about additional run time)	\$3,800
Tech-Cast Video Production and Promotion	\$4,000
Virtual Poster Production and Promotion	\$3,400

## Virtual Summits

Service	Cost
½ Day Production	\$16,000
<ul style="list-style-type: none"><li>Up to 3 hosted sessions (max 4 hours of production time)</li><li>On-boarding and support for up to 6 presenters</li><li>On-demand hosting and gated access for 3 months</li></ul>	
Full Day Production	\$26,000
<ul style="list-style-type: none"><li>Up to 6 hosted sessions (max 8 hours of production time)</li><li>On-boarding and support for up to 8 presenters</li><li>On-demand hosting and gated access for 3 months</li></ul>	
Breakout Room (45-minutes)	\$2,750
Certification / Credit Tracking & Reporting	\$2,200
Event Promotion Package (per channel)	\$4,000

## Advertising Services

Channel	Description	Cost
Scientist.com		
	Homepage Ad – self-select per marketplace per month	\$500
	Homepage Ad – self-select 3 marketplaces per month	\$1,000
	Homepage Ad – rotate randomly across all (60+) marketplaces per month	\$3,000
	Newsletter Banner Ad – per newsletter issue	\$2,500
	Events Newsletter Listing – per newsletter issue	\$1,000
	Events Newsletter Banner Ad – per newsletter issue	\$2,500
	Dedicated Eblast	\$10,000
	Co-Branded Press Release – targeted distribution	\$1,500
	Co-Branded Press Release – full distribution	\$3,000
	Sponsored Blog + Promotion	\$2,500
	Supplier Logo Carousel – per month	\$500

Advertising Services - continued

Channel	Description	Cost
<b>InsideScientific.com</b>		
	Homepage Featured Ad – per month	\$500
	Featured Supplier Ad (group of 6-8) – per month	\$250
	Webinar Category Banner Ad – per month	\$500
	Podcast Landing Page Banner Ad – per month	\$500
	Supplier Landing Page Banner Ad – per month	\$500
	Science News Landing Page Banner Ad – per month	\$500
	Industry Blog with Newsletter Promotion	\$2,500
	Original Science News Sponsorship (shared)	\$1,750
	Original Science News Sponsorship (solo)	\$4,000
	Dedicated Content Eblast	\$6,000
	Upcoming (customer hosted) Event Indexing & Promotion	\$3,600
	On-demand Webinar Indexing (customer hosted)	\$500
	On-demand Webinar Promotion (customer hosted)	\$2,000
<b>HealthEconomics.Com</b>		
	Welcome Ad – per month	\$2,500
	Leaderboard Ad – per month	\$2,000
	Sidebar Ad – per week	\$1,500
	Spotlight Ad – per week (on website and in newsletter)	\$1,000
	Top Dog Ad – per week	\$750
	Of the Week – per week (on website and in newsletter)	\$500
	Newsletter Banner Ad – per newsletter issues	\$2,000
	Run-of-site – per 4 week	\$4,000
	Sponsored eBlast	\$5,000
	Custom Blog + Promotion	\$6,000
	Supplier Spotlight Blog + Promotion	\$2,500
	Social Media Posts – 10 posts	\$1,000