



# Scientist.com Marketing Services

## ANNUAL PARTNERSHIPS

Create a customized mix of advertising with an annual partnership. All partnerships are 10-25% less expensive than purchasing a la carte items individually, apply across channels over a 12-month period and may be used toward subscription plans.

## SUBSCRIPTION PLANS

Every registered supplier has Scientist.com's Basic plan. The Plus, Premium and Elite plans offer additional features.

	BASIC FREE	PLUS \$399/mo	PREMIUM \$749/mo	ELITE \$1,299/mo
Customers	X	X	X	X
Purchasing Platform	X	X	X	X
Digital Profile	X	X	X	X
Proposal Templates	X	X	X	X
Request Routing	X	X	X	X
Homepage Ad		2 marketplaces/mo	4 marketplaces/mo	6 marketplaces/mo
Request Analytics		X	X	X
Digital Report			X	X
Sponsored Blog			1 annually	2 annually
Newsletter Banner Ad				1 annually
Trial Insights Subscription				X
CRM Integration				X

## A LA CARTE MARKETING SERVICES

### Webinars & Digital Media Services

- **Webinar Production and Promotion** – 60 min. live webinar broadcast. Up to 3 presenters; includes technical check, event moderation, registration page, polls, survey, audience Q&A, on-demand content gating (3 mos.), webinar recording, podcast take-down, tailored marketing campaign, complete registrant and data report.
  - **Additional multi-channel promotion** – promoted via 2 or more sales channels.
  - **Blog recap on single channel** – blog is promoted via email, hosted on the channel website and included in the newsletter.
  - **Video take-down** – up to three 30 sec. to 1 min. pre-recorded sections of the webinar presentation.
- **Podcast Production and Promotion** – 15-minute episode published on ShareScience podcast channel. Includes session planning, script support, live host, editing and tailored marketing campaign via one channel.
- **Thought Leadership Video Interview** – 15-minute live interview. Includes production, host, script, editing and text transcript.
- **Tech-Cast Video** – 15-minute presentation recording. Includes up to 2 presenters, session planning, recording, editing, publishing and tailored promotion.
- **Expert Interview Video & Blog** – Live interview with an industry expert. Includes professionally written blog, up to 8 video clips., production, host, script, editing and text transcript.
- **Virtual Poster and Production** – 15-minute video presentation recording. Includes one presenter, session planning, recording, editing, publishing and tailored promotion.



## A LA CARTE MARKETING SERVICES (CONTINUED)

### Newsletter and Website Advertising on Scientist.com

- **Homepage Ad** – 100 x 100px; self-select per marketplace per month
- **Homepage Ad** – 100 x 100px; self-select 3 marketplaces per month
- **Homepage Ad** – 100 x 100px; rotate randomly across all (60+) marketplaces per month
- **Newsletter Banner Ad** – 1200 x 350px; per newsletter issue
- **Events Newsletter Listing** – 1 image; per newsletter issue
- **Events Newsletter Banner Ad** – 100 x 100px; per newsletter issue
- **Sponsored eblast** – 1 message in HTML or Word per eblast sent to a targeted list
- **Co-branded Press Release** – US distribution via PRWeb
- **Co-branded Press Release** – US and EU distribution via Business Wire
- **Request Page Ad** – 3 marketplaces for 2 months
- **Sponsored Blog and Promotion** – Includes editing, co-authoring, layout and promotion via email and newsletter
- **Supplier Carousel** – Company logo rotates every month on a Scientist.com webpage

### Virtual Summits

- **1/2 Day Event\*** – Event production, up to 3 hosted sessions, onboarding/support for up to 6 presenters, on-demand content gating (3 mos.).
- **Full Day Event\*** – Event production, up to 6 hosted sessions, onboarding/support for up to 12 presenters, on-demand content gating (3 mos.).

\*Breakout Rooms, Certification & Reporting Capabilities and Event Promotions are also available.

### Advertising Specifications

- All ads are subject to availability.
- Ads must meet the specified guidelines for pixel size, length, size, standardized HTML format, and/or hyperlinked URLs 14 days prior to the run date.
- If graphic design or IT support is required, materials are due at least 21 days prior to the ad run date.
- Should graphic or IT support be needed for ad design or webpage formatting, an individual project estimate will be provided.
- Cancellation fees will be incurred by advertiser if changes to ad date are made, as follows:
  - 100% of ad fees and associated costs for cancellation/changes within 0-21 days of ad date.
  - 50% of ad fees and associated costs for cancellation/changes within 22-28 days of ad date
  - 0% of ad fees and associated costs for cancellation/changes >28 days of ad date.

### Newsletter and Website Advertising on HealthEconomics.Com

- **Welcome Ad** – 640 x 480px; pop up ad, appears 1 time per day per user upon entering website; per month
- **Leaderboard Ad** – 728 x 90px; located on website, every page (up to 10 rotations); per month
- **Sidebar Ad** – 336 x 280px; located on website, every page (up to 10 rotations); per month
- **Of the Week** – 193 x 171px; located on Jobs page and newsletter; per week
- **Newsletter Banner Ad** – 728 x 90px; per newsletter issue
- **Run-of-site 4 weeks** – Ads placed on all available advertising space on the site
- **Sponsored eblast** – 1 message in HTML or Word per eblast sent to a targeted list
- **Custom Blog and Promotion** – Includes editing, co-authoring, layout and promotion via email and newsletter
- **Supplier Spotlight Blog** – Includes editing, co-authoring, layout and promotion via email and newsletter
- **Social Media Posts** – 10 posts included

### Website Advertising on InsideScientific

- **Homepage Featured Ad\*** – per month
- **Featured Supplier Ad\*** – group of 6-8, per month
- **Banner Ads\*** – located on every page of website
- **Sponsored Blog and Promotion** – Includes editing, co-authoring, layout and promotion via email and newsletter

\*Please enquire to confirm advertisement size and display specifications.