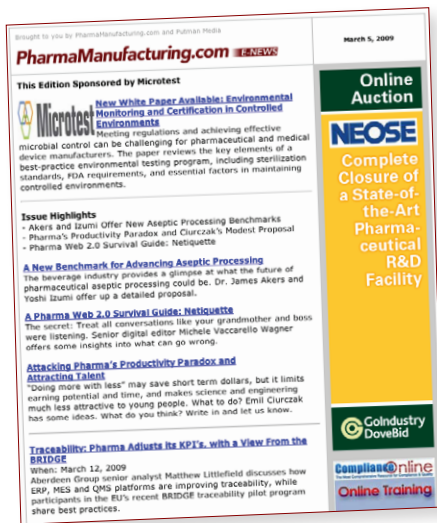


## Custom Digital Content

In addition to site advertising, e-newsletter sponsorships, webcasts, and our core lead-generation programs, *PharmaManufacturing.com* offers a variety of other digital marketing opportunities to connect suppliers with industry users worldwide.

### CUSTOM E-NEWSLETTERS

Editorial and design services are available to create and distribute custom e-newsletters according to specific parameters and marketing goals.



### SPONSORED KNOWLEDGE CENTERS

*PharmaManufacturing.com* Knowledge Centers are designed to combine lead generation with thought-leadership positioning. Knowledge Centers bring together essential decision-making resources on a specific technical topic—whitepapers, articles, application notes, etc.—in a resources page on *PharmaManufacturing.com*.

Our Knowledge Center platform combines a sophisticated content management tool and robust back-end reporting to facilitate high-end, integrated campaigns. The site user's ability to access multiple downloads from a single registration facilitates the user experience as well as allowing the sponsor to qualify leads based on specific interests and readership habits.

A *PharmaManufacturing.com* client services specialist will actively manage available digital inventory on our website and in our e-newsletters to drive traffic and registrations according to mutually agreed upon expectations.

### WEBCASTS

Webcast sponsorships help you connect with buyers early in their purchasing cycle. Webcasts have proven themselves to be highly effective in conveying complex information without the time or travel constraints of face to face meetings. Because of their 24/7 web accessibility, Webcasts reach buyers and influencers that are not available through traditional sales or marketing channels. Potential buyers are attracted to Webcasts early in their buying cycle, when they are looking answers to technology problems or business issues. The Putman Webcast package is centered on providing a solution to a business challenge or emerging issue that is related to the sponsor's core focus. Webcasts can be delivered live or on demand. Required registration converts viewers into high value, self qualified sales leads. Once the Webcast is broadcast, it is hosted on our site for one year, so viewers can come back as many times as they want.

