

Site Sponsorship Program

The pharmaceutical industry's Quality by Design movement is evolving and PharmaQbD.com is evolving as well.

Now 17 months old, PharmaQbD.com has secured a loyal audience of thought-leaders within the Quality by Design movement. The audience is expanding and we see ample growth in both audience size and audience engagement.

PharmaQbD.com's layout has evolved to better reflect the dialog that is being initiated by the industry thought-leaders.

In 2010 we will limit sponsorships to six solution providers dedicated to furthering Quality by Design principles.

PharmaQbD.com sponsorship is subject to editorial team approval.

2010 Site Sponsorship Program:

- Membership in a panel of thought-leaders that would regularly discuss QbD and the PharmaQbD.com's content directions.
- Opportunity to have one of your company's technical experts contribute regular postings or other content to PharmaQbD.com.
- One content deployment program for lead generation (white paper or other high-level content)
- Sponsorship of July 20, 2010 "Quality by Design: Where Are We?" webcast.
- Two top sponsorships of PharmaQbD.com E-News
- Two skyscraper sponsorships of PharmaQbD.com E-News
- Logo recognition of site sponsorship on PharmaQbD.com
- Monthly reporting on digital media metrics in order to access program performance.

Sponsorship Pricing: \$12,000 gross, \$10,200 net July—December 2010 (six months)

Commit early to receive bonus weeks of sponsorship.

The screenshot displays the PharmaQbD.com website interface. At the top, there is a navigation bar with links for HOME, ABOUT US, E-NEWSLETTER, and QbD INITIATIVES. A search bar is located on the right. Below the navigation is the PharmaQbD logo and tagline "Better Science. Better Business." A prominent banner for "PAT and Quality by Design" is visible, dated 28-30 May 2010. The main content area features a "Featured Stories" section with a large image of a molecular model and a blue arrow pointing right. Below this, there are several article teasers, including "Design for Six Sigma: A Potent Supplement to QbD" and "Incorporating Adverse Patient Responses into Risk Mitigation". On the right side, there is a sidebar with a "Latest" section containing a list of articles and a "Sponsored By" section featuring logos for Waters, ORACLE, Patheon, and SIEMENS.