

PharmaQbD.com advances a smarter approach to drug development—a more scientific, efficient and less “hit-and-miss” approach. It does this via peer-to-peer exchange of best practices, as well as solutions-oriented, actionable information and ideas to improve the drug development process.

MARKETING OPPORTUNITIES

PharmaQbD.com Site Advertising

<u>Position</u>	<u>Creative</u>	<u>Gross Rates</u>
Top LeaderBoard	728x90 pixels; 40k file size limit; animation, rich media acceptable	\$90 CPM
Boom Box	336x280 pixels; 40k file size limit; animation, rich media acceptable	\$90CPM
Article Embedded Text Box	Up to 40-character headline, plus 300-characters additional text. Character counts include spaces.	\$50 CPM
Sponsored Product	120x60 pixel non-animated image, plus 40-character headline and 300 characters additional text. Character counts include spaces.	\$50 CPM
Sponsored Link	Up to 40-character headline, plus 80 characters additional text. Character counts include spaces.	\$29 CPM

PharmaQbD.com eNewsletter Advertising

<u>Position</u>	<u>Creative</u>	<u>Gross Rates</u>
Top Sponsor	468 X 60 pixel non-animated image. 40K file-size limit <u>or</u> 120 X 60 pixel non-animated image plus 400 characters of additional text. Character count includes spaces.	\$2,060
Skyscraper	160 X 600 pixel non animated image. 40K file-size limit.	\$1,680
Sponsored Product/ Sponsored Service	120 X 60 non-animated image plus 300 characters of additional text. Character count includes spaces.	\$1,000
Sponsored Link	120x60 pixel non-animated image, plus 40-character headline and 300 characters additional text. Character counts include spaces.	\$425

MARKETING OPPORTUNITIES

White Paper Program

Lead generation is at the core of our white paper sponsorship program. We enable you to zero in on the most qualified decision makers while users are engaged in a "research to buy" mode. With our unique lead capture program, every time a potential buyer downloads your white paper you'll be able to get their full contact information, plus answers to key qualification questions. This is a great way to position your company as a thought-leader and provide an invaluable service to *PharmaQbD.com's audience*.

- White paper deployed ("pushed") via White Paper Alert to *PharmaQbD.com's* eNewsletter opt-in subscribers.
- Leads are generated and supplied to you via industry members filling out a contact form in order to access the content. Three business related questions can also be included within the download form.
- Hyperlinked White Paper title featured in appropriate *Pharmamanufacturing.com* eNewsletter which takes readers to the registration form that must be completed in order to access white paper.
- White Paper listed as a Featured White Paper on *www.PharmaQbD.com* home page.
- White Paper housed in *PharmaQbD.com's* White Paper library for 12 months.

Price: \$5,300 gross, \$4,505 net program starting price

Podcast Program

PharmaQbD.com's podcast program is similar in structure to our White Paper Program. However, content is an audio file, rather than a white paper.

- Podcast deployed ("pushed") via Multi-Media Alert to *PharmaQbD.com's* eNewsletter opt-in subscribers.
- Leads are generated and supplied to you via the fact that industry members wishing to download podcast must fill out a contact form which can include three business related questions.
- Hyperlinked Podcast title featured in appropriate *Pharmamanufacturing.com* eNewsletter which takes readers to the registration form that must be completed in order to access podcast.
- Podcast listed as a Featured Podcast on *www.PharmaQbD.com* home page.
- Podcast housed in *PharmaQbD.com's* Podcast library for 12 months.

Price: \$5,300 gross, \$4,505 net program starting price

Webcast/Webinar Programs

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 who are not available through traditional sales or marketing channels. Potential buyers are attracted to Webcasts early in their buying cycle, when they are looking for answers to technology problems or business issues.

The PharmaQbD Webcast package is centered on providing a solution to a business challenge or an 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.

A Turnkey Solution

- All aspects of marketing, producing and hosting the webcast are handled by the Putman Media Webcast team.
- Sponsors automatically receive complete registration data in a format of their choosing.
- All marketing and audience development activities are managed by Putman and include complete promotional management, materials development and optimization services.
- A PharmaQbD.com editor can act as moderator and speaker.
- Putman Media handles all production for the Webcast including taping, Power Point production and hosting.
- Speakers receive coaching on best practices for making a top notch presentation.
- Registration form which includes three customized questions.
- If the Webcast is live, confirmations and reminders are sent to each registrant. Once the event is broadcast sponsors automatically receive complete demographic data on all registrants in a format chosen by the sponsor. Sponsors have 24/7 access to the lead capture program and pull any data you want at any time.
- Webcast is archived and sponsors continuously receive leads from viewers all year long.
- Sponsors may also elect to have the Webcast placed on their site and burn it to a CD for their sales use.

Pricing

\$18,000 gross, \$15,300 net, includes three month promotion and 12 months of hosting.

[Sample Webcast/Webinar](#)

Bannercast

Bannercasts work best as an overlay on video deployments, white paper programs, podcast programs, etc. to increase lead generation/registration. Bannercasts can be implemented with video clip or animated flash clip.

[Bannercast Example](#)

Price: As a program component, \$2,500 for one month
(clip provided—video and flash clip creation services are available)

Custom E-Newsletters & Event Dailies

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

- An electronic show daily developed in conjunction with Honeywell's 2008 User Group Symposium.

Pricing: Starts at \$5,750 gross per issue, depending on content requirements and distribution.

[Custom E-Newsletter Sample](#)
[Customer E-Newsletter Sample 2](#)
[Custom Event Dailies Sample](#)

PharmaQbD.com Knowledge Center Program

Knowledge Center Programs Structured for Measurable Success

- PharmaQbD commits to a download activity benchmark that is in line with your goals. Generally, a 12-month Knowledge Center achieves approximately 520 downloads over the course of the program. A 6-month Knowledge Center program achieves approximately 260 downloads.
- Download activity is achieved via the deployment of white papers, podcasts, videocasts, on-demand webcasts and other high-level content. In addition, content is featured in appropriate e-newsletters and other digital promotions.
- Content can be updated as frequently as monthly during term of contract—5 business days are required to update content.
- Deployments are featured in PharmaQbD.com eNewsletters as Featured White Papers, Featured Podcasts, etc.
- Free White Paper Review and Change Recommendations

A Knowledge Center Includes:

- Detailed Company information including:
 - ◊ Description
 - ◊ Contact information/overview
 - ◊ Quick company facts
- Links all of your content on the site.
- Unlimited posting of all content types:
 - ◊ White Papers
 - ◊ Web Casts
 - ◊ Case Histories
 - ◊ Application Notes
 - ◊ Datasheets
 - ◊ Product Literature
 - ◊ On-demand Webcasts
- Registration form used for all gated content

Knowledge Center Example

Price: \$16,470.59 gross, \$14,000 net for 12-month contract, \$9,411.76 gross, \$8,000 net 6-month contract (6-month contract includes two Alerts/deployments)