



2010

Advertising Solutions

Connecting you with your target audience



The Power to Connect

CenterWatch provides a variety of advertising vehicles to showcase your company's products and services while giving you the **power to connect** with your target audience in every segment of the clinical trials industry. Whether you choose print, web, or a combination of both, CenterWatch offers several cost-effective, diverse ways to deliver your message.

Opportunities to Connect

As the first non-government site to offer clinical trial listings, **www.centerwatch.com** boasts award-winning content and consistently ranks in the top three search engine results for clinical trials.

Our publications, renowned in the industry for providing exclusive stories, in-depth articles, and top educational tools, are mainstays in the clinical trials market and each is geared towards a different level of research professional.

You have the message. CenterWatch has the means. ***Choose to connect.***



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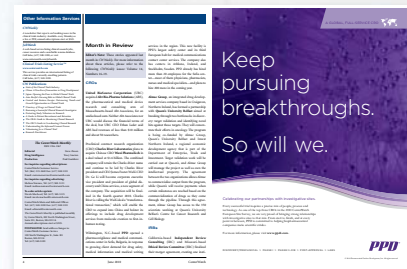
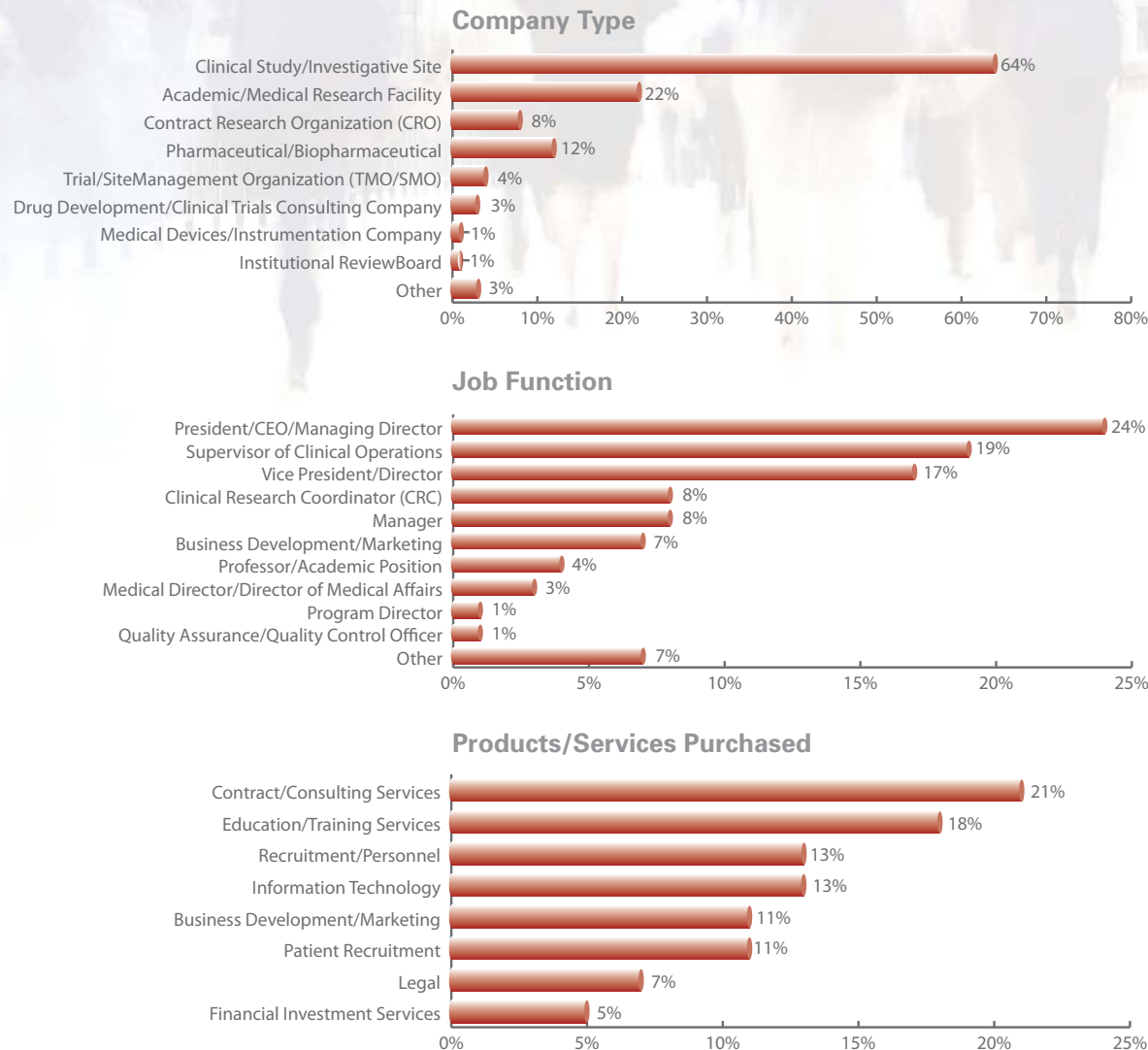
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:: *The CenterWatch Monthly*

The CenterWatch Monthly has been a premiere industry resource for the past 15 years providing in-depth, authoritative business coverage for the clinical trials community. Subscribers receive the latest developments from around the industry as well as competitive intelligence on grant opportunities and new drug therapies—all in one comprehensive publication designed to assist professionals in conducting and managing their clinical research activities more effectively.

Readership Information



- :: Total Readership:**
 - 25,000
- :: Reader Survey Responses:**
 - 94% are involved in purchasing decisions
 - 67% read the ads
 - 92% refer to past issues
- :: Format and Frequency:**
 - Print or PDF
 - 12 issues per year

:: *The CenterWatch Monthly*

:: Advertising Rates and Dimensions

Premium Placement	B&W Rate	4-Color Rate	Dimensions
Inside front cover	N/A	\$4,000	Inset: 8"w x 10.5"h
First right hand page	N/A	\$4,000	Trim: 8.5"w x 11"h
Inside back cover	N/A	\$4,000	Bleed: 8.75"w x 11.25"h
Back cover	N/A	\$4,250	
Random Placement			
1/3 page (vertical)	\$900	\$1,200	Inset: 2.4"w x 10"h
1/3 page (horizontal)	\$900	\$1,200	Inset: 7.625"w x 3"h
1/2 page	\$2,000	\$2,500	Inset: 7.625"w x 5"h
Full page	\$3,000	\$3,500	Inset: 8"w x 10.5"h
			Trim: 8.5"w x 11"h
			Bleed: 8.75"w x 11.25"h

For higher-frequency rates and cover wrap options, please call (617) 948-5100, and select option 2.

:: File Requirements

- Press-ready PDF files
- CMYK or grayscale
- Sized correctly
- All fonts embedded
- Photographic images saved as 300 dpi
- Line art, such as bitmapped logos and scanned text, saved as 600 dpi
- Vector-based art recommended

:: Advertising Deadlines

- All ads are due on or before the 15th day of the month prior to publication
- E-mail PDF files to melissa.nazzaro@centerwatch.com

:: For more information, please contact:

Melissa Nazzaro | (617) 948-5123 | melissa.nazzaro@centerwatch.com

:: Quick Response Codes:

Quick Response or QR codes are two-dimensional bar codes that store information that digital camera-enabled smart phones using appropriate applications can read. Advertisers use these codes in printed materials such as magazine ads to direct viewers to custom pages on their web site which they then track for traffic; thereby making print ad traffic measurable. On these custom web pages, advertisers can place special offers, additional information, or any other information that their customers would find beneficial.

Best practices for the use of QR codes specify that codes should be no smaller than 1 inch for ease of readability, should include copy explaining what they are and how to use them, and should offer a reward for scanning.

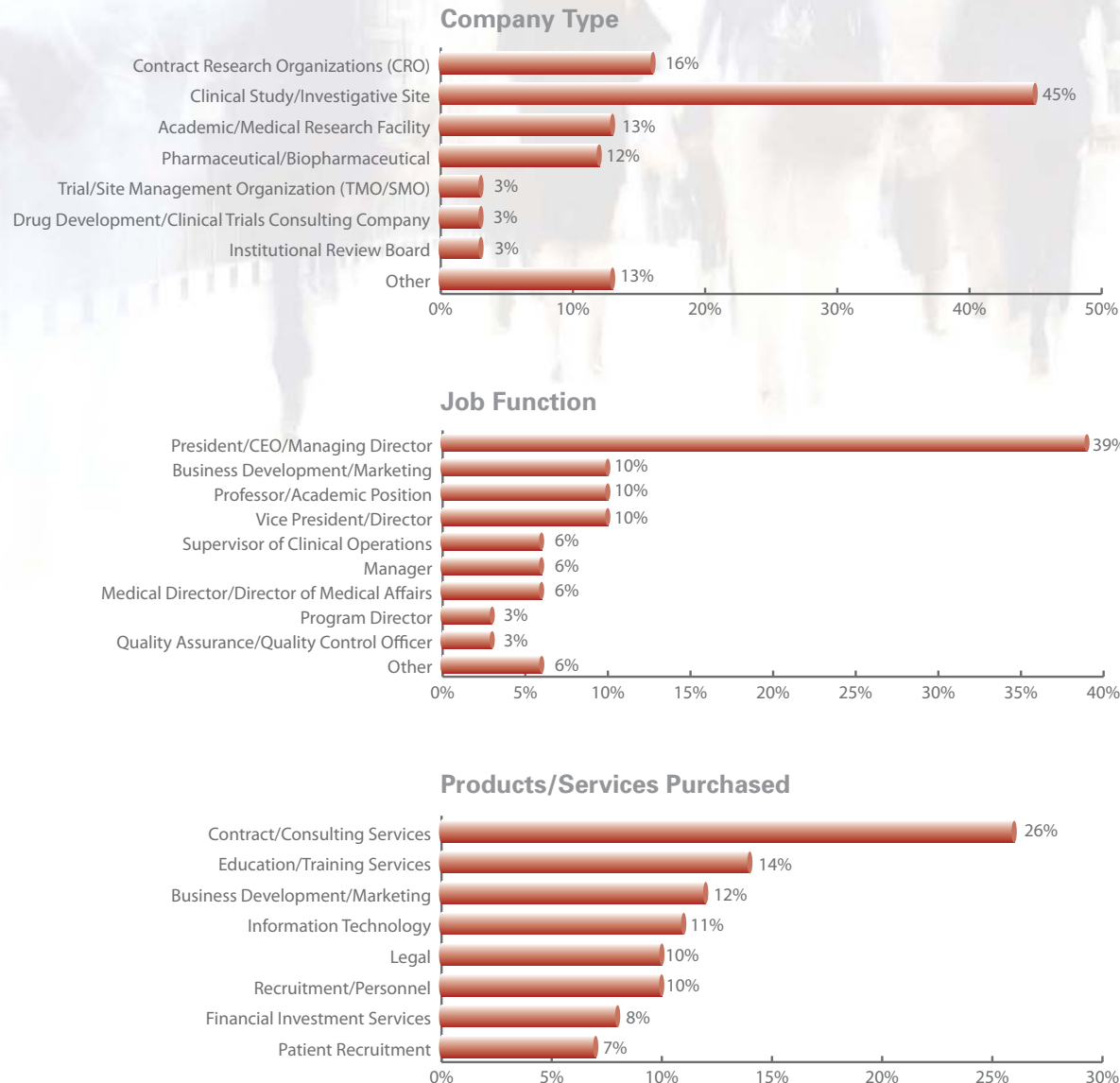


Scan this code with your digital camera-enabled smart phone for more information/ where to buy/ a special offer.

:: CWWeekly

CWWeekly is a leading news source for the clinical trials industry. Every Monday morning, subscribers start their week with the most up-to-date business headlines and trends, financial news, and market intelligence they need to stay a step ahead.

Readership Information



:: Total Readership:
• 7,000

:: Reader Survey Responses:
• 93% are involved in purchasing decisions
• 67% read the ads

:: Format and Frequency:
• Fax or PDF
• 50 issues per year



:: CWWeekly

:: Advertising Rates and Dimensions

Banner	1x	4x	6x	10x	Dimensions	
Preferred placement	\$660	\$2,145	\$3,091	\$4,730	Inset: 7.5"w x 1.75"h	
Random placement	\$550	\$1,815	\$2,541	\$3,630	Inset: 7.5"w x 1.75"h	
Full Page	1x	2x	3x	4x	6x	Dimensions
Preferred placement	\$2,250	\$3,995	\$5,885	\$7,525	\$10,925	Trim: 8.5"w x 11"h
Random placement	\$2,100	\$3,865	\$5,670	\$7,350	\$10,710	Bleed: 8.75"w x 11.25"h

For higher-frequency rates, please call (617) 948-5100, and select option 2.

:: File Requirements

- Press-ready PDF files
- Color or grayscale
- Sized correctly
- All fonts embedded
- Photographic images saved as 300 dpi
- Line art, such as bitmapped logos and scanned text, saved as 600 dpi
- Vector-based art recommended

:: Advertising Deadlines

- All ads are due by Wednesday of the week prior to the issue date
- E-mail PDF files to melissa.nazzaro@centerwatch.com

:: For more information, please contact:

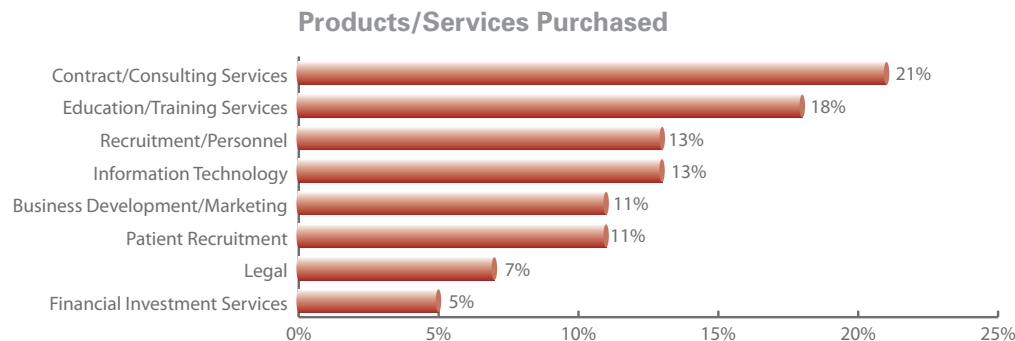
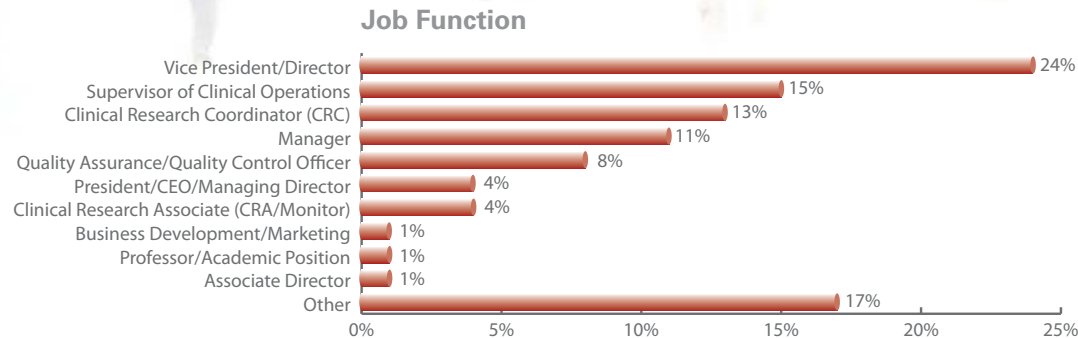
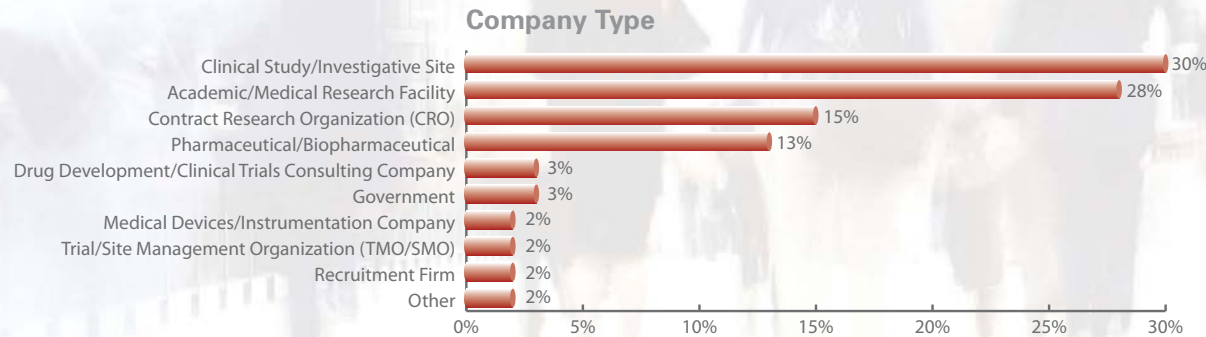
Melissa Nazzaro | (617) 948-5123 | melissa.nazzaro@centerwatch.com



:: **Research Practitioner**

Research Practitioner is a valuable, educational, and career advancement resource that provides readers with timely and informative articles and practical clinical research management tools. Contributing authors include industry, academia, and government professionals known for their expertise in the field of clinical research.

Readership Information



:: **Total Readership:**

- 5,000

:: **Reader Survey Responses:**

- 61% are involved in purchasing decisions
- 67% read the ads

:: **Format and Frequency:**

- Print or PDF
- 6 issues per year

:: Research Practitioner

:: Advertising Rates and Dimensions

Premium Placement	B&W Rate	4-Color Rate	Dimensions
Inside cover	\$1,000	\$1,400	Trim: 8.25"w x 10.75" Bleed: 8.5"w x 11"h
Back cover	\$1,250	\$1,650	Trim: 8.25"w x 10.75" Bleed: 8.5"w x 11"h
Random Placement			
1/4 page	\$350	N/A	Inset: 3.077"w x 4.25" Inset: 6.538"w x 4.25"
1/2 page	\$500	\$900	Trim: 8.25"w x 10.75" Bleed: 8.5"w x 11"h
Full page	\$900	\$1,300	

For higher-frequency rates, please call (617) 948-5111.

:: File Requirements

- Press-ready PDF files
- Grayscale only
- Sized correctly
- All fonts embedded
- Photographic images saved as 300 dpi
- Line art, such as bitmapped logos and scanned text, saved as 600 dpi
- Vector-based art recommended

:: Advertising Deadlines

- All ads are due on or before the 15th day of the month prior to publication
- E-mail PDF files to melissa.nazzaro@centerwatch.com

:: For more information, please contact:

Melissa Nazzaro | (617) 948-5123 | melissa.nazzaro@centerwatch.com

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Quick Response or QR codes are two-dimensional bar codes that store information that digital camera-enabled smart phones using appropriate applications can read. Advertisers use these codes in printed materials such as magazine ads to direct viewers to custom pages on their web site which they then track for traffic; thereby making print ad traffic measurable. On these custom web pages, advertisers can place special offers, additional information, or any other information that their customers would find beneficial.

Best practices for the use of QR codes specify that codes should be no smaller than 1 inch for ease of readability, should include copy explaining what they are and how to use them, and should offer a reward for scanning.



Scan this code with your digital camera-enabled smart phone for more information/ where to buy/ a special offer.

:: CenterWatch.com

CenterWatch offers advertising space on select pages of the following sections of www.centerwatch.com, providing you exposure to more than 1.4 million annual visitors seeking clinical research-related information.

- Clinical Trials
- Drug Information
- Health and Educational Resources
- Industry News and Resources

:: Advertising Rates and Dimensions

Skyscraper	Rate	Dimensions
	\$850/30 days	160px w x 600px h
Button		
	\$750/30 days	125px w x 125px h

Discounts and packages available. Call (617) 948-5100, and select option 2 for more information.

:: File Requirements

- Animation permitted
- Accepted formats: gif, jpeg or swf (flash)
- Maximum ad size: 40k

If submitting Flash files, please click [here](#) for instructions or contact advertising@centerwatch.com.

:: For more information, please contact:

Melissa Nazzaro | (617) 948-5123 | melissa.nazzaro@centerwatch.com



:: **Clinical Trials Today**

Clinical Trials Today located on www.centerwatch.com is a first-of-its-kind, online destination dedicated to professionals in the clinical trials industry and publishes original CenterWatch content, recent news and events, and commentary submitted by guest authors with vast experience and expertise in the various market segments that make up our shared industry.

:: **Advertising Rates and Dimensions**

Banner	Rate	Dimensions
Top placement	\$800/30 days	480px w x 60px h
Middle placement	\$750/30 days	480px w x 60px h
Bottom placement	\$700/30 days	480px w x 60px h
Skyscraper		
Right top placement	\$850/30 days	160px w x 600px h
Random placement	\$750/30 days	160px w x 600px h

For higher frequency rates, please call (617) 948-5100, and select option 2.

:: **File Requirements**

- Animation permitted
- Accepted formats: gif, jpeg or swf (flash)
- Maximum ad size: 40k

If submitting Flash files, please click [here](#) for instructions or contact advertising@centerwatch.com.

:: **For more information, please contact:**

Melissa Nazzaro | (617) 948-5123 | melissa.nazzaro@centerwatch.com



:: Profile Pages

More than 1,100 investigative sites and industry service providers currently post their profiles on www.centerwatch.com giving them a unique opportunity to grow their businesses while gaining invaluable exposure within the clinical trials community.

- **Research Center Profile Pages** offer investigative sites a proven forum for securing clinical research grants and contracts. Sites can also post clinical trial listings for free.
- **Industry Provider Profile Pages** provide contract service providers with a cost-effective way to generate new business leads and showcase their products and services online.

:: Profile Page Rates

- \$750 annually, plus \$275 initial set-up fee
- Multi-site rates available

:: Submit a Profile Page

- To submit a *Research Center Profile Page* now, click the following link:
<http://www.centerwatch.com/pdfs/research-center-form.pdf>
- To submit an *Industry Provider Profile Page* now, click the following link:
<http://www.centerwatch.com/pdfs/industry-provider-form.pdf>

:: For more information, please contact:

(617) 948-5100, option 1 | sales@centerwatch.com



:: JobWatch

JobWatch, located on www.centerwatch.com, is a comprehensive online source of clinical trials industry career opportunities for both employers and job seekers. With thousands of monthly visitors interested in the clinical research field, companies have an opportunity to put themselves in front of a captive audience via a variety of advertising tactics, including:

- Recruitment postings
- Display advertising for products, services, or jobs
- Company profiles
- Conference postings
- Training and academic degree program postings

:: Posting Rates

- For a complete list of our various opportunities, including featured job on our home page or bundled packages, please visit: <http://jobwatch.centerwatch.com/careers/mediaKit/vert>

:: Advertising Rates and Dimensions

Banner	Rate	Dimensions
	\$900/30 days	468px w x 60px h
Skyscraper	\$1,200/30 days	120px w x 600px h
Button	\$450/30 days	120px w x 120px h

For higher-frequency rates, please call (617) 948-5111.

:: File Requirements:

- Animation permitted
- Accepted formats: gif, jpeg or swf (flash)
- Maximum ad size: 40k

If submitting Flash files, please click [here](#) for instructions or contact advertising@centerwatch.com.

:: For more information, please contact:

Melissa Nazzaro | (617) 948-5123 | melissa.nazzaro@centerwatch.com



:: **Appendix A**

:: **Instructions for creating Flash web advertisements for CenterWatch.com.**

Flash files must have a *Click Tag* created in order for the hyperlink to properly connect to the destination web site. The *Click Tag* should be names *url* (all lower case letters should be used).

1. Create web ad as usual with graphics and animations.
2. Add a clickable button (visible or hidden), that when clicked, will grab the dynamic URL and send the user to the destination web site, while tracking clicks. To do this, simply enter either of the following ActionScripts:
 - a. **Code directly on the instance of the button:**

```
on (press) {getURL(url, window="_blank");  
}
```

OR

- b. **Code in the main timeline:**

```
btnClickThru.onPress = function () {  
    getURL(url, window="_blank");  
}
```

:: **Note:**

- url (without quotes) is a variable that is externally passed into the Flash file.
- Windows="_blank" ensures that the Click event jumps outside the IFRAME if the banner is being served in an IFRAME.
- "btnClickTru" refers to the instance name of your button.

