



2009

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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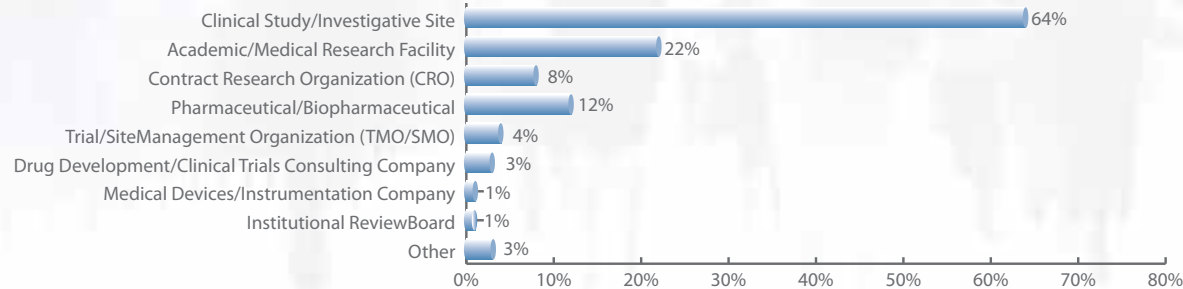
:: **The CenterWatch Monthly**

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 competitive intelligence on grant opportunities and new drug therapies, and the latest developments from the European marketplace—all in one comprehensive publication designed to assist professionals in conducting and managing their clinical research activities more effectively.

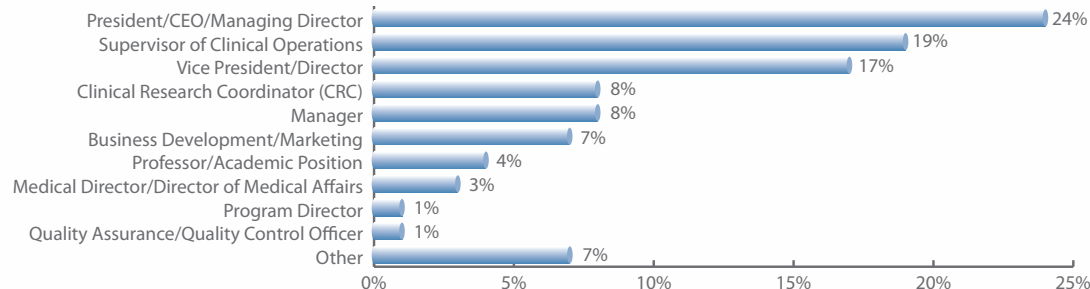
Readership Information



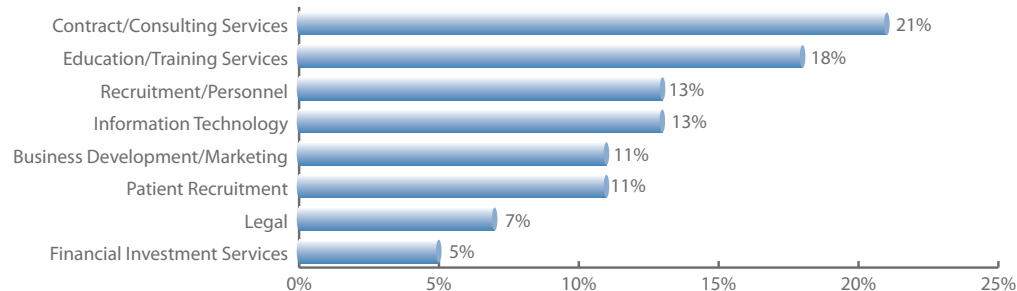
Company Type



Job Function



Products/Services Purchased



:: **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
Full page inside cover (4 slots)	\$3,500	\$4,000	(Inside or Back Cover Ad) Inset Dimensions: 7.5"w x 10"h
Full page back cover	\$3,750	\$4,250	Full Bleed Dimensions: 8.75"w x 11.25"h Trim Dimensions: 8.5"w x 11"h
Random Placement			
1/2 page	\$2,000	\$2,500	Inset Dimensions: 7.5"w x 5"h
Full page	\$3,000	\$3,500	Inset Dimensions: 7.5"w x 10"h Full Bleed Dimensions: 8.75"w x 11.25"h Trim Dimensions: 8.5"w x 11"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 sales@centerwatch.com

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

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

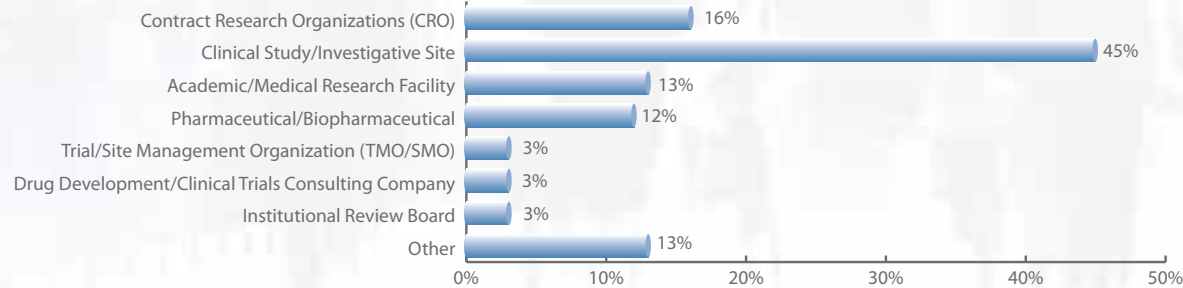


:: CWWeekly

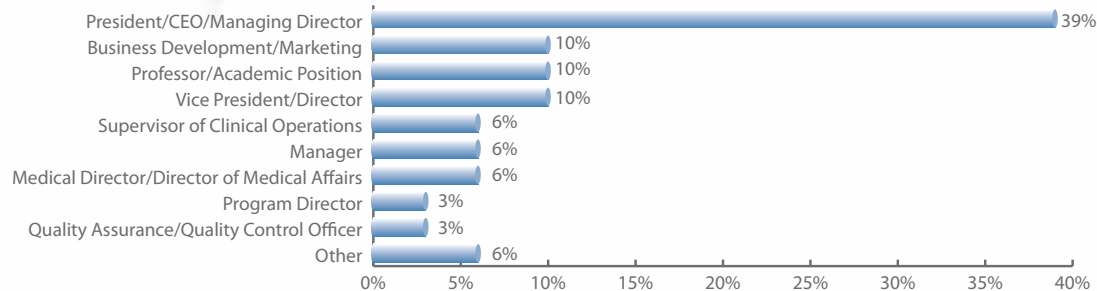
CWWeekly is a leading news source for the clinical trials industry. Every Monday morning, subscribers start their week with the most up-to-date business headlines and trends, financial news, and market intelligence they need to stay a step ahead.

Readership Information

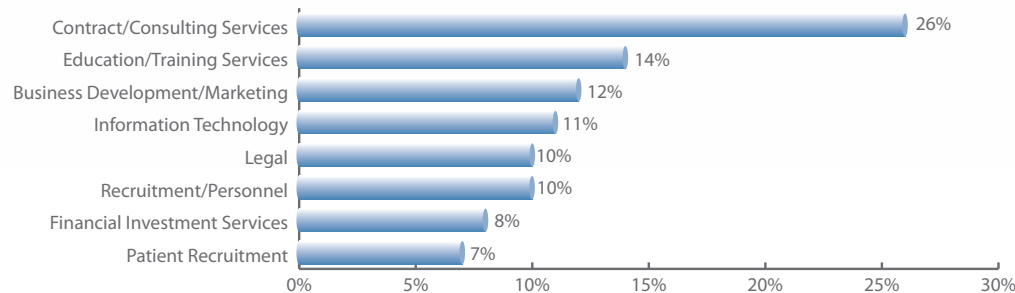
Company Type



Job Function



Products/Services Purchased



:: 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	
Preferred placement	\$600	\$1,950	\$2,810	\$4,300	7.5"w x 1.75"h
Random placement	\$500	\$1,650	\$2,310	\$3,300	7.5"w x 1.75"h
Full Page	1x	2x	3x	4x	6x
	\$2,100	\$3,865	\$5,670	\$7,350	\$10,710
Inset Dimensions: 7.5"w x 10"h Full Bleed Dimensions: 8.75"w x 11.25"h Trim Dimensions: 8.5"w x 11"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 sales@centerwatch.com

:: For more information, please contact:

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

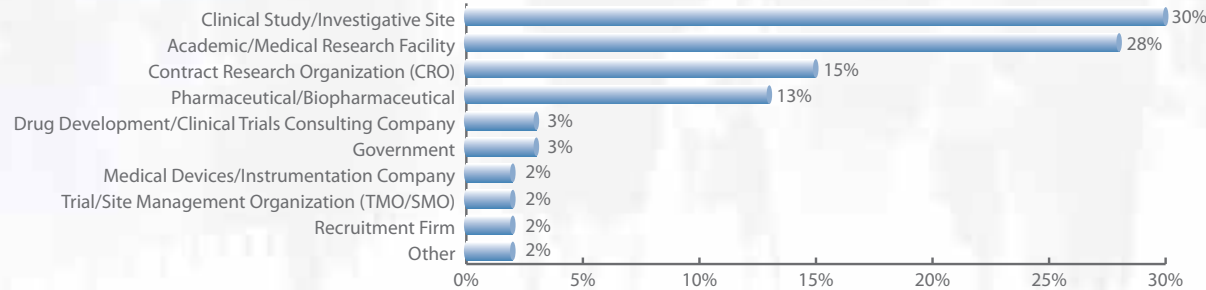


:: **Research Practitioner**

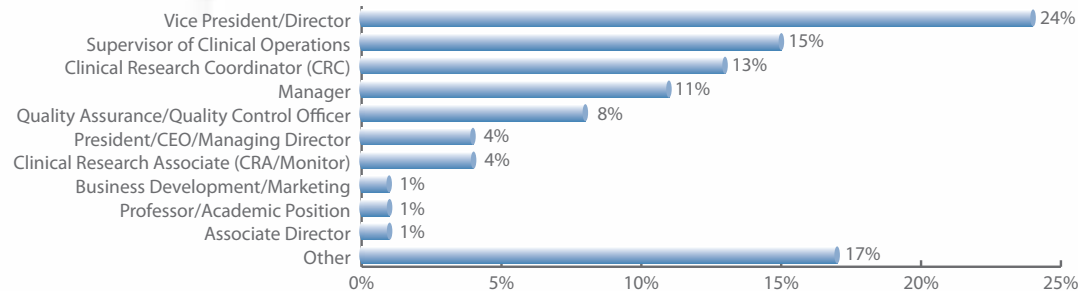
Research Practitioner is a valuable, educational, and career advancement resource that provides readers with timely and informative articles and practical clinical research management tools. Contributing authors include industry, academia, and government professionals known for their expertise in the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

Readership Information

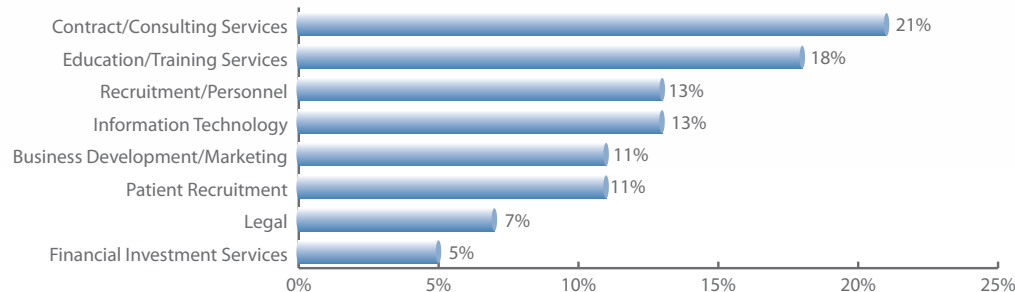
Company Type



Job Function



Products/Services Purchased



:: **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	Rate	Dimensions
1/2 page inside cover	\$650	7.625"w x 4.875"h
Full page inside cover	\$1,000	7.625"w x 10.125"h
Full page back cover	\$1,250	7.625"w x 10.125"h

Random Placement		
1/2 page	\$500	7.625"w x 4.875"h
Full page	\$900	7.625"w x 10.125"h

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

:: **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 sales@centerwatch.com

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

Tom Venturo | (617) 948-5111 | sales@centerwatch.com



:: CenterWatch.com

CenterWatch offers advertising space on select pages of the following sections of www.centerwatch.com, providing you exposure to up to 250,000 monthly 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
	\$750/30 days	160px w x 600px h
Button		
	\$650/30 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 or jpeg
- Maximum ad size: 1mb

:: For more information, please contact:

Melissa Nazzaro | (617) 948-5123 | advertising@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	\$700/30 days	480px w x 60px h
Middle placement	\$650/30 days	480px w x 60px h
Bottom placement	\$600/30 days	480px w x 60px h
Skyscraper		
Right top 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 or jpeg
- Maximum ad size: 1mb

:: For more information, please contact:

Melissa Nazzaro | (617) 948-5123 | advertising@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
	\$1,500/30 days	468px w x 60px h
Skyscraper	\$1,850/30 days	120px w x 600px h

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

:: **File Requirements:**

- Animation permitted
- Accepted formats: gif or jpeg
- Maximum file size: 1mb

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

Tom Venturo | (617) 948-5111 | tom.venturo@centerwatch.com

