2020 MEDIA GUIDE
Multimedia Advertising

Call your advertising representative, Russ Titsch at +1 617.948.5114 or email russ.titsch@centerwatch.com, today for rates and more information.
CenterWatch Media Kit
www.centerwatch.com

Looking to expand your advertising efforts and raise your profile this year?

Take advantage of opportunities to reach key audiences through CenterWatch, the recognized global leader since 1994 in providing clinical trial information to clinical research professionals working at sponsors, CROs, research sites and niche service providers.

Millions of patients and caregivers start their search for clinical trials with CenterWatch, with one of the largest clinical trial databases on the internet, CenterWatch iConnect.

We will help you reach more than 215,000 clinical trial professionals across multiple content platforms: webinars, white papers, targeted email campaigns, website ads, newsletter ads, conference sponsorships, job placements, clinical trial listings and much more.
Thought Leadership

Webinars
Interested in sharing your thought leadership on a hot topic? Through our experience of running webinars, CenterWatch ensures you reach the right clinical trial audience. All you need to do is send us your latest topic, selling points and speaker name. We will do the rest — efforts include the following:

- Draft a promotional email with up to two rounds of revisions
- Ensure your promotional email generates registrations by distributing it multiple times
- Promote the webinar through digital marketing—a website banner, a newsletter ad and two social media posts for LinkedIn and Twitter
- Distribute one press release for the webinar
- Build a landing page for registrations
- Host the webinar on your behalf
- Conduct a survey to gather attendees’ feedback for your assessment

You don’t have a speaker name? We can find the speaker that best suits your topic.

After the webinar, we will provide registration information such as the attendee list (highlighting who signed-up and who logged-in to listen), webinar transcript, .mp4 file and survey results.

White Papers
Drive engagement and generate leads while building credibility and trust with your white paper program through CenterWatch. Once you supply us with your promotional email content, pdf of the white paper and advertising creative files, we will host your white paper and implement the following marketing activities:

- Send a promotional email multiple times to guarantee 150 leads
- Place a banner ad on our website
- Run your digital ad in our newsletter
- Build a landing page for the white paper downloads

Each week, you’ll receive key demographic information collected for all leads.

Don’t have the time or manpower to put together your white paper? CenterWatch has years of experience writing white papers.

**Deadline: 7 business days prior to distribution date**
### Email and Web Marketing

#### List Rentals

An email list rental from CenterWatch allows you to reach your prospective clinical trials customers instantly with the perfect personalized email list to match your offer. You select the list criteria and provide us with the html and text versions of your email. We'll send you a test for approval and then deploy the email.

The clinical database includes sponsors, sites, clinical research organizations and institutional review boards.

#### Website

Promote your valuable brand and products across our highly visited pages with more than 10 million annual page views. Let our website generate new leads, support your outreach and carry your valuable messages.

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*Deadline: 7 business days prior to distribution date*
Newsletters

CenterWatch newsletters cover a wide range of clinical research topics positioning you for success: regulatory updates, latest industry news, insightful strategies, financial and technology discoveries as well as career advancement advice. Today, you can access these loyal readers through the following advertising opportunities:

➤ More than 130,000 readers depend on CenterWatch Weekly news coverage of clinical research and best practice information for clinical trials. Weekly, 48 issues

Specifications

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➤ The CenterWatch Monthly is read by more than 8,800 clinical trials professionals receiving up-to-date data, compliance requirements and expert insights. Monthly, 12 issues

Specifications

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Deadline: 10 business days prior to distribution date

➤ Research Practitioner educates more than 5,000 readers on topics of importance to clinical research nurses and site managers through two in-depth articles in each issue. The newsletter also gives nurses the opportunity to earn up to 18 ANCC nursing credits per year. Bimonthly, 6 issues

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File requirements:

➤ Press-ready PDF files
➤ CMYK or grayscale (ads received in RGB will be converted to CMYK)
➤ Sized correctly using provided specifications
➤ 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 required
JobWatch

JobWatch lists nearly 7,000 jobs each month, allowing more than 23,000 job seekers to find open positions.

- Clinical professionals at all levels search opportunities, post resumes and submit their profiles directly to open roles across the country, enabling organizations to promptly complete their staffing needs.
- An email goes out to job applicants on the first and third Wednesday of every month, alerting them of new posted positions.

Post your open position with us today. You can also elect to have your job featured in our CenterWatch Weekly newsletter and on our social media accounts.

CenterWatch iConnect

With more than 323,000 industry-funded global clinical trials across hundreds of disease conditions and phases and generating more than 1.5 million unique visitors annually, WCG CenterWatch iConnect is an essential part of your comprehensive patient enrollment strategy. It delivers the best ROI in patient recruitment and advertising with key benefits for outreach campaigns.

Whether you are a sponsor company, a CRO, an investigative site or just beginning your patient recruitment initiatives or trial, WCG CenterWatch iConnect is a critical resource for your recruitment.
Research Center Profile

An easy and cost-effective advertising tool for investigative sites to find and secure new clinical research opportunities, plus recruit study volunteers for clinical trials. Research centers can showcase comprehensive information to clinical research professionals who view these pages at a rate of 215,000 annually. There are 215,000 pageviews annually.

All trial postings benefit from our top-notch search ability resulting in more than 84,000 users of our site annually.

Industry Provider Profile

Industry Provider Profile listings are a cost-effective way for clinical research service providers to generate new business leads. Our pages are viewed by tens of thousands of professionals in the clinical trials community.

There are 37,000 pageviews annually.