

CAMBRIDGE HEALTHTECH  
**MEDIA GROUP**

A Division of CHI

# 2010 MEDIA PLANNER

*Published Resources  
for the Life Sciences*



**PUBLICATION**

**Bio-IT World** Magazine

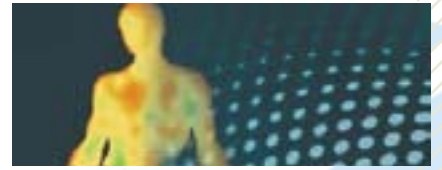
**eNEWSLETTERS**

eCliniqua  
Bio-IT World Weekly Update  
Pharma Services News

**WEB SITES**

Bio-ITWorld.com  
eCliniqua.com

***From Predictive Biology to Personalized Medicine***



## 2010 Media Kit

### **Welcome**

### **Editor's Letter**

### **Bio-IT World Magazine**

Planning Calendar

Circulation

Advertising

Custom Publishing

Print Advertising Specs

### **eNewsletter Advertising**

eCliniqua

Bio-IT World Weekly Update

Pharma Services News

eNewsletter Advertising Specs

### **Web Site Advertising**

Microsites

Featured Content

White Papers

OnDemand Webcasts

Podcasts

Career & Educational Listings

Featured Events

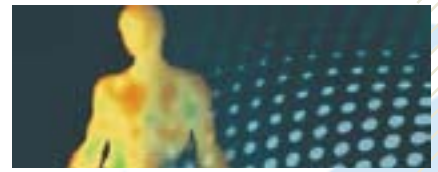
Sponsored Text Links

Advertising Specs

### **List Rental**

### **Contacts**

From Predictive Biology to Personalized Medicine



## Welcome to Cambridge Healthtech Media Group

**Cambridge Healthtech Media Group** – A division of Cambridge Healthtech Institute (CHI) - helps life science professionals and their advertising message reach a target audience through a wide range of media offerings. With over 100 conferences held throughout the U.S. each year, a leading publication aimed at the life sciences industry, online opportunities including web advertising and topic-specific eNewsletters, as well as list rental and broadcast services, CHI is poised to be the number one multi-media resource to reach your buying audience.

**Cambridge Healthtech Media Group's** suite of published resources include: *Bio-IT World Magazine* – CHI's flagship publication, two topic-specific eNewsletters, and two web sites focusing on the life sciences industry. These media offerings compliment CHI's vast conference portfolio including *Molecular Medicine Tri-Conference*, *Beyond Genome*, *PepTalk*, *World Pharmaceutical Congress*, *Drug Discovery Chemistry*, *PEGS*, *Biomarker Discovery Summit*, and *Bio-IT World Conference & Expo*, which have attracted over 50,000 attendees in the past 17 years. The suite of media offerings provide advertisers like you, an additional means to reach a core audience from pharmaceutical, biotechnology, academic, and niche provider organizations involved in early discovery techniques to clinical trials through personalized medicine.

“ My experience with *Bio-IT World* is simply A++, superior ROI, fantastic collaboration and excellent industry presence. From beginning to end, the process of working with the *Bio-IT World* advertising team has been as highly productive as it has been easy. Every time I had a task or aspect of the program that required action **I was blown away by how simple and pain-free it was working with *Bio-IT World*.** Talk about ‘user-friendly’ – they have spoiled me for working with other advertisers and **the results have been phenomenal, high quality, laser focused targets with complete contact information.**”

**Lisa Provenzano**  
Segment Marketing  
SGI

### Key Reasons to Advertise with Cambridge Healthtech Media Group

- A variety of published resources—*Bio-IT World* magazine, eNewsletters, and web sites—that provide innovative, cutting-edge information and insights shaping the life sciences industry.
- Bonus distribution of the *Bio-IT World* magazine at CHI conferences and affinity media exchanges (U.S. & International)—over 100 conferences per year.
- Extended and targeted reach—millions of impressions—through print and online mediums.
- Access to CHIs unparalleled database of over half-a-million individuals involved in all sectors of the life sciences.
- Customized solutions — our lead generation professionals will help develop a customized and integrated multi-media solution that best meets your needs.

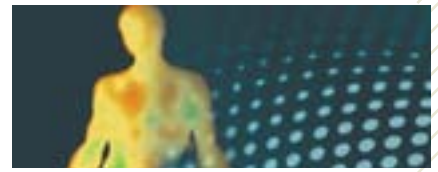


CAMBRIDGE HEALTHTECH  
**MEDIA GROUP**

Published Resources for the Life Sciences

www.chimedialogroup.com

## From Predictive Biology to Personalized Medicine



Dear Colleague,

Welcome to the 2010 *Bio-IT World* media kit!

Following our most successful Bio-IT World Expo yet – almost 100 exhibiting companies engaging with a record attendance – we are more enthused about our field than we have been in a very long time. As one leading consultant said during the show, “It feels like this field is finally coming of age.”

And why not? The demands for solutions to manage, store, simulate and interpret petabytes of data have never been greater. From next-generation sequence data to imaging, proteomics to clinical data, there has never been a greater need for the fields of biology and computational science to coalesce. Other themes pervading the meeting -- trends in cloud computing, hybrid computing, data integration and pre-competitive collaboration -- serve as powerful testimony to the growing maturity of bio-IT.

This fall, we'll be holding our very own Oktoberfest with the debut of Bio-IT World Expo Europe, in conjunction with BIOTECHNICA in Germany this October ([www.bio-itworldexpo.com](http://www.bio-itworldexpo.com)). This is a superb opportunity for us to showcase this coming of age before a largely European audience at one of the world's largest and most prestigious biotech gatherings. But we don't want our Asian colleagues to feel left out. Indeed, we have just opened a bureau in Singapore, staffed by our managing editor, Allison Proffitt. Alli will continue to handle her full editorial repertoire while making useful contacts throughout South East Asia.

As for *Bio-IT World* magazine, we're anticipating bringing our readers a procession of insightful stories, breaking news and expert commentaries. We start in July/August with profiles of the ten winners of our 2009 Best Practices competition. This fall, we'll be tackling meaty subjects including cloud computing, hybrid computing, next-generation sequencing data management, and expediting drug development; as well as providing in-depth coverage of Bio-IT World Europe.

But the magazine is just a small part of our activities within the Cambridge Healthtech Media Group. We are expanding our library of Life Science Webcasts to include not only highlights from our major conferences, but exclusive sit-down interviews with thought leaders from all facets of the life sciences arena. In addition, we are planning to launch a series of Bio-IT World web symposia, providing expert analysis and discussion of key bio-IT topics. Our e-newsletters (eCliniqua, Weekly Update and Pharma Services News) provide more in-depth and expansive coverage of crucial fields. And we're putting renewed emphasis on our websites, [www.bio-itworld.com](http://www.bio-itworld.com) and [www.ecliniqua.com](http://www.ecliniqua.com).

We invite you to follow all of our activities – and those of our field, on Twitter ([www.twitter.com/bioitworld](http://www.twitter.com/bioitworld)). And we look forward to working with you in 2010.

Best Wishes,

Kevin Davies, Ph.D.  
Editor-in-Chief, *Bio-IT World*



## Bio-IT World Magazine

### Editorial Excellence Has Its Rewards

**Thirty-four Awards for Editorial Excellence and Design**

Thanks to its readership-driven editorial approach, and a content team that is second-to-none, *Bio-IT World* has won more national and regional awards than any other magazine covering the life sciences enterprise.



### Regular Contributors

First Base:

Kevin Davies, Ph.D.

Editor-in-Chief, *Bio-IT World* editorial page

Inside the Box:

The BioTeam, life science IT integration, computation, informatics

Science and the Web:

Eric Neumann, Semantic web, Web 2.0, knowledge management

Nothing Ventured:

Michael Greeley, M&A, finance, business, VC

The Russell Transcript:

John Russell, Predictive Biomedicine

*Bio-IT World's* award-winning editorial provides indispensable industry coverage, analysis, and opinion on the enabling technologies that are driving the drug discovery process. *Bio-IT World* remains focused and committed to the field of *predictive biology, drug discovery, informatics, clinical, and personalized medicine*. The magazine also focuses on the strategic decisions made by companies in these areas and the impact on the company's performance.

As the biopharma industry is transforming itself from empirical trial-and-error experimentation to an industry reliant upon information, computation and prediction of outcomes, a plethora of post-genomic technologies—including high-throughput genotyping, microarray analysis, systems biology, proteomics and metabolic profiling—is providing the informational foundation for sophisticated computational and informatics approaches to gather, interpret, and analyze biological, chemical, and clinical data.

From systems biology and *in silico* modeling to cheminformatics and electronic data capture, *Bio-IT World* reveals how predictive information is the key to improving the efficiency of drug discovery through clinical trials to personalized medicine. Critical to the goal of modeling and exploiting information is the IT and informatics structure—the hardware and software that facilitates the creation of databases, text mining and the conversion of information into hypotheses, models, and conclusions.

### Editorial highlights from 2009:

- John Quackenbush (Dana Farber): Computing for cancer and translational medicine (March/April)
- Secrets of My Sequence: The editor takes a tour of his personal genome (Nov/Dec '08)
- Managing the electronic common technical document for clinical trials (May/June)
- Novartis groundbreaking work on modeling and simulation for drug development (May/June)
- The new programming team at Pfizer's Bio-innovation and Biotherapeutics Center (Jan/Feb)
- Next-generation sequencing Informatics: Drinking from the firehose of data (Sept/Oct)
- Ten of the Best: The 2009 Best Practices Awards winners (July/August)

Kevin Davies, Ph.D., Editor-in-Chief

Kevin Davies, Ph.D. began his career in scientific publishing in 1990 joining Nature magazine. He is the founding editor of Nature Genetics, former editor-in-chief of Cell Press, and author of the widely acclaimed book, 'Cracking the Genome.'

Allison Proffitt, Managing Editor

Relying on her science and research background, Allison Proffitt has spent her career in science writing and editing including positions at Modern Drug Discovery and Today's Chemist at Work.

Mark Gabrenya, Art Director

Mark is a seasoned art director with strong operational and creative expertise. *Bio-IT World* was awarded the Ozzie Award for best design of a new B2B magazine under Mark's artistic direction.



# 2010 Planning Calendar Bio-IT World Magazine

## Specific Focus in Every Issue

### Clinical Trials

### Editorial Coverage

**Systems biology:** gene, protein, metabolite and network/pathway information

**Computational modeling:** biosimulations of pathways, drug action, clinical data

**Cheminformatics:** structure-based drug design

**Compound characterization:** mechanisms, pathway, ADME-Tox, selectivity

**Predictiveness:** in vitro assays, biomarkers, animal models

**Correlation of biological data:** disease diagnosis, patient selection, drug response

**Target data:** biological, pathway, interaction, patent, family

**Discovery informatics:** collection, analysis and workflows of compound, microarray, proteomic, imaging, pre-clinical and clinical data

**IT infrastructure:** grid computing, high-performance computing

**Text mining:** internal documents and published literature

**Semantic web:** next-generation data sharing, social networking

**Pharmacogenomics:** personalized medicine, diagnostics for therapeutics, patient stratification

**Clinical Trials:** electronic data capture, trial design, trends, regulatory

### Computational Biology

### Computational Development

### IT Infrastructure/Workflow

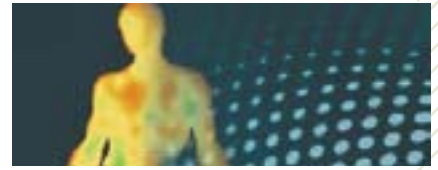
Month/Deadlines	Features/Special Issues	Conference Coverage/ Planned Bonus Distribution
<b>Jul./Aug. '09</b> Ad Close: 6/15 Materials Due: 6/23	Knowledge Management Consumer Genetics Trial Design BEST PRACTICES AWARDS 2009	
<b>Sept./Oct.</b> Ad Close: 8/17 Materials Due: 8/25	Next-Gen Sequencing Informatics Hybrid Computing Pathway Analysis Econ Development/Europe ePRO Diaries	Next-Gen Sequencing Adapt 2009 Bio-IT World Europe PEGS Europe
<b>Nov./Dec.</b> Ad Close: 10/20 Materials Due: 10/28	Cloud Computing Data Storage Expediting Drug Development New Products 2009 Translational Medicine	Supercomputing* Discovery on Target Strategic Resource Management BioPharma Alliance Post-Approval Drug Safety PepTalk High Content Analysis
<b>Signature Supplements:</b>	<b>BioIT Alliance/ High Performance Computing &amp; The Cloud</b>	
<b>Jan./Feb. '10</b> Ad Close: 12/16 Materials Due: 12/28	Social Networking High Throughput Screening Workflow Informatics eCTD/ Regulatory Affairs	Lab Automation* Alliance Summit (ASAP) Molecular Medicine Tri-Con
<b>Signature Supplement:</b>	<b>Life Science Services</b>	
<b>Mar./Apr.</b> Ad Close: 2/16 Materials Due: 2/24	Biomarker Technologies Personalized Medicine IT Infrastructure Drug Safety/ Pharmacovigilance Third- Generation Sequencing	Drug Discovery Chemistry Next-Gen Sequencing Bio-IT World Conf. & Expo Electronic Data in Clinical Trials Patient Recruitment in Clinical Trials
<b>Signature Supplement:</b>	<b>Bio-IT Champions &amp; Innovators 2010</b>	
<b>May/Jun.</b> Ad Close: 4/20 Materials Due: 4/28	Drug Safety Knowledge and Data Management EDC Text Mining Bio-IT World Expo 2009 Report	PEGS BIO* DIA* Symyx Symposium
<b>Signature Supplement:</b>	<b>Economic Development</b>	
<b>Jul./Aug.</b> Ad Close: 6/21 Materials Due: 6/29	e-Clinical Trial Trends Systems Biology BEST PRACTICES 2010	
<b>Sep./Oct.</b> Ad Close: 8/23 Materials Due: 8/31	Predictive Biomedicine Rational Drug Design	Next-Gen Sequencing Discovery on Target
<b>Nov./Dec.</b> Ad Close: 10/19 Materials Due: 10/27	The \$1000 Genome IT Workflows EDC	Supercomputing*
<b>Signature Supplement:</b>	<b>High Performance Computing</b>	

### Best Practices 2010 Awards Program

- Call for Entries Starts: **October 1, 2009**
- Deadline for Entry Submission: **January 22, 2010**
- Gala VIP Dinner & Awards Presentation: **April 21, 2010**

For program details, visit [www.bio-itworld.com/bestpractices](http://www.bio-itworld.com/bestpractices)

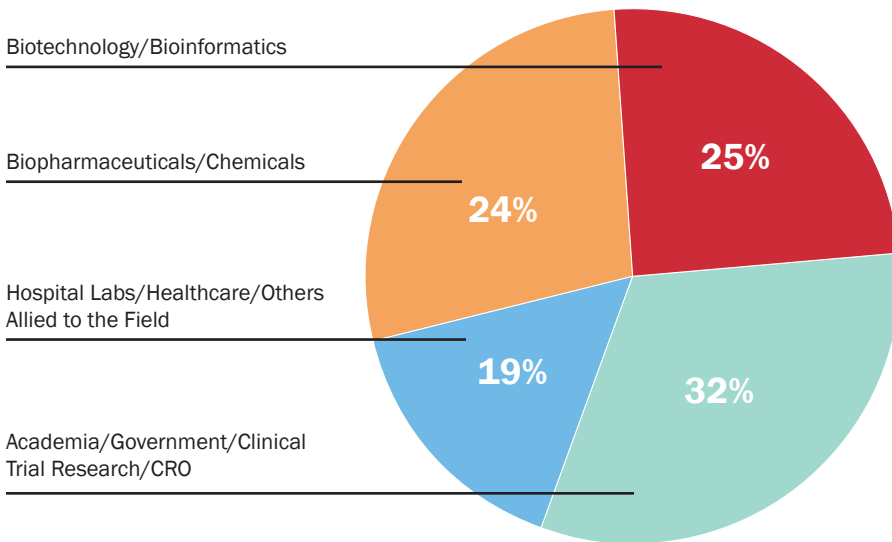
\* Note: Planned distribution and editorial coverage is subject to change without notice. Updated 08/10/09. For information on how to work with our editors, please visit About Us on [www.bio-itworld.com](http://www.bio-itworld.com)



# Bio-IT World Magazine Circulation

**Bio-IT World magazine targets decision makers and influencers who have the power and authority to purchase your products and services.**

**Breakdown by Industry**



**Circulation Facts:**

Circulation of 27,000 Qualified Personal Direct Request Subscribers#  
100% Coverage of the Top 100 Biotechnology and Pharmaceutical Companies\*

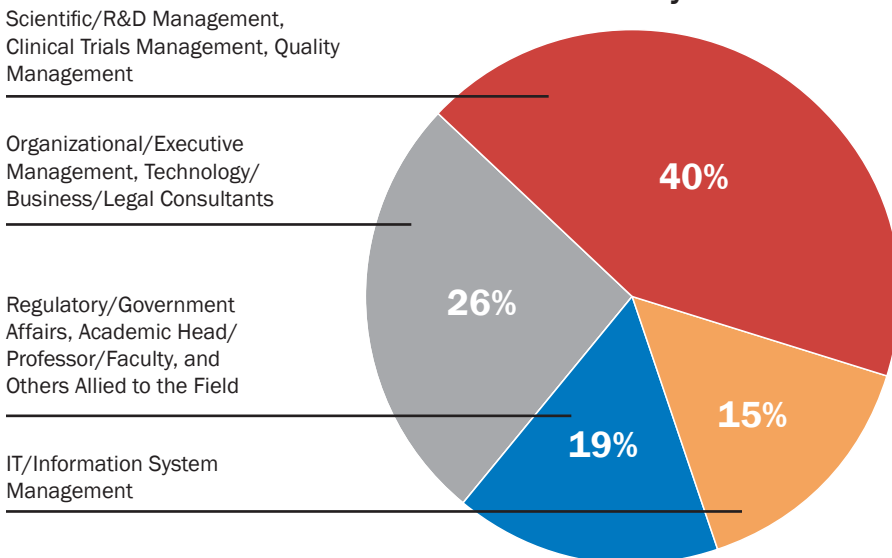
**Bio-IT World subscribers make buying decisions:**

70% of subscribers who read Bio-IT World have influence over purchasing Informatics Tools & Software and Computing^

56% of Bio-IT World subscribers have influence over purchasing Lab Equipment and Instrumentation^

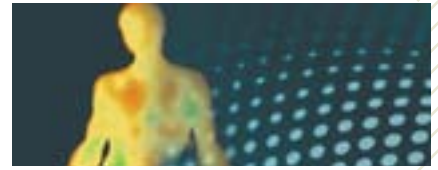
46% of Bio-IT World subscribers have influence over purchasing Compliance and Document Management Systems^

**Breakdown by Job Function**



Source: Bio-IT World editorial study; \*^Publisher's circulation file, July 2009

From Predictive Biology to Personalized Medicine



## Bio-IT World Magazine



### Create a Lasting Impression

*Bio-IT World* magazine, delivered 6x per year, is a one-of-a-kind publication that life science professionals continuously reference to find valuable articles, in-depth news, commentary, and insights on the indispensable technologies and business strategies that will determine their success. Smart marketers use *Bio-IT World* as a core component in their marketing strategy to deliver messaging to a qualified buying audience of life science professionals, that only *Bio-IT World* can deliver.



### Custom Publishing

Cambridge Healthtech Media Group offers a variety of custom publishing products through *Bio-IT World* magazine and three (3) topic-specific eNewsletters. Your target message is delivered to 27,000 qualified subscribers to the print publication, *Bio-IT World* magazine, along with special promotional programs that can be designed to reach over 1 million impressions via online exposure. Our product selection ranges from advertorials to freestanding white papers to technology briefs. We work directly with you to help create and promote, via print and online, a custom published piece that meets your needs.



### Custom "Signature" Supplement Series— You write it...we create it.

During the course of the year, *Bio-IT World* will publish extensive editorial coverage on special industry topics in four different issues (see editorial calendar). Optimally position your organization in conjunction with relevant coverage by running full-page custom text ads, or a combination of a text page facing your supplied ad. You can either answer a set of provided questions relevant to the supplement theme, or write your own message. For text, supply up to 500 words per page, plus photo and we create an advertorial for you. One, two, or four page configurations are available. All totaled, each supplement is designed to reach 250,000 impressions per month through print and online exposure.

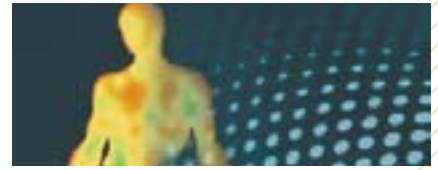
Your material will have in-book distribution to 27,000 industry professionals and will be promoted in *Bio-IT World*'s online Resource Center for six months available for download by web visitors. Upcoming topics include:

- High-Performance Computing and the Cloud; BioIT Alliance
- Life Sciences Products & Services
- Bio-IT World 2010 Champions & Innovators
- Trends in Economic Development

“Other publications just don't reach our powerful audience of buyers.”

PRINT ADVERTISING

www.chimedialogroup.com



## Bio-IT World Magazine

- Acceptable digital file formats:  
PDF (PDF/X-1a PLUS; hi-res 2400 dpi).  
Must use Adobe Acrobat Distiller, 3.02 or later.  
Embed all fonts without subsetting.
- Bleed ads should have .125 inch bleed on all sides and crop marks should be offset by 12 pts.
- Digital files can be sent via e-mail, CD or DVD.
- All pictures should be at least 300 dpi at printed size for CMYK and grayscale; 600 dpi for line art.
- Total ink density not to exceed 280%. 110 line screen.
- All color should be CMYK. PMS or spot colors are not accepted.

Please send color proofs at 100%. Without a proof, CHI's *Bio-IT World* cannot be held responsible for the optimum outcome of color. SWOP standards apply.

- Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability. All efforts are made to preserve advertising materials in their original condition, however, *CHI's Bio-IT World* is not responsible for lost or damaged advertising materials after publication.
- Furnished inserts are accepted or we will arrange for insert printing in a variety of sizes and paper stocks. A sample insert must be submitted for approval prior to printing. Please contact us for further instructions.

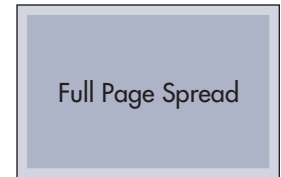
### Contact Information

Please send advertisement materials to:

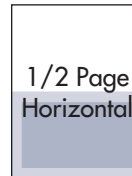
Stephanie Cline  
Cambridge Healthtech Media Group  
250 First Avenue, Suite 300, Needham, MA 02494  
(include advertiser name, publication and issue date)  
Phone: 781-972-5465  
Fax: 781-972-5425  
scline@healthtech.com



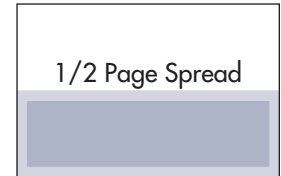
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Trim: 8" x 10.5"  
Bleed: 8.25" x 10.75"



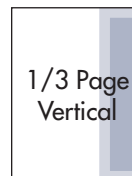
Full Page Spread  
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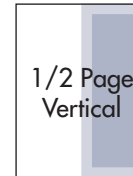
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Bleed: 8.25" x 5.5"



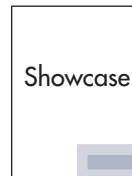
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1/3 Page Vertical  
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Trim: 2.75" x 10.5"  
Bleed: 3" x 10.75"



1/2 Page Vertical  
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Bleed: 4.25" x 10.75"

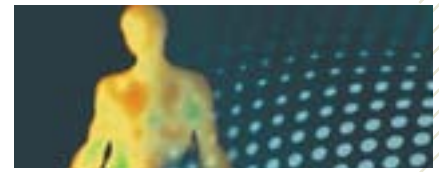


Showcase  
Trim Area: 3.5" x 3"



1/4 Page  
Live Area: 3.5" x 4.625"  
Trim: 4" x 5.25"  
Bleed: 4.25" x 5.5"





## Overview of eNewsletters

### Target Your Message

Reach your target audience with Cambridge Healthtech Media Group's wide range of topic-specific eNewsletters. Our selection of eNewsletters gives your marketing message the highest level of visibility and impact, reaching the desktops of life science professionals.

### eNewsletter Titles

	Frequency
eCliniqua	2x per Month
Bio-IT World Weekly Update	Weekly
Pharma Services News	2x per Month

### Available Advertising Space:

- Premium banner: 468 x 60
- Skyscraper: 150 x 800, 120 x 600 or 160 x 600
- Button: 150 x 150 or 160 x 160



Advertise classified job or educational opportunities in one or all eNewsletters. Contact your account manager for further details.

### eNewsletter Summaries

**eCliniqua:** *Innovative management in clinical trials.* Published 2x per month, eCliniqua provides authoritative news, views, and insights on management challenges related to innovative clinical trials management, implementation processes and technology solutions. Specific topics covered include innovations in development planning and protocol design; new approaches to sponsor-CRO and sponsor-site relationships; novel patient recruitment, retention strategies and practices; project management; emerging and established electronic clinical trial technologies and standards; regulatory trends and compliance; pharmacovigilance; and much more. The companion web site is [www.eCliniqua.com](http://www.eCliniqua.com).

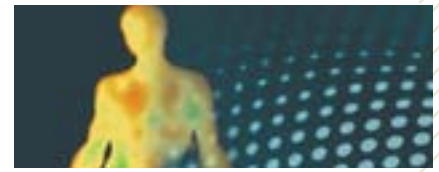
**Bio-IT World Weekly Update:** *Industry news, commentary, and featured highlights.* Published weekly, Bio-IT World Weekly Update is a summary of the week's latest bio-IT industry news, new product announcements, upcoming events, and key stories from Bio-IT World magazine. The companion web site is [www.bio-itworld.com](http://www.bio-itworld.com).

**Pharma Services News:** *Service solutions for discovery, pre-clinical, and clinical trials.* Published 2x per month, Pharma Services News is written to assist industry users in identifying, locating, and implementing pharma services across the four phases of drug discovery being target identification, target validation, high-throughput screening, and lead optimization, and into pre-clinical evaluation.

“ I have been an entrepreneur in the high tech industry for over 27 years and based on my experience, with regards to the level of effort, quality of response and going the ‘extra-mile,’ you are head and shoulders above your competition. Your company is also structured to support client needs much better than the competition. All-in-all, a great combination.

Kevin Kelly  
eClinForce.com

**From Predictive Biology to Personalized Medicine**



eCliniqua

eNEWSLETTER ADVERTISING

**eCliniqua**

*Innovative management in clinical trials*

Published 2x per month, *eCliniqua* provides authoritative news, views, and insights on management challenges related to innovative clinical trials management, implementation processes and technology solutions. Specific topics covered include innovations in development planning and protocol design; new approaches to sponsor-CRO and sponsor-site relationships; novel patient recruitment, retention strategies and practices; project management; emerging and established electronic clinical trial technologies and standards; regulatory trends and compliance; pharmacovigilance; and much more. Every issue is delivered to 35,000 permission based subscribers.

**Available ad space**

- Premium banner: 468 x 60
- Skyscraper: 150 x 800, 120 x 600 or 160 x 600
- Button: 150 x 150 or 160 x 160

**eCliniqua's Editors & Contributing Authors**

- Kevin Davies, Ph.D., Editor-in-Chief
- Allison Proffitt, Managing Editor
- Deborah Borfitz, Contributing Author
- Ann Neuer, Contributing Author

**Editorial Advisory Board**

- Kenneth Getz, MBA, Senior Research Fellow, Tufts Center for the Study of Drug Development at Tufts University and founder and chairman of CISCRP, a non-profit organization
- Christine Pierre, President & CEO, RxTrials, Inc.
- Deirdre BeVard, VP, Clinical Operations & Data Management, Endo Pharmaceuticals
- Thomas Wells, Sr. VP of Technology, OmniComm
- James Rogers, CEO, NexTrials
- Rob Andes, EVP & General Manager, Synapse Analytics
- Joan Chambers, Sr. Director of Marketing & Operations, Publications, Cambridge Healthtech Institute



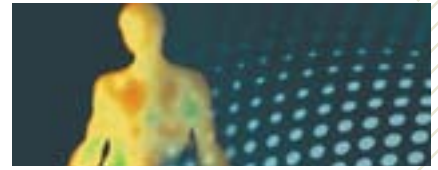
Follow on Twitter: [www.twitter.com/ecliniqua](http://www.twitter.com/ecliniqua)

To advertise in the *eCliniqua* eNewsletter, contact: Kay Christopher, *eCliniqua* Specialist, [kchristopher@healthtech.com](mailto:kchristopher@healthtech.com) Tel. 860-693-2991



Published Resources for the Life Sciences

[www.chimedialogroup.com](http://www.chimedialogroup.com)



# Bio-IT World Weekly Update

## Bio-IT World Weekly Update

The latest industry news, commentary, and highlights from Bio-IT World

Published weekly, *Bio-IT World Weekly Update* is a summary of the week's latest news, industry highlights, product reviews, upcoming events, and key stories from *Bio-IT World* magazine and its companion web site, [www.bio-itworld.com](http://www.bio-itworld.com). Every issue is delivered to 60,000 permission-based subscribers.

### Available ad space

- Premium banner: 468 x 60
- Skyscraper: 150 x 800, 120 x 600 or 160 x 600
- Button: 150 x 150 or 160 x 160

Advertise life science job opportunities, educational programs or featured educational events in *Bio-IT World Weekly Update*. Contact your regional account manager for further advertising details.

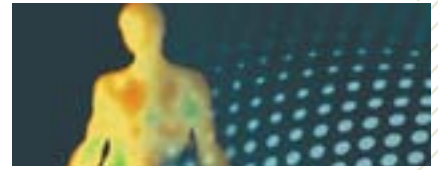
### About the editor:

Relying on her science and research background, Allison Proffitt has spent her career in science writing and editing including positions at *Modern Drug Discovery* and *Today's Chemist at Work*. She manages the eNewsletters *Bio-IT World Weekly Update* and *eCliniqua*, as well as *Bio-IT World* magazine.

**Managing Editor:** Allison Proffitt  
aproffitt@healthtech.com

Follow on Twitter: [www.twitter.com/bioitworld](http://www.twitter.com/bioitworld)





# Pharma Services News

## Pharma Services News

Service solutions for discovery, pre-clinical, and clinical trials.

Published 2x per month, Pharma Services News is written to assist industry users in identifying, locating, and implementing pharma services across the four phases of drug discovery being target identification, target validation, high-throughput screening, and lead optimization, and into pre-clinical evaluation.

### Available ad space

3 banner spots: 468 x 60

Advertise life science job opportunities, educational programs or featured educational events in *Pharma Services News*. Contact your regional account manager for further advertising details.

### About the editor:

John Russell is one of *Bio-IT World's* founding editors. He has degrees in both journalism and biology. Russell is an award-winning journalist and has led *Bio-IT World's* coverage of Systems Biology, Predictive Biomedicine and the new Pharma

Services News

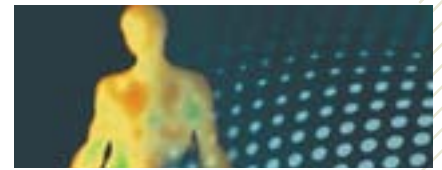
Editorial contact: [jrussell@healthtech.com](mailto:jrussell@healthtech.com)

Follow on Twitter: [www.twitter.com/bioitworld](http://www.twitter.com/bioitworld)



eNEWSLETTER ADVERTISING

[www.chimedialogroup.com](http://www.chimedialogroup.com)



# eNewsletters

2010 ADVERTISING SPECS

## Materials Deadline

### eNewsletter Advertising

Creative is due 3 days prior to eNewsletter issue date.

## Creative Specifications

### eNewsletter Advertising

Ads must be submitted in one of three formats:

#### Banner:

1. 468 x 60 pixel .gif or .jpg banner. File must be less than 40K;\*
2. Or Text: Text less than 40 words;
3. Or Logo & Text: High resolution logo of less than 150 x 60 pixels in .gif or .jpg format, hyperlink and less than 30 words of text.

#### Button:

150 x 150 or 160 x 160, .jpg or .gif; or less than 15 words. File must be less than 10K.\*

#### Skyscraper:

150 x 800, 120 x 600 or 160 x 600 banner, .jpg or .gif only. File must be less than 40K.\*

**For all ads, animation is accepted only in .gif – no flash or other animation.**

\*Maximum ad file size: charges may be incurred if ad size exceeds maximum.

**[Note:** IFrame tags are not recommended as 50% of all e-mail browsers do not support them. Should you choose to submit this format, you may sacrifice 50% of your impressions. We suggest you submit in .gif, .jpg, or animated .gif formats.]

#### Production contact:

Please send all materials with URL to your account manager.

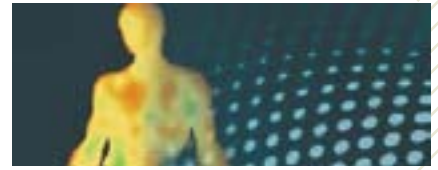
Skyscraper

Button

Banner



www.chimedialogroup.com



## Custom Publishing /Multi-Media Solutions

A variety of custom publishing and multi-media solutions can be used to convey your company's message to a core clinical research audience of qualified scientists, researchers, technology professionals, executive managers, clinical professionals in pharma, biotech, academia, and niche service provider companies on eCliniqua.com or Bio-ITWorld.com.

**Custom Publishing:** Product options include advertorials, white papers, or technology briefs that are created and promoted via print and online mediums.

**Executive Viewpoint:** Two to four-page document showcasing your organization's life sciences' strategy and relevance as seen through the eyes of your company.

**Company Watch:** Profile your company's vision in the Company Watch section on eCliniqua.com. Four key questions are answered by a company executive and posted in the section with a link to the company's web site.

---

### Lead Generation Programs

**"Briefing ON" Editorial Sponsorship:** Cambridge Healthtech Media Group editors compile a report on a wide range of life science related topics sponsored by your organization, and made available for download after registration on the sites. The company logo appears on the report cover and last four pages including the company's information. Three (3) month sponsorship.

**White Paper:** Position your company as an industry expert on a specific life science topic to educate professionals and capture leads.

**-Premium Program:** White paper posted for 90 days, 100 minimum download guarantee, banner ads created, text link, registration form, weekly lead reports, active promotion in our eNewsletters, and targeted e-blasts using a proprietary database.

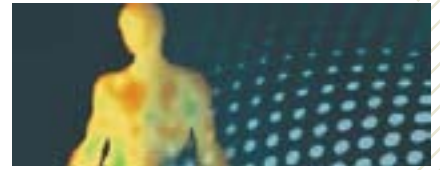
**-Custom Produced Program:** Cambridge Healthtech Media Group's Publishing Team writes, designs, hosts and actively promotes the custom white paper which can be co-branded.

**Podcasts:** Short, distinct recordings on a variety of content that connects the speaker with the listener. A Podcast can promote a new product launch, an industry brief, Q&A session, or another life science topic.

**Webcasts:** A powerful lead generation tool as well as an effective vehicle to communicate with your target audience. Company provides speaker and presentation slides for the executive recording. Webcast is posted on the site (s) for two months with registration form, weekly lead reports, banner ads created, and active promotion through targeted e-blasts using a proprietary database.

**Microsites:** Topic-specific web site, exclusively populated and sponsored by a company, for intense branding and lead generation. Content may include company's white papers, podcasts, webcasts, links, and more. Call for program and pricing details.

# From Predictive Biology to Personalized Medicine



## Web Sites

### Increase Online Visibility

Cambridge Healthtech Media Group offers you the opportunity to reach a more targeted audience through a wide range of online media offerings. This highly targeted audience—R&D, scientists, clinical, regulatory, technology, executive management—is ready to respond to your marketing message. Our suite of online offerings delivers over 250,000 impressions per month and over 50,000 unique visitors. Ad spots are positioned to grab the visitor's attention no matter where they are on the page or web site(s).

Available ad space on [www.bio-itworld.com](http://www.bio-itworld.com) and [www.eCliniqua.com](http://www.eCliniqua.com):

Premium leaderboard:	728 x 90
Leaderboard:	728 x 90
Skyscraper:	150 x 800, 120 x 600 or 160 x 600 (skyscraper is static)
Interactive Messaging Unit (IMU):	336 x 280 or 300 x 250
Button:	160 x 160
Text Link:	60 characters

### Microsites

Microsites provide visitors a topic-specific web section, exclusively populated and sponsored by you, for intense branding and lead generation. Cambridge Healthtech Media Group will work with you to build a microsite populated with your content (white papers, webcasts, podcasts, links, and more), as well as original topic-specific articles that are posted for 3 months and promoted through a targeted, integrated program.

Contact your account manager for further details.



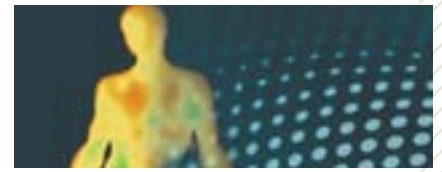
ONLINE ADVERTISING

[www.chimedialogroup.com](http://www.chimedialogroup.com)



CAMBRIDGE HEALTHTECH  
**MEDIA GROUP**

Published Resources for the Life Sciences



## Featured Content

### Generate Leads with Every Download

#### “Briefing ON” Editorial Report Sponsorship

Cambridge Healthtech Media Group’s award-winning editors have access to authoritative articles and information used to build custom industry reports called a “Briefing ON”. A report may be compiled on a wide range of industry topics, sponsored by your organization, and made available for download after registration on Bio-IT World.com and/or eCliniqua.com.

As the sponsor, your company logo appears on the cover and the last four report pages include your company’s information.

Cambridge Healthtech Media Group creates the promotional materials, and actively promotes the “Briefing ON” report to a target audience during its 90 day hosting period. You receive weekly lead generation reports.

Contact your regional account manager for a list of topics and pricing information.

#### Suggested Topic Areas Include:

##### Scientific

- Systems & *in Silico* Biology
- Sequencing & Microarray Technologies
- Discovery Informatics Software
- Instrumentation

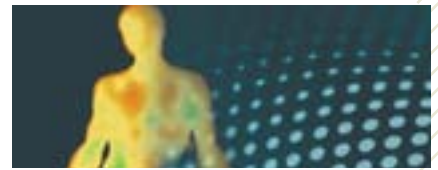
##### Technology

- eClinical Trial Technologies
- IT in the Lab
- Performance Based Computing

##### Clinical

- EDC
- Market Insights
- Patient Recruitment
- Tools/Applications for Trial Design





## White Papers

### White Paper Program

White papers are an ideal way to position your company as an industry expert, to educate professionals, and capture leads. Cambridge Healthtech Media Group's white paper program involves three tiers that are customized to your particular needs. All involve hosting the actual white paper or a link to the paper on **Bio-ITWorld.com** and/or **eCliniqua.com**.

#### Basic Listing

The Basic Listing provides hosting the white paper description and image for 60 days in the white paper library and a link to the sponsor's web site to download the paper. This program does not include promotion or a registration form.

#### Premium Listing

This program includes the white paper posting for 90 days and 100 minimum download guarantee in the online white paper library. The Premium Listing includes active promotion in the eNewsletters, online ad creation, and a text link on the web site. This program provides a download registration form, tracking, weekly download reports, and promotional e-mailings for added lead generation.

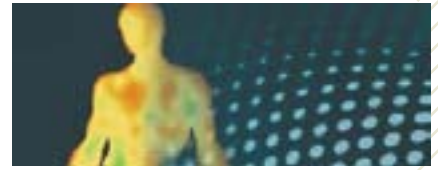
#### Custom Produced White Paper

The Custom Publishing Group will write, design, host and actively promote a custom white paper for you that is guaranteed to generate attention and leads. These high-value white papers are written with the highest standards, and may be co-branded with your company name alongside our media group as the author. You provide final approval of the custom white paper.



“Bio-IT World promised us hundreds of leads when we signed up for their white paper marketing program. And they delivered. They have obviously put a lot of time and thought into how to use the web as an effective lead generation tool.”

**James Nichols**  
VP, Product Strategy & Marketing  
Thomson Scientific



## Webcasts

### Powerful Lead Generation

Cambridge Healthtech Media Group's webcasts are a powerful lead generation tool as well as an effective way to communicate with your audience. Each program is promoted using a variety of media to reach an audience of qualified life science professionals in pharma, biotech, CROs, government, academia, and niche service providers.

### OnDemand Webcast

These audio/visual presentations offer a production and marketing program that is easily deployed and cost effective. The sponsor provides its own speaker and customized PowerPoint presentation. Cambridge Healthtech Media Group provides an executive to record an introduction as well as a conclusion and optional Q&A.

**Time Frame:** Posted for two months.

### Webcast Briefings

These highly engaging programs feature a popular Cambridge Healthtech Media Group editor and industry expert as they explore today's life science challenges. This is perfect for sponsors offering related industry services and solutions. Contact your account manager for a list of topics. Sponsors receive extensive branding on all promotional items.

**Time Frame:** Posted for two months.

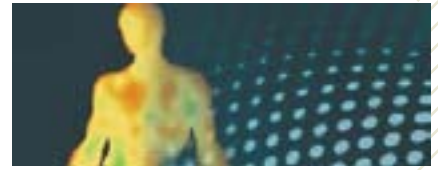
### Sponsors include:

- |                        |                          |
|------------------------|--------------------------|
| Adobe                  | Hewlett Packard          |
| BlueArc                | IBM                      |
| Clinphone              | Medidata Solutions       |
| Definiens              | Sapio Sciences           |
| Eli Lilly              | SAS                      |
| EMC                    | SGI                      |
| eResearch Technologies | Thermo Fisher Scientific |
| GenomeQuest            | Waters Corporation       |
| Google                 | Isilon                   |



“ I was very pleased with both the planning and execution of our project. *Bio-IT World* really took the time to understand what our needs were, and then gathered the right people to execute the job perfectly.”

**Peter Duncan**  
Director of Marketing & Business Development/Life Sciences  
Definiens AG



## Podcasts

### The Next Generation of Marketing

Cambridge Healthtech Media Group's podcasts are a low cost, high impact communication tool designed for today's tech-savvy life science professional. These short, distinct recordings represent a variety of content opportunities that connect the speaker and the listener. Whether they are conducted in an interview style with an award-winning Cambridge Healthtech Media Group editor or using a single company speaker, podcasts offer portability as well as lead generation.



### Product Podcasts:

Promote your new product to our audience faster and easier with this new addition to our podcast portfolio. The Product Podcast includes:

- 30-day promotion on the web site(s) in the New Products Review/Preview area
- Photo and brief description linking back to your web site

A member of our esteemed editorial team will engage your representative speaker in a Q&A format that will enhance the impact of your product by discussing the strengths and benefits it offers. Your product will receive promotion through our eNewsletters and web site(s). Enhanced options are also available for extending branding and promotion.

### Standard Podcast Program: 2 options available

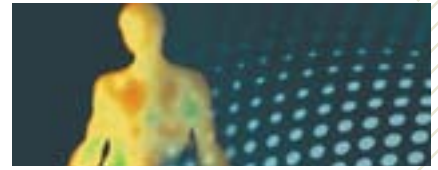
1. **Basic program:** 10 minute recording and placement within the Bio-IT World or eCliniqua podcast library for 30 days.
2. **Podcast with Lead Generation:** Add a sales lead capture program and you have a high-tech communication vehicle that generates sales opportunities. A registration form is created that may be customized for additional data. The program delivers a minimum of 50 leads with contact information. In addition, this program includes custom email marketing campaigns to the Resource Alert subscribers for extensive branding.

#### Tips for producing a successful podcast:

- Create a compelling topic and message that is simple to relay and explain
- Add audio interest and a conversational tone to the interview
- Deliver a short commentary, industry brief, or white paper
- Focus on 1-3 key points that you want the listener to remember
- Direct them to your web site
- Promote the 'call to action'

Contact your regional account manager for further details and pricing information.





# Career & Educational Opportunities

ONLINE ADVERTISING

## Identify Qualified Professionals and Stay Ahead of the Competition

Reach thousands of qualified scientists, researchers, technology professionals, executive managers, and clinical professionals in pharma, biotech, academia, CROs and niche service provider companies.

Post your life science job opportunity and/or educational program in any, or all, of the following life science media offerings: CHI Media Group's topic specific eNewsletters, *Bio-IT World Magazine* and two companion web sites- *Bio-ITWorld.com* and *eCliniqua.com*.

### eNewsletter

Post a classified life science job listing up to 50 words, plus heading and a link to the full job description.

### Web Site(s)

Post a classified life science job listing up to 50 words, plus heading and a link to the full job description in the "Job Opening" section on [www.bio-itworld.com](http://www.bio-itworld.com) or [www.ecliniqua.com](http://www.ecliniqua.com). Job listing is posted for 30 days.

### Bio-IT World Magazine

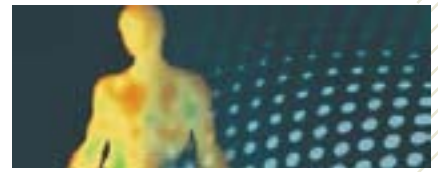
Reach 27,000 qualified subscribers, 6x per year. Place a color print ad or classified text listing of your career or educational opportunity in *Bio-IT World's* Career & Educational section.

Contact your regional account manager for further details and pricing information.



### Featured Educational Events:

Promote your seminar, workshop, conference, online learning, webcast, or other educational program to thousands of qualified professionals in the life sciences industry. Professionals range from scientists, researchers, technology professionals, executive managers, to clinical professionals in pharma, biotech, CROs, academia, and niche service provider companies. Market your life sciences industry event (50 words including title, dates, and URL) in any or all of CHI Media Group's offerings: eNewsletters, web sites, and



# Web Site Advertising

## Materials Deadline

### Web Site Advertising

Creative is due 3 days prior to campaign start date. Rich media requires a 7-day lead time to ensure adequate testing.

## Creative Specifications

### Web Site Advertising

All web banner sizes accept .gif files. Rich media accepted for 468 x 60 and 150 x 800: HTML, CGI, Shockwave, Enliven, ActiveX, Java, JavaScript, Flash, Blue Streak, Hot Media, Sound-Enabled using Real Audio.

**Leaderboard:** 728 x 90 ad unit (25K for initial load; 50K for subsequent tabs; flash HTML, GIF, JPG, and DHTML accepted)

**Skyscraper:** 150 x 800, 120 x 600 or 160 x 600, 22K max file size. Static ads only.

**Button:** 160 x 160, .jpg or .gif; or less than 15 words. File must be less than 22K.

**IMU (Interactive Messaging Unit):** 336 x 280 or 300 x 250 ad unit (25K for initial load; 50K for subsequent tabs; flash HTML, GIF, JPG, and DHTML accepted).

**Text Link:** up to 60 characters max, one line only.

Please note: additional charges may be incurred when file size exceeds maximum.

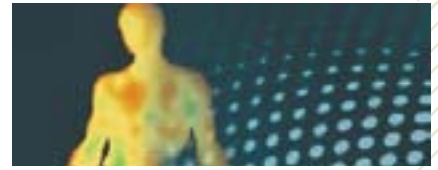
## Text Links:

**Connect with life sciences and healthcare professionals today** — Post a cost effective, traffic-driving text link to your organization on **Bio-ITworld.com** or **eCliniqua.com**. Links can be up to 10 words (about 60 characters) and prominently appear in the Sponsored Links section on the web site(s) of choice to capture attention and generate clicks.

**Production contact:** Please send all materials with URL to your regional account manager.

**Leaderboard**





## Postal and Email Subscriber Lists

### Postal and Email Subscriber Lists

The Cambridge Healthtech Media Group offers a print publication—*Bio-IT World Magazine*—and three (3) topic specific eNewsletters focusing on the drug discovery, development, and clinical trials industry. Each medium connects you and your promotional message with tens of thousands of life science professionals who have the authority and resources to recommend or buy your products and services.

Cambridge Healthtech Media Group’s subscriber lists help you reach your target audience. All subscribers have given permission to receive mailings and emails about relevant product and information offers. The following subscriber lists are available:

#### Subscriber Postal List Rentals

<b>Base price for postal mailing:</b>	<b>\$250/M</b>
<i>(additional fees apply for selects, etc.)</i>	

#### Subscriber Email List Rentals

<b>Base price for emails:</b>	<b>\$500/M</b>
<b>Transmission fee for text:</b>	<b>\$100/M</b>
<b>Transmission fee for HTML:</b>	<b>\$225/M</b>
<i>(additional fees apply for selects, etc.)</i>	

### eNewsletter Email List Rental

Cambridge Healthtech Media Group offers a wide variety of topic specific eNewsletter email subscriber lists. eNewsletter titles are: *eCliniqua*, *Bio-IT World Weekly Update* and *Pharma Services News*.

#### Subscriber Email List Rentals

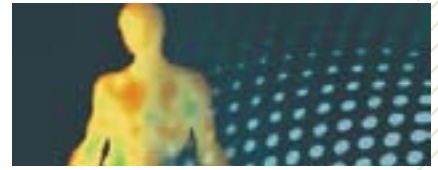
<b>Base price for email subscriber list:</b>	<b>\$500/M</b>
<b>Transmission fee for text:</b>	<b>\$100/M</b>
<b>Transmission fee for HTML:</b>	<b>\$115/M</b>
<i>(additional fees apply for selects, etc.)</i>	

Cambridge Healthtech Institute, parent company of Cambridge Healthtech Media Group, offers additional list rental opportunities:

- **CHI’s Master File Postal:** Database of over 300,000 records. This is derived from conference participants, report buyers, and qualified prospects who are decision makers in pharmaceutical, biotechnology, academic, technology providers, CROs and niche service provider companies.
- **CHI’s Master File Email (Product & Service Alert-PSA):** This is a scheduled email broadcast from CHI to target segments of CHI’s vast internal database of pharmaceutical, biotechnology, and life science professionals.

For more details, data selects, and pricing information on subscriber list rentals and CHI’s database contacts, please contact:  
 Rich Handy  
 email: rhandy@healthtech.com  
 phone: 781-972-5456

From Predictive Biology to Personalized Medicine



## Cambridge Healthtech Media Group

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*(Bio-IT World magazine, eCliniqua, Bio-IT World Weekly Update and Pharma Services News)*

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CAMBRIDGE HEALTHTECH  
**MEDIA GROUP**

Published Resources for the Life Sciences