2008 MEDIA PLANNER

Published Resources for the Life Sciences

PUBLICATION

Bio-IT World Magazine

eNEWSLETTERS

eCliniqua
Inside IT
Bio-IT World Weekly Update
Systems Biology
Digital Healthcare & Productivity
PharmaWeek

WEB SITES

Bio-ITWorld.com
Digitalhcp.com
PharmaWeek.com
2008 Media Kit

Welcome

Editor’s Letter

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Contacts
Cambridge Healthtech Institute (CHI) introduced a new division in August 2007—**Cambridge Healthtech Media Group**—to help our customers and their advertising message reach a more target audience through a wide range of media offerings. With over 80 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 resource to reach your buying audience.

**Cambridge Healthtech Media Group's** suite of published resources include: *Bio-IT World Magazine*—CHI's flagship publication, seven topic-specific eNewsletters, and 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, Bridging Pharma & IT, Biomarker Discovery Summit, and *Bio-IT World Conference & Expo*, which have attracted over 50,000 attendees in the past 14 years. Both offerings combined compliment the comprehensive product set to provide advertisers like you, additional means to reach a core audience from pharmaceutical, biotechnology, academic, and niche provider organizations involved in early discovery techniques through personalized medicine.

**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 that shape the life science industry.
- Bonus distribution of the *Bio-IT World* magazine at CHI conference events (U.S. & International)—over 80 conferences per year.
- Extended and targeted reach—1.5 million impressions—through print and online mediums.
- Access to CHI's unparalleled database of over half-a-million individuals involved in all sectors of the life sciences.

‘Managing Life Science Data’ is a whitepaper we chose to promote to the *Bio-IT World* audience, with great success, through their Featured Content whitepaper download program. Interest in the paper was high, as were the number of downloads. Following up on the leads from this high-quality audience should keep our sales staff busy for some time.”

**BILL REED**
Vice President of Sales & Marketing
ABREVITY, Inc.
Dear Colleague,

Thank you for picking up the 2008 Cambridge Healthtech Media Group’s media kit that covers a wide array of published resources for the life sciences industry: Bio-IT World magazine, eNewsletters, and web sites. If 2007 is anything to go by, we are poised for a spectacular year in the bio-IT field. Recent advances in whole genome analysis and next-generation sequencing, data handling technologies and the vast potential of adaptive clinical trials – just a few areas we’ve covered in depth this past year – point to better times ahead.

Cambridge Healthtech Institute (CHI) acquired Bio-IT World Inc. in 2006 along with the Bio-IT World magazine—CHI’s flagship publication. We continue to pride ourselves on publishing critical insights and analysis of the enabling technologies propelling the spread of information and the passage of drug candidates through the industry pipeline. Our focus is increasingly one that explores the tools and results of “predictive biology” as the industry adapts to the new world of “personalized medicine.”

We are benefiting immensely from our partnership with CHI, reporting from and contributing to numerous CHI events throughout the year, including standout conferences such as Beyond Genome, Molecular Medicine Tri-conference, Next-Generation Sequencing, Bridging Pharma & IT, and of course, our own annual event, the Bio-IT World Conference & Expo, which enjoyed its most successful year in 2007. Participating in these events grants us unparalleled access to world-class scientists, physicians, and industry leaders, and helps Bio-IT World’s readers stay one step ahead of the competition.

We’re anticipating a truly exciting campaign in 2008 for the Bio-IT World magazine. We kick off the year with a special supplement profiling a dozen rising Bio-IT stars – scientists inspiring new approaches and technologies from industry and academia. As the year unfolds, we’ll appraise the key technologies that are shaping the industry – high-throughput sequencing, pathway analysis, adaptive clinical trials, the Semantic web, biomarkers, in silico screening, high-performance computing, and much more. We will showcase the expert views of our outstanding group of columnists on the world of translational medicine, science and the web, IT and informatics solutions, and the business of Bio-IT. We’re also really excited to unveil our brand new online presence, led by a completely revamped web site and complemented by our eNewsletters and on-demand media, providing a wealth of opportunities to target your message to key audiences.

We wish you a successful year ahead and look forward to working with you in 2008.

Best wishes,

Kevin Davies, Ph.D.
Editor-in-Chief, Bio-IT World
Bio-IT World's award-winning editorial provides indispensable news, analysis, and opinion on the enabling technologies that are driving the drug discovery process. Effective with the September 2007 issue, Bio-IT World renewed and refocused its commitment to the field of predictive biology, drug discovery, informatics, and personalized medicine. The magazine also focuses on the strategic decisions made by companies in this area 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 shows 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.

A Few Key Highlights from 2007:

- **The Drive for the $1,000 Genome**—How Applied Biosystems plans to maintain its stranglehold in the booming DNA sequencing market.
- **Software Solutions for Medicinal Chemistry**—The latest software solutions for optimizing drug design.
- **Systems Biology's Awkward Adolescence**—Will big pharma ever embrace systems biology? The jury remains split.
- **Biting the Adaptive Trials Bullet**—Exclusive interview with arguably big pharma’s leading expert on adaptive clinical trials.
- **SNPing Away at Genome-Wide Disease Association Studies**—Technological and cultural factors underlie rash of disease gene mapping successes.
# 2008 Planning Calendar

## Bio-IT World Magazine

### Departments in Every Issue

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<tr>
<th>Clinical Research</th>
<th>Computational Biology</th>
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<th>IT/Workflow</th>
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<tr>
<th>Month/Deadlines</th>
<th>Features/Special Issues</th>
<th>Conference Coverage/Bonus Distribution</th>
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<tr>
<td>February Ad Close: 1/2 Materials Due: 1/9</td>
<td>Biomarker EDC Math/Stats Software</td>
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<td>March Ad Close: 1/30 Materials Due: 2/6</td>
<td>Pathway Analysis Predictive Modeling Molecular Diagnostics</td>
<td>Molecular Medicine Tri-Conference</td>
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<td>April Ad Close: 3/4 Materials Due: 3/11</td>
<td>Discovery Informatics High-Throughput Sequencing High-Performance Computing</td>
<td>Bio-IT World Conference &amp; Expo Next-Generation Sequencing Drug Discovery Chemistry</td>
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<td>May Ad Close: 4/1 Materials Due: 4/8</td>
<td>Semantic Web Knowledge &amp; Data Management Toxicity &amp; Safety</td>
<td>World Pharma Congress Beyond Genome</td>
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<td>September Ad Close: 8/1 Materials Due: 8/8</td>
<td>Data Visualization Translational Medicine Bioinformatics</td>
<td>Bridging Pharma &amp; IT</td>
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<tr>
<td>October Ad Close: 9/2 Materials Due: 9/9</td>
<td>Drug Design Software Data Storage and Analysis Microarray Data Analysis Report</td>
<td>Discovery on Target</td>
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<tr>
<td>November Ad Close: 10/2 Materials Due: 10/9</td>
<td>IT Infrastructure Genome Analysis LIMS</td>
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<tr>
<td>Dec./Jan. Ad Close: 10/20 Materials Due: 11/6</td>
<td>Text Mining Proteomics Data High Content Screening</td>
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Updated 9/07. Subject to change without notice.
For information on how to work with our editors, please visit 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

- Biotechnology/Bioinformatics, Hospital Labs/Healthcare, Agriscience/Agriculture, Chemicals (24%)
- Pharmaceuticals/ Biopharmaceuticals Research/ Manufacturing (30%)
- Consulting/VARs/VADs/ Integrators, Finance/VC, and Others Allied to the Field (26%)
- Clinical Trial/Research Organizations, Academic/ Private Research Lab/ Foundation, Government Agency/Lab (20%)

Breakdown by Job Function

- Scientific/R&D Management, Manufacturing/Engineering/ Quality Management, Clinical Trials Management (43%)
- Organizational/Executive Management, Technology/ Business/Legal Consultants (20%)
- Regulatory/Government Affairs, Academic Head/ Professor/Faculty, and Others Allied to the Field (20%)
- IT/Information System Management (17%)

Circulation Facts:
- BPA-Audited 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:
- 92% Bio-IT World subscribers have influence over purchasing IT and Informatics
- 66% Bio-IT World subscribers have influence over purchasing decisions of Life Science Equipment
- 82% Bio-IT World subscribers have influence over purchasing decisions of Business & Professional Services

Source:
- # June 2007 BPA Statement
- * Publisher’s circulation file
Bio-IT World Magazine

Make a Lasting Impression

Bio-IT World magazine, delivered 10x 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 that will determine their success. Smart marketers use Bio-IT World as a core component in their marketing mix to deliver messaging to a qualified-buying audience of life science professionals, that only we can deliver.

Receivership of Other Publications by Our Subscribers

![Receivership Graph]

Source: Data from Bio-IT World May 2007 active subscriber database

Bio-IT World magazine offers custom publishing, "Executive Viewpoint" advertorials, and standard advertising space in the following formats:

- Full Page - 8” x 10.5”
- Full Page Spread - 16” x 10.5”
- 2/3 Page Vertical - 5” x 10.5”
- 1/2 Page Spread - 16” x 5.25”
- 1/2 Page Horizontal - 8” x 5.25”
- 1/2 Page Vertical - 4” x 10.5”
- 1/3 Page Vertical - 2.75” x 10.5”
- 1/4 Page - 4” x 5.25”
- Showcase - 3.5” x 3”

For insert or polybag information and pricing, contact your account manager.

Bio-IT World

At-A-Glance

Launched: March, 2002
Circulation: 27,000
Awards: 34 for editorial excellence and design

“Other publications, just don’t reach our powerful audience of buyers.”
Custom Publishing

Cambridge Healthtech Media Group offers a variety of custom publishing products through *Bio-IT World* magazine and the six (6) topic-specific eNewsletters. Your target message is delivered to 27,000 qualified subscribers to the print publication, *Bio-IT World* magazine, and special programs can be designed to reach *in excess* of 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.

Executive Viewpoint

Executive Viewpoint offers you the opportunity to deliver a personalized message, from your CEO or other executive member, to the buying audience of Cambridge Healthtech Media Group’s wide range of publications. We work with you to write and create a two-to-four page document showcasing your organization’s life sciences’ strategy and relevance as seen through the eyes of your company.

Your company leaders, products, and customers can become a part of this series with an exclusive sponsorship that will be seen and will generate leads from your sales.

Market Awareness

All totaled, each supplement will receive *in excess of 250,000 impressions per month* through print and online exposure as follows:

- In-book distribution to 27,000 R&D, technology, scientific, executive management, regulatory, and clinical professionals in the biotechnology, pharma, academic, and government industries.
- Featured and heavily promoted online at [www.bio-itworld.com](http://www.bio-itworld.com) for two months.
- Sponsors’ published pieces are also included online with multiple links to their web sites or designated product areas.

Contact your account manager for complete details.
• 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:
Kathrene Tiffany, Cambridge Healthtech Institute
250 First Avenue, Suite 300
Needham, MA 02494
(include advertiser name, publication and issue date)
Phone: 781-972-5440
Fax: 781-972-5425
ktiffany@healthtech.com
Overview of eNewsletters

Target Your Message
Reach a targeted reader 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. With a circulation of 25,000 permission-based subscribers per eNewsletter and a half-dozen titles to choose from, Cambridge Healthtech Media Group’s eNewsletters can help drive your sales efforts and provide qualified leads.

eNewsletter Titles

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<thead>
<tr>
<th>eNewsletter Title</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>Digital Healthcare &amp; Productivity</td>
<td>Weekly</td>
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<tr>
<td>Bio-IT World Weekly Update</td>
<td>Weekly</td>
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<td>PharmaWeek</td>
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<tr>
<td>eCliniqua</td>
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<td>Systems Biology</td>
<td>Monthly</td>
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<td>Inside IT</td>
<td>Monthly</td>
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</table>

Advertising space is available:

- Premium Banner: 468 x 60
- Skyscraper: 150 x 800 or 120 x 600
- Standard Banner: 468 x 60
- Button: 150 x 150 or 125 x 125

eNewsletter Summaries

**Digital Healthcare & Productivity**: Premier eNews source on technology for healthcare
Published weekly and its accompanying web site, www.digitalhcpp.com, *Digital Healthcare & Productivity* delivers authoritative information on the adoption of digital technology in healthcare and how digital technologies can boost productivity. Areas covered include available technology solutions, implementation methods, and interviews with technology providers.

**Bio-IT World Weekly Update**: The latest industry news, commentary, and highlights from Bio-IT World
Published weekly and its accompanying web site, www.bio-itworld.com, *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.

**PharmaWeek**: Breaking R&D news and business insights for biopharmaceutical company managers
Published weekly and its accompanying web site, www.pharmaweek.com, *PharmaWeek* provides a top-line look at the pharmaceutical world and surrounding arenas. *PharmaWeek* also delivers weekly exclusive analysis on major trends, key strategies, general business insights, and career resources.

**eCliniqua**: Innovative management in clinical trials
Published 3x per month, *eCliniqua* provides authoritative news, views, and insights on management challenges related to innovative clinical research management and 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 and retention strategies and practices; project management; emerging and established electronic clinical trial technologies and standards; regulatory trends and compliance; pharmacovigilance; and much more.

**Systems Biology**: Tools, strategies, and companies driving integrative biology
Published monthly, *Systems Biology* focuses on the strategies, tools, and companies driving integrative biology. The eNewsletter reports on specific companies delivering systems in silico biology products and services, regulatory agency activities, and attitudes of biopharmaceutical company’s to adopt and implement systems biology technologies and approaches.

**Inside IT**: Critical IT and informatic trends for the life sciences
Published monthly, *Inside IT* covers the latest news and trends from the world of information technology, including products, personnel, and industry standards, as they pertain to the life sciences. Topics covered include, high performance computing, grid computing, networking technologies, IT industry standards, web services, storage infrastructure, and more.
Digital Healthcare & Productivity

Premier eNews source on technology for healthcare

Published weekly, Digital Healthcare & Productivity, and its accompanying web site, www.digitalhcp.com, delivers authoritative information on the adoption of digital technology in healthcare and how digital technologies can boost productivity. The issue features industry news, product information, exclusive interviews, and commentary on issues of interest to the healthcare technology community. Every issue, delivered to 28,000 permission-based subscribers.

Advertising space available:

eNewsletter:
- Premium banner: 468 x 60
- Skyscraper: 150 x 800 or 120 x 600
- Standard banner & anchor: 468 x 60
- Button: 150 x 150 or 125 x 125

Web site:
- Skyscraper: 150 x 800 or 120 x 600
- Banners: 468 x 60

Contact your account manager for further details.

About the editor:

John Russell is executive editor of Bio-IT World and one of its 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 for the past two years.

Editorial contact: jrussell@healthtech.com

Advertise classified job opportunities in Digital Healthcare & Productivity. Contact your account manager for further details.
From Predictive Biology to Personalized Medicine

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 accompanying web site, www.bio-itworld.com. Every issue, delivered to 55,000 permission-based subscribers.

Advertising space available:

- Premium Banner: 468 x 60
- Skyscraper: 150 x 800 or 120 x 600
- Standard Banner: 468 x 60
- Button: 150 x 150 or 125 x 125

Advertise classified job opportunities in Bio-IT World Weekly Update. Contact your account manager for further details.

About the editor:

Catherine Varmazis is the web editor for Cambridge Healthtech Media Group. She is responsible for maintaining and updating the web site, www.bio-itworld.com, plus editing, compiling, and formatting five eNewsletters. Varmazis’ publishing career began at Pennwell Publishing in 1989.

Editorial contact: cvarmazis@healthtech.com
PharmaWeek

Breaking R&D news and business insights for biopharmaceutical company managers

Published weekly, PharmaWeek and its accompanying web site, www.pharmaweek.com, provides a top-line review of the biopharmaceutical world and surrounding arenas. PharmaWeek delivers exclusive analysis on major trends, key business strategies, industry insights, career resources, and other critical related topics. Every issue, delivered to 45,000 permission based subscribers.

Advertising space available:

**eNewsletter:**
- Premium banner: 468 x 60
- Skyscraper: 150 x 800 or 120 x 600
- Standard banner & anchor: 468 x 60
- Button: 150 x 150 or 125 x 125

**Web site:**
- Skyscraper: 150 x 800 or 120 x 600
- Banners: 468 x 60

Contact your account manager for further details.

About the editor:

Laurie Sullivan has extensive experience in life sciences writing and editing and has held multiple positions within Cambridge Healthtech Institute’s stable of publications. Sullivan was formerly senior technology editor for the pharmaceutical discovery and development magazine Pharma DD. Prior to that she was senior editor for CHI’s Insight Pharma Reports, which evaluate salient issues in the pharmaceutical technology, business, and therapy markets. Sullivan is a board-certified editor through the American Society of Clinical Oncology’s Journal of Clinical Oncology.

Editorial contact: lsullivan17@comcast.net
eCliniqua

Innovative management in clinical trials

Published 3x per month, eCliniqua provides authoritative news, views, and insights on management challenges related to innovative clinical research management and 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 and 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, delivered to 27,000 permission based subscribers.

Advertising space available:

- **Premium Banner:** 468 x 60
- **Skyscraper:** 150 x 800 or 120 x 600
- **Standard Banner:** 468 x 60
- **Button:** 150 x 150 or 125 x 125

About the publisher & editorial advisor:

Ken Getz is the founder and chairman of Ciscrp, a non-profit organization and a senior research fellow at the Tufts Center for the Study of Drug Development at Tufts University. He is also a minority owner of several ventures and the founder and former CEO of CenterWatch, one of two businesses that he has sold. He is a published author of numerous articles and books and a well-known speaker at conferences and programs.

Contributing writers:

Deborah Borfitz (dborfitz@bellsouth.net)

Ann Neuer (aneuer@cinci.rr.com)

Advertise classified job opportunities in eCliniqua. Contact your account manager for further details.
From Predictive Biology to Personalized Medicine

Systems Biology
Tools, strategies, & companies driving integrative biology

Published monthly, Systems Biology—one-of-a-kind eNewsletter—provides news on companies and organizations delivering systems, in silico biology products and services, and their strategies for success. It also covers the efforts and attitudes of biopharmaceutical companies to adopt and implement systems biology technologies and approaches. The eNewsletter covers relevant regulatory agency activities and to a lesser degree, relevant academic activities. Specific topics covered include, pathway analysis software, data text mining tools, HTS and cell-based assays, computational modeling languages and techniques, databases, and research collaboration activities.

Every issue, delivered to 27,000 permission based subscribers.

The term, Systems Biology, is an approach to drug discovery & development that emphasizes the identification of the key components in a particular biological system—often a pathway relevant to disease—and determining how those components interact to produce disease or a normal state. The pathways can be large, complex, and informed by a variety of data types (genomic, proteomic, biochemical, etc.). The information is used to identify and prioritize targets and lead compounds, and to develop useful biomarkers.

About the editor:
John Russell is executive editor of Bio-IT World and one of its 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 for the past two years.

Editorial contact: jrussell@healthtech.com

Advertising space available:

- Premium Banner: 468 x 60
- Skyscraper: 150 x 800 or 120 x 600
- Standard Banner & Anchor: 468 x 60
- Button: 150 x 150 or 125 x 125

Advertise classified job opportunities in Systems Biology. Contact your account manager for further details.
Inside IT

A look at key IT technology and product trends for the life sciences

Published monthly, Inside IT covers the latest news and trends from the world of information technology—including products, personnel, and industry standards—as they pertain to the life sciences. Topics covered include, high performance computing, grid computing, storage infrastructure, networking technologies, IT industry standards, web services, and other related industry topics. Every issue, delivered to 30,000 permission based subscribers.

Advertising space available:

- **Premium Banner:** 468 x 60
- **Skyscraper:** 150 x 800 or 120 x 600
- **Standard Banner & Anchor:** 468 x 60
- **Button:** 150 x 150 or 125 x 125

Advertise classified job opportunities in Inside IT. Contact your account manager for further details.

About the editor:

eNewsletters

Materials Deadline

eNewsletter Sponsorship

Creative is due 3 days prior to eNewsletter issue date.

Creative Specifications

eNewsletter Sponsorship

Premium, Standard, and Anchor Position:
Ad must be submitted in one of three formats:
1. Banner: 468x60 pixel .gif or .jpg banner. Animation is accepted only in .gif – no flash or other animation. File must be no more than 40K;
2. Or Text: Text of no more than 40 words;
3. Or Logo & Text: High resolution logo of no more than 150x60 pixels in .gif or .jpg format plus no more than 30 words of text. Hyperlinks are encouraged.

Button: 150x150 or 125x125, .jpg or .gif; or no more than 15 words. Animated supported in .gif only. No flash or other animation accepted. File must be no more than 10K max.

Skyscraper: 150x800 or 120x600 banner, .jpg or .gif only. Animation is supported in .gif only. No flash or other animation accepted. File must be no more than 40K.

[Note: IFrame tags are not recommended as 50% of all e-mail browsers do not support it. Should you choose to submit this format, you will 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.
Gain Visibility Online

Cambridge Healthtech Media Group offers you the opportunity to reach a more target 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 1.5 million total 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.

Ads can be purchased to rotate throughout the entire site (run of site), or target a specific section or page, like the home page. Ad space is available on:

- www.bio-itworld.com
- www.pharmaweek.com
- www.digitalhcp.com

**Online ad space available:**
- Premium banner: 468 x 60
- Skyscraper: 150 x 800 or 120 x 600
- Interactive Messaging Unit: 336 x 280
- Lead Link: 60 characters

Contact your account manager to build a powerful integrated program including online exposure to your targeted audience.

Resource Centers

Resource Centers 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, links, etc.) 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.
Generate Leads with Every Download

“Briefing On” Series:

Cambridge Healthtech Media Group’s award-winning editors have assembled a rich collection of briefings containing authoritative articles around a series of topics critical to our subscriber’s work in the life sciences. The “Briefing On” packages are hosted on www.bio-itworld.com for subscribers to download. When prospective customers download the information set, all contact information and lead qualification questions are collected and provided electronically by Cambridge Healthtech Media Group. We actively promote the availability of the sponsored briefing in all areas of our web site and in all of our eNewsletters.

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

Topic Areas:

Scientific
- Systems & In Silico Biology
- Sequencing & Microarray Technologies
- Discovery Informatics Software
- Instrumentation

Technology
- eClinical Trial Technologies
- IT in the Lab
- Document & Content Management
- Collaboration & Knowledge
Featured White Paper Plus

White papers are an ideal way to educate users, position your company as an industry expert, and capture leads. Cambridge Healthtech Media Group’s white paper program includes a posting of your white paper on one of the topic-specific web sites – **Bio-IT World, Digital Healthcare & Productivity, or PharmaWeek**. The white paper is wrapped with a lead form and is aggressively promoted throughout the Cambridge Healthtech Media Group’s system of electronic media, including all of our eNewsletter titles and web sites.

We actively promote your white paper, driving awareness and download via our diverse media channels. When prospective customers download the white paper, we capture all contact information and lead qualification and provide these to you electronically. We charge on a per download basis. You pay per lead.

Contact your account manager for details and pricing information.

**Program Details**

- **Posting:** 3 months
- **Promotion:** Over 250,000 impressions through the web site and eNewsletters
- **Leads:** White papers average over 100+ leads

“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
OnDemand Events

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, government, and academia organizations.

OnDemand Webinar

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: OnDemand for two months with the option to renew.

Webcast Briefings

These highly engaging programs feature a popular Cambridge Health 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: OnDemand for two months with the option to renew.

Customers Include:

Aegis Analytical
Apple Computer
Adobe
Avaki
EMC
Hewlett Packard
InterSystems
IBM
InterSystems
LabVantage
Level 5 Networks
Medidata Solutions
PolyServe
SAS
Tripos
Waters Corporation

Infotrieve’s first experience with Bio-IT World’s lead-generation programs was through their custom produced webinar offering. Our encounter with this was so successful that we opted to follow up with their white paper lead-generation program, which was another winner. Our sales team received many quality leads from qualified prospects looking to improve productivity using effective scientific software solutions.”

IAN PALMER
Director of Marketing
Infotrieve, Inc.
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 driving sales.

Standard Podcast Program:
3 options available

1. Basic program: Includes production and 30 days hosting of a 10 minute recording within one of Cambridge Healthtech Media Group’s webcast/podcast libraries.

2. Featured Podcast: Includes production, 30 days hosting and promotion of your podcast through our web sites, newsletters and alert mailings. A minimum of 100,000 impressions are guaranteed to create added awareness for your target audience in biotech, pharma, academia, and government.

3. Featured Plus: This option adds a sales lead capture program to the above. We create a registration form that includes fields for two questions. The program guarantees a minimum of 50 leads with no cap. Leads are reported to you weekly with complete contact information.

Ideas on how to produce results from a 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’

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 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. Enhanced options are also available for extending branding and promotion.

Contact your account manager for further details and pricing information.
Web Site Sponsorship

Materials Deadline

Web Site Sponsorship

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 Sponsorship

All web banner sizes accept .gif files. Rich media accepted for 468x60 and 150x800: HTML, CGI, Shockwave, Enliven, ActiveX, Java, JavaScript, Flash, Blue Streak, Hot Media, Sound-Enabled using Real Audio.

Skyscraper: 150 x 800 or 120 x 600, 22K max file size, right-hand of all pages.

Banners: 468 x 60, 22K max file size, top of page.

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

IMU (Interactive Messaging Unit): 336x280 ad unit (25K for initial load; 50K for subsequent tabs; flash HTML, GIF, JPG, and DHTML accepted).

Production contact:

Please send all materials with URL to your account manager.
Postal and Email Subscriber Lists

Postal and Email Subscriber Lists

The Cambridge Healthtech Media Group offers a print publication—Bio-IT World Magazine—and six (6) 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:

**Bio-IT World Magazine**

**Subscriber Postal List Rentals**

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base price for postal mailing</td>
<td>$250/M</td>
</tr>
<tr>
<td>Telemarketing only</td>
<td>$325/M</td>
</tr>
<tr>
<td>Telemarketing &amp; Postal</td>
<td>$500/M</td>
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_(additional fees apply for selects, etc.)_

**Subscriber Email List Rentals**

<table>
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<tr>
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<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Base price for email</td>
<td>$250/M</td>
</tr>
<tr>
<td>Transmission fee for text</td>
<td>$100/M</td>
</tr>
<tr>
<td>Transmission fee for HTML</td>
<td>$115/M</td>
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</tbody>
</table>

_(additional fees apply for selects, etc.)_

**eNewsletter Email List Rental**

Cambridge Healthtech Media Group offers a wide variety of topic specific eNewsletter email subscriber lists. eNewsletter titles are: eCliniqua, Inside IT, Systems Biology, Bio-IT World Weekly Update, PharmaWeek, and Digital Healthcare & Productivity*.

**Subscriber Postal List Rentals**

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_(additional fees apply for selects, etc.)_

*Digital Healthcare & Productivity email subscriber list rental: $500/M

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, 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 Mike Handy, Marketing Services Manager, 781-972-5492 or mhandy@healthtech.com
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