

## Advertising & Sponsorship

### ▶ Enhance customer awareness!

BioPortfolio.com offers flexible, cost effective and highly targeted advertising. Using BioPortfolio you can:

- build your company/brand awareness
- target investors, executives and researchers in the bio/pharma sector
- achieve rapid response
- select the option which meets your needs

#### ▶ Banner advertising

You are free to choose banners, buttons or icons of any shape or size with no limit to your creativity. Innovative ideas work well and maximise click through rate. As a price guide use the standard banner sizes given below to determine the option that meets your budget.

Type	Cost per 1,000 CPM		Monthly investment (250,000 pages)	
Full Banner (468 x 60)	\$25.00	£16.00	\$5,000	£3,333
Half Banner (230 x 60)	\$16.00	£10.00	\$3,000	£2,000

BioPortfolio can tailor your exposure pro-rata across the site to meet you budget - please enquire

#### ▶ Sponsorship

Sponsorship gives you the opportunity to develop a relationship with specific segments of the BioPortfolio audience. Channels available for sponsorship include: BioVacancy, BioNews Search Engine, BioWeb Search Engine, Home page.

Through sponsorship your corporate logo/badge is continuously presented to potential customers to enhance awareness and stimulate traffic to your website.

Sponsorship of any of these Channels entitles you to a standard square badge of 120 X 60 or your logo. Prices start from \$500 per month.

#### ▶ Email sponsorship of the BioPortfolio bi-weekly bulletin

Bulletin sponsorship is a highly effective and powerful tool to get your message directly onto your customers' desktop. The BioPortfolio Bulletin is sent out bi-weekly to 30,000 individuals, all registered with BioPortfolio.

You have two options:

Sponsorship type	Description	Cost per Bulletin	
Lead Sponsor	Located in the header giving 60 words of text and a hyperlink to your website	\$499.00	£332.00
Headline Sponsor	Providing you with 30 words of text and a hyperlink to your website	\$399.00	£266.00

#### ▶ Special Bulletin promotion

BioPortfolio allows a limited number of Bulletins be sent out to our registered members exclusively on your behalf. This offers a responsive and targeted audience of potential customers and provides the practical solution to the emailing of 30,000 individuals. We recommend that you keep your email short, around 200 words, with a clear title and short link back to your website. The email is sent in HTML format and can incorporate a number of graphic images.

This promotional service is highly cost effective and immediate and gets your message into 30,000-targeted mailboxes. Set-up and circulation to 30,000 email boxes is \$1,500.

#### ▶ Interested?

Contact: sales@bioportfolio.com

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

#### ABOUT BIOPORTFOLIO

BioPortfolio Limited is a leading provider of business information products and solutions to the biotechnology sector.

The company serves millions of clients across pharmaceutical, life science and biotechnology markets with information to help generate competitive advantage.

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