



Getting your message to the life sciences industry



▶ Testimonial

BioPortfolio.com is a perfect vehicle for product introduction and audience building for the biotech, healthcare and financial communities. It is an excellent mix of hard data, research and news, and BioPortfolio attracts both high-level opinion leaders, business strategists and researchers in the life sciences arena.

After detailed research, I chose to run a program with BioPortfolio.com to build paid subscriptions for a life sciences publication launch and as a result the magazine received the highest number of responses of any stand-alone HTML email blast we tested. We saw an immediate spike in the magazine site traffic when the email was pushed, and promotional banners were rotated on the BioPortfolio.com site.

I would recommend an advertising program on the site if you want to see results and build your brand! It works.

June Sargent

CEO, DJR International, jsargent@djir-international.com

▶ Advertising on BioPortfolio.com - the gateway to the life sciences

BioPortfolio is a leading life science portal and information website with a substantial and increasing readership. BioPortfolio.com offers flexible, cost effective and highly targeted advertising to executives, researchers, investors, consultants and healthcare professionals. If your company or clients goal is to advertise products and services to the life science sector and related support industries, BioPortfolio offers the perfect internet solution.

▶ Advertising Flexibility and Control

In response to BioPortfolio's advertisers, sponsors and prospects, we have implemented an advertising software program that allows each advertiser complete control over their daily expenditure and placement of banners and text advertisements across the BioPortfolio sites. Each advertiser is provided with a username and password to access their own dedicated management area which provides details on page impressions and click thru rates.

BioPortfolio is highly ranked on Alexa.com the independent source on internet traffic - a top 50,000 website on the 1st January 2004. Although our page impressions are in excess of 320,000 per month we limit our advertisers to 50,000 page impression per month per advertising position on the site.

▶ Site Sponsorship

Have your corporate logo presented in the header page across the BioPortfolio site. Guaranteed monthly exposure in excess of 100,000 impressions. Exclusive exposure by industry sector eg Laboratory Supplier, Laboratory Hardware, Patent Agent, Accountant, Financial, Legal, Media/PR, Big Pharma and Big Biotech. 120 x120 pixels \$1,500.00 per month.

▶ Advertising formats

BioPortfolio offers a range of formats to meet your promotional needs including banner ads, "Google Type" Text Ads, Pop-up advertisements, sponsorship of our email bulletin (circulated to 44,000 registered users) and the publication of promotional web pages...

ABOUT BIOPORTFOLIO

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

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

▶ Banner Ads

We offer three core advertising positions across the BioPortfolio sites; the top; right; and bottom navigation bar. We support any type of banner including GIF's, JPEG's, "Google Type" Text Ads, HTML Banners, Flash Banners, Java applets, Rich Media Banners and third party ad agency code. Advertisers can set a daily budget and receive real-time reports on each advertisements performance. In addition advertisers can apply different weights to each advert and define a start and end date. Advertisers who require a change in size or format can be catered for at an additional cost.

Location on all pages	Image size in pixels / Characters / Web pages	Price	Maximum expenditure per month
Top	468 x 60 - Standard	\$40.00 CPM	\$2,000.00
Top	120 x 60 - Badge / logo	\$20.00 CPM	\$1,000.00
Right	120 x 600 - Skyscraper	\$50.00 CPM	\$2,500.00
Right	Text ad upto 100 characters	\$3.00 - \$5.00 CPC	\$1,000.00
Bottom	468 x 60 - Standard	\$10.00 CPM	\$ 500.00
Bottom	120 x 60 - Badge / logo	\$ 5.00 CPM	\$ 250.00
Pop-up	400 x 400	\$75.00 CPM	\$3,750.00
Web pages	300 words plus images per dedicated web page	\$75.00 per page + \$3.00 - \$5.00 CPC	

▶ Email 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 weekly to 44,000 registered professionals.

Sponsor type	Description	Cost per Bulletin
Lead Sponsor	Located in the header giving 60 words of text or banner ad (468x60) and a hyperlink to your website	\$499.00
Headline Sponsor	Providing you with 30 words of text or banner ad (468x60) and a hyperlink to your website	\$399.00
Special	Exclusive to your organisation - 200 words plus 3 images and a hyperlink to your website	\$1500.00

▶ Publication of promotional web pages

BioPortfolio is highly ranked on the main search engines and is regularly visited by the search engine spiders. We recommend to our advertisers that they commission the publication of between one and five web pages on BioPortfolio to ensure that their products and services appear in high ranking positions on Google and other search engines. BioPortfolio makes a charge of \$75.00 per web page and a \$3.00-\$5.00 CPC for each click thru to the advertiser's website.

▶ Integrated programs for the best result!

BioPortfolio encourages advertisers to apply a combination of advertising formats to ensure the optimum results. Through BioPortfolio's advertising management software each advertiser can readily control expenditure and monitor performance. For advertising sales and sponsorship opportunities - contact

Peter Barfoot - peter.barfoot@bioportfolio.com (UK/Europe/Asia) or
Susan Werner (415) 441-2762 - susan.werner@bioportfolio.com (USA).

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Media Pack Site Statistics page 3 of 5



Targeted and increasing life sciences audience!

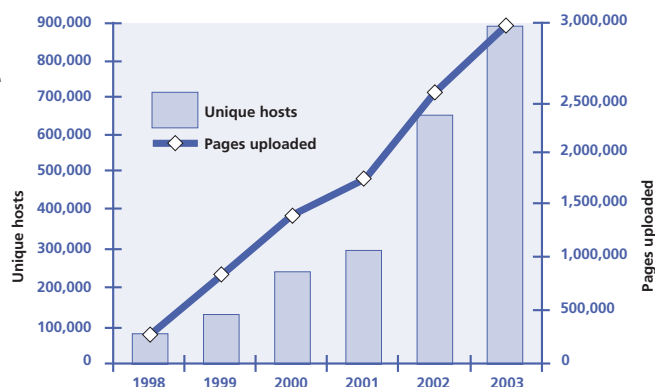
Researchers and executives from more than 75,000 different organisations upload more than 320,000 pages each month. These users are predominantly active in the commercial bio/pharma sector and public research organisations. In addition, the site is regularly visited by investment institutions, health care professionals and associated service sector organisations, which use BioPortfolio's news, equities, directories and alert services to keep up-to-date with developments in the life science industries.



Traffic statistics

Growth in site traffic has been substantial over the 1998 to 2003 period, having risen to 900,000 unique hosts uploading 2.9 million pages in 2003. Traffic is projected to continue to increase at an accelerating rate in 2004 with the recent launch of the BioWeb and BioNews search engines, BioWatch & BioNews Monitoring Service, BioNewsCast, BioSupplies, BioProducts and enhanced Bio-Career service.

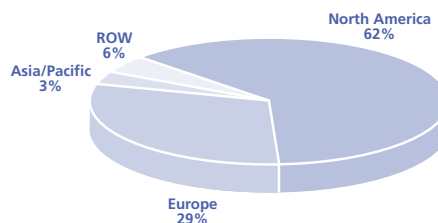
Figure 1. BioPortfolio traffic statistics (1998-2003)



Global demographics

BioPortfolio's site traffic reflects the importance of the major global pharmaceutical and biotechnology markets. North America accounting for 62%, Europe 29%, Asia/Pacific Region 3% and the Rest of World 9% of our visitors.

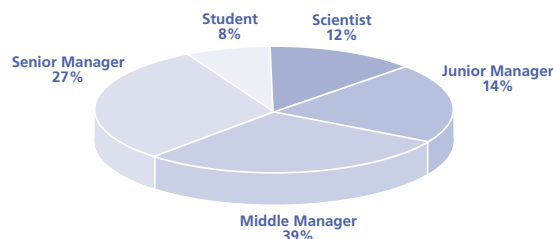
Figure 2. Geographic breakdown (March 2003)



Targeting the right people - Job function

In March 2003 the majority of our users were Senior and Middle Managers, 27% and 39% respectively. Senior Managers include CEO/CFO/President/Vice President/Managing Director and Middle Managers; Consultants, Sales Managers, Business Development Managers and Project Managers. Junior Managers represent 14%, Scientist 12% and Students 8%.

Figure 3. Job Function (March 2003)



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The Motley Fool

"We recently promoted our Motley Fool Biotech Investing Seminar through BioPortfolio. We found a responsive, targeted group of attractive customers, and a solid partner in BioPortfolio who was eager and responsive."

Tim Gallagher, Business Development, The Motley Fool, USA.



Interested?

Contact: peter.barfoot@bioportfolio.com

Media Pack Order Form page 4 of 5



Fax an order through

Yes! I would like to order the following banner advertising space:

Location	Image size in pixels / Characters / Web pages	Price	Maximum expenditure per month
Top	468 x 60	\$40.00 CPM	<input type="text"/>
Top	120 x 60	\$20.00 CPM	<input type="text"/>
Right	120 x 600	\$50.00 CPM	<input type="text"/>
Right	Text ad upto 100 characters	\$3.00 - \$5.00 CPC	<input type="text"/>
Bottom	468 x 60	\$10.00 CPM	<input type="text"/>
Bottom	120 x 60	\$ 5.00 CPM	<input type="text"/>
Pop-up	400 x 400	\$75.00 CPM	<input type="text"/>
Web pages	300 words plus images per dedicated web page	\$75.00 per page + \$3.00 - \$5.00 CPC	<input type="text"/>

Yes! I would like to order the following sponsorship space in the email bulletin sent to 43,000 email addresses:

Sponsor type	Cost per Bulletin A	Number of Bulletins B	Expenditure A x B
Lead Sponsor	£300.00/ \$499.00	<input type="text"/>	<input type="text"/>
Headline Sponsor	£250.00/ \$399.00	<input type="text"/>	<input type="text"/>
Exclusive	£900.00/\$1500.00	<input type="text"/>	<input type="text"/>

Yes! I would like to sponsor the BioPortfolio site at \$1,500.00 per month.



HOW TO PAY

- I enclose a cheque made payable to BioPortfolio Limited for \$/£
- Please invoice me. Your membership will commence on payment.

Signature:

Date:

By signing this order form you agree to the Terms and Conditions published on www.bioportfolio.com

Contact name:	Position:
Organisation name:	Address:
City:	State:
Zip/Postcode:	Country:
Telephone:	Fax:
Email:	Website:



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Standard Terms and Conditions of Advertising Acceptance



For the purpose of the conditions set out below, the term “Advertiser” shall refer to the Advertising Organisation or his Agent, whichever is the principal. The term “Advertisement” shall refer to all paid communications, including banner advertisements, sponsor badges/logos/adverts, and email sponsorship messages. These Standard Terms and Conditions are additional to BioPortfolio standard terms and condition set out at www.bioportfolio.com/policies/agreemen.htm.

1. These conditions shall apply to all Advertisements accepted for publication on any website managed, published or associated with BioPortfolio Limited.
2. All Advertisements are accepted subject to the BioPortfolio's approval of the copy and to space being available in the location(s) required.
3. BioPortfolio reserves the right to omit or suspend an Advertisement at any time for good reason, in which case no claim on the part of any Advertiser for damages or breach of contract shall be accepted. Should an Advertisement not appear due to the act or default of the Advertiser, then the space reserved for the Advertisement shall be paid for in full, notwithstanding that the Advertisement has not appeared.
4. Every care is taken to avoid mistakes but BioPortfolio cannot accept liability for any errors due to third parties, subcontractors, or inaccurate or ambiguous copy instructions.
5. The Advertiser warrants that the Advertisement does not contravene any Act of Parliament in the UK, or in any other country, nor is it in any other way illegal or defamatory, or an infringement of any other party's rights, or an infringement of the British Code of Advertising Practice.
6. If any claim arises against BioPortfolio as a result of an Advertisement, the Advertiser will be fully liable to indemnify BioPortfolio.
7. Advertisement rates may be revised at any time. Orders are accepted on the condition that the price binds BioPortfolio only in respect of the existing order. In the event of a rate increase, the Advertiser will have the option to cancel a future order without surcharge, or continue the order at the revised advertisement rates.
8. If the Advertiser cancels the balance of a contract, except in the circumstances set out in Clause 7 above, then BioPortfolio has the right to surcharge previous advertisements in the series where a series discount had been applied.
9. Series discounts apply only to orders placed in advance and completed within one year of the date of first insertion. BioPortfolio reserves the right to surcharge in the event of insertions not being completed within the contractual period.
10. A Purchase Order number must accompany all orders. BioPortfolio standard credit terms are strictly fourteen days from date of invoice. BioPortfolio reserves the right to charge interest on monies outstanding after this date at 4% (four per cent) over the Barclays Bank minimum lending rate, to be charged monthly. Unpaid accounts referred to a third party for recovery will incur collection costs.
11. Charges may be made to the Advertiser where the Editors are involved in extra production work owing to acts or defaults of the Advertiser.
12. BioPortfolio must receive cancellation or suspension of an advertisement in writing in accordance with the advertising rate card cancellation terms. Cancellations received without sufficient notice will be charged in full.
13. The Advertiser must supply copy without application from BioPortfolio. If copy instructions are not received by the agreed copy date BioPortfolio reserves the right to repeat the most appropriate copy.
14. Advertisers' property, artwork etc are held at owners' risk and should be insured by them against loss or damage from whatever cause. BioPortfolio reserves the right to destroy all artwork, which has been in his custody for three months from the date of its last appearance.
15. These conditions and all other express terms of contract shall be governed and construed in accordance with the laws of England.

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