

The Scientist | Online

MEDIA KIT 2007

MULTIMEDIA OPPORTUNITIES

The-Scientist.com has a variety of technologies, positions and sponsorships designed to deliver your message as efficiently and effectively as possible.

TARGETED E-MAIL CAMPAIGNS »

Drive your message directly to thousands of life science professionals. Sponsorship opportunities include The-Scientist.com's Daily News E-mail and monthly Table of Contents E-mail. Or deliver your text or HTML E-mails to an audience of your choice: target by area of work, geography, job title, techniques used and more.

CUSTOM MULTIMEDIA SOLUTIONS»

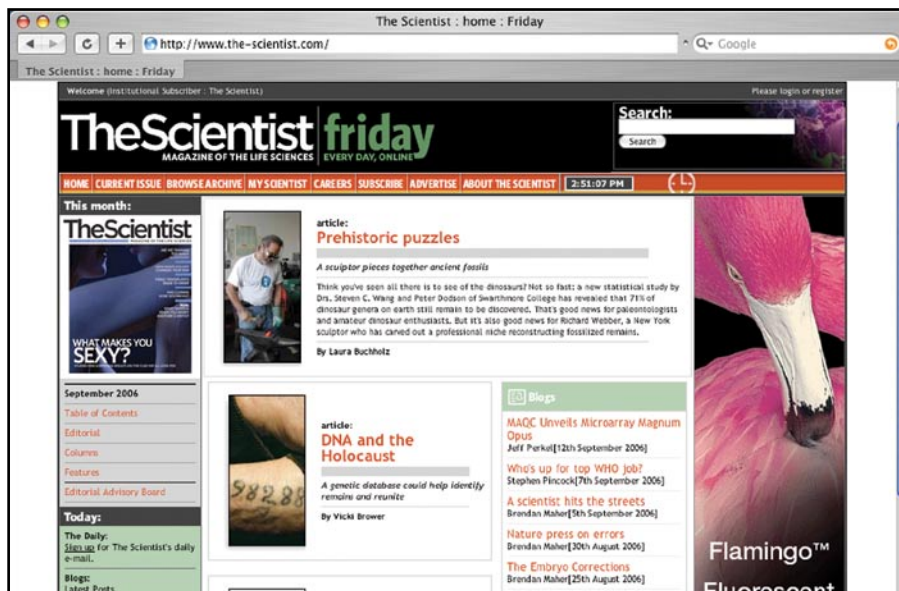
Use the distribution network of The-Scientist.com to host your multimedia marketing material. Let us deliver your Podcasts, Videos, Slideshows, Product Demonstrations and more to our community of life science professionals.

PODCASTS » Podcasts allow you to reach consumers over the Web and through personal listening devices, with tremendous frequency and cost effectiveness. Sponsorships of our weekly Podcasts include a tile image and a short message integrated into the presentation. Podcast sponsorships are available on a weekly or monthly basis. Additionally, individual ads can be purchased on a per broadcast basis.

BLOGS » Blogs drive tremendous amounts of traffic to pages on topics ranging from research breakthroughs to careers, conference reviews to scientific commentary, and more. Sponsor an existing blog or series of blogs with a banner wrap, or launch your own blog, hosted on The-Scientist.com.

SLIDESHOWS » Combine audio narrative with a series of still images to create a powerful, interactive advertising piece that is ideal for step-by-step demonstrations of your products or services.

VIDEOS » Video is one of the most powerful tools available for communicating product information. Use The-Scientist.com's video capabilities to promote new product lines, conduct demonstrations, brand your images and more.



Reach. Segmentation. Technology.

REACH

The-Scientist.com provides a powerful vehicle for your marketing message. Our online community includes 400,000 registered users and 166,000 monthly visitors. In total we serve more than 355,000 pageviews per month.

Many of these users come from over 500 prestigious research centers worldwide: centers of excellence such as Novartis Pharmaceuticals, Genentech, MIT, Amgen, Harvard, and The National Academy of Sciences.

In addition to our registered users and online subscribers, The-Scientist.com has one of the most extensive opt-in networks in the industry. We serve 140,000 third-party direct E-mails, 55,000 Daily News E-mails, and 225,000 monthly content alert notices (eTOCs).

SEGMENTATION

The-Scientist.com's online reach is complemented by the detailed profiles of our registered users and subscribers. This allows us to deliver precisely targeted messages that will provide you with the best possible results for your campaign.

The depth of our online community enables us to apply precise demographic segmentation to all of our web advertising products, allowing you to target by geographic location, keywords, domain names, job titles, techniques used and more.

TECHNOLOGY

At The-Scientist.com we are building a sense of community and interactivity. Our blogs, podcasts, slideshows, videos and discussion forums have developed a consistent following. With sponsorship and branding opportunities, both in the form of stand alone advertising pieces or as adjuncts to editorial content, we offer unique opportunities to convert our audience to your next customer.

Your customers are turning more and more to the web for product information. Let us custom design a comprehensive multimedia branding package that showcases your company and your products to the life sciences community. To customize an online marketing plan with The-Scientist.com to your specific objectives and needs, talk to your The Scientist sales representative today.

adsales@the-scientist.com

The Scientist Online Community

Online Readership

Total Number of Registered Users	400,000
Average Monthly Visitors	166,000
Average Monthly Page Views	355,000

Online Opt-In Reach

Total Number of Daily News E-mail Recipients	55,000
Total Number of Monthly eTOC Recipients	225,000
Total Number of Third-Party E-mail Recipients	140,000

Create the perfect targeting mix for your next E-mail campaign. Use the following third-party opt-in list to determine the segments of The Scientist's audience that are best suited to receive your message. Select your message recipients by Area of Work, Job Title/Position, Type of Institution, Geography, Techniques Used and more.

Examples of Areas of Work

- Biochemistry
- Bioinformatics
- Biophysics
- Biotechnology
- Cancer
- Cell Biology
- Chemical Biology
- Chemistry
- Clinical Research
- Developmental Biology
- Drug Discovery
- Ecology
- Evolutionary Biology
- Genetics
- Genomics
- Immunology
- Infectious Diseases
- Microbiology
- Molecular Biology
- Neuroscience
- Pathology
- Pharmacology
- Physiology
- Plant Biology
- Stem Cells
- Structural Biology
- Systems Biology
- Toxicology

Examples of Job Title/Position

- Senior Researcher (Lab Director, Manager, Principal Investigator)
- Researcher, Lab Scientist, Postdoc
- Product/Project Manager
- University Teacher/Researcher
- Graduate Student
- Medical/Clinical Professional
- Technician/Assistant

Types of Institution

- Commercial/Industrial
- Academic
- Hospital
- Private
- Government

Examples of Geography

Americas

- Argentina
- Brazil
- Canada
- Mexico
- United States of America

Europe

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Italy
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom

Asia/Pacific Rim

- Australia
- China
- Hong Kong
- India
- Japan
- Korea
- Malaysia
- New Zealand
- Philippines
- Singapore
- Taiwan
- Thailand

Middle East/Africa:

- Israel
- South Africa

Examples of Techniques Used

- Antibody Preparation
- Antibody Reagents
- Biochemicals/Reagents
- Books/Journals/Information Services
- Carbohydrate/Glycoprotein Methods
- Cell Adhesion/Motility
- Cell Culture/Tissue Culture
- Cell Cycle
- Cell Death
- Cell Signaling
- Chromatography/HPLC
- Computer Hardware/Software
- Cytogenetics
- DNA Technology
- DNA-Protein Interaction
- Drug Discovery
- Electrophoresis
- Fluorescence/Luminescence
- Gel Imaging
- General Laboratory Equipment
- Genetic Analysis
- High Throughput Screening
- Histology Techniques
- Immunofluorescence/Immunocytochemistry
- Laboratory Disposables
- Mass Spectroscopy
- Microarrays
- Microbiological Methods
- Microscopy
- Oligonucleotides
- PCR Methods
- Protein Analysis/Extraction
- Proteomics
- Radiochemicals/Radiography
- RNA Technology
- Separation Techniques
- Stem Cells
- Transgenics
- X-ray Crystallography

Need to Hire Top Talent?

Inquire about The Scientist Careers third-party opt-in list of potential applicants and active jobseekers at Careers@the-scientist.com

adsales@the-scientist.com
215-351-1660 ext. 3021

The-Scientist.com - 2007 Rate Card

At The-Scientist.com we can customize and implement an online campaign of any scale and budget. We offer hundreds of thousands of visitors each month, cutting-edge tools for delivering your message, unique placements and superior service. Our online programs can be custom built and targeted to help you achieve your goals.

Multimedia Opportunities

The-Scientist.com has a variety of technologies, positions and sponsorships designed to deliver your message as efficiently and effectively as possible.

Custom Multimedia Solutions

Use our distribution network to host your multimedia marketing material. Let us deliver your Podcasts, Videos, Slideshows, Product Demonstrations and more to our community of life science professionals.

**Pricing varies per product;
ask your representative for more details.**

Podcasts

Sponsorships of our weekly Podcast include a tile image and a short message integrated into the presentation and are available on a weekly or monthly basis. Individual ads can be purchased on a per broadcast basis.

**Exclusive Sponsor: \$1,250 per weekly episode
\$3,995 for a monthly sponsorship of all episodes
Individual Ads: \$500 per weekly episode**

Blogs

Sponsor an existing blog or series of blogs with a banner wrap, or launch your own blog, hosted on The-Scientist.com.

For pricing, see "Sponsored Banner Wrap," at right.

Slideshows

Combine audio narrative with a series of still images to create a powerful, interactive advertising piece that is ideal for step-by-step demonstrations of your product or service.

\$3,000 for 60 Days*

Videos

Use The-Scientist.com's video capabilities to promote new product lines, conduct demonstrations, brand your images and more.

\$5,000 for 60 Days*

Targeted E-mail Advertising Options

E-mail Type	Description	Price
Daily News E-mail	Sponsor The-Scientist.com's Daily News E-mails with a banner wrap. Exclusive sponsorship occurs for five consecutive business days.	\$5,500/ Wk
Monthly eTOC	Sponsor The-Scientist.com's electronic Table-of-Contents with a banner wrap. Our eTOC is distributed each month. Recipients can be targeted by area of work, geography, job title, techniques used and more.	\$200/CPM
Direct E-mail	Deliver your custom designed text or HTML E-mails to the audience of your choice. Target recipients by area of work, geography, job title, techniques used and more.	\$375/CPM + \$10/CPM Selection Fee
List Creation	Create your own dedicated list! Have The-Scientist.com registered users opt-in to receive your custom messages. Contact your sales representative for more details.	

Impression Based Advertising Options

Ad Type	Dimension	Price
Banners	468 x 60	\$ 25/CPM
Skyscrapers	160 x 600	\$ 35/CPM

Sponsored Banner Wrap

Control horizontal and vertical advertising space on any page or set of pages. Package includes top and bottom banners and a skyscraper ad on each page. Select ad positions by keywords and impression counts to ensure a sizable and targeted viewership for your ads: **\$45/CPM**

*Production assistance is available. Contact your representative for more details.

**adsales@the-scientist.com
215-351-1660 ext. 3021**

The Scientist Online Advertising Specifications

Impression Based Advertising Options

Ad Type	Dimension	Max File Size
Banners	468 x 60	25K
Skyscrapers	160 x 600	30K

- Artwork and target URL's are due one week prior to launch of campaign
- Artwork should be provided in either GIF or JPG format
- Flash is accepted

Targeted E-mail Advertising Specifications

Sponsored E-mail (Daily News and eTOC)

- Sponsorship of The-Scientist.com's Daily News E-mail and our monthly eTOC include a top and bottom banner and a skyscraper ad.

Direct E-mail

- Your text or HTML E-mail material and target recipient selections are due one week prior to launch of campaign.
- Do not include any executable code, JavaScript, ActiveX, etc.
- Please do not attach any images. The Scientist will not host images. Point to image files on an external website.

Slideshow Specifications

Distribution ready slideshows should be provided in Flash format.

Slideshow Images

- Maximum slideshow image size is 640 x 480.
- Acceptable image formats include GIF, JPG and PNG.

Slideshow Audio

- Should be delivered as a 320 kb per second MP3 or WAV file.
- If the slideshow is a complete version, delivery is required 5 days prior to the launch of campaign.
- If slideshow assembly is required, materials must be delivered 10 days prior to the launch of campaign.

* Voiceover and production assistance are available for an additional fee.

Video Specifications

- Videos should be delivered in WMV or QuickTime format.
- Delivery is required 14 days prior to launch of campaign.

Podcast Sponsorships Specifications

Podcast Image

- Tile (250 x 250) maximum file size is 25K.
- Artwork should be provided in either GIF or JPG format
- Artwork and target URL's are due one week prior to launch of Podcast sponsorship

Podcast Audio

- Title sponsorships are 15-20 seconds in length and appear at the opening and closing of the Podcast
- In program advertisements are 10-15 seconds length.
- Final script for voiceover recording is due to The Scientist 10 days prior to broadcast.

Banner Wrap Specification

- Control horizontal and vertical advertising space on any page, set of pages or targeted E-mail.
- Banner wrap package includes top and bottom banners and a skyscraper ad. Banner and skyscraper dimensions and file size limitations are at left.

Wrap Sample - Monthly eTOC

The Scientist
MAGAZINE OF THE LIFE SCIENCES
HOME | SUBSCRIBE | Issue Date: July 2006

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Be a better Researcher.

top story:
Proteins by Design
New functional proteins are being built on advances in modeling and structure prediction.
By David Baker

articles:
Proteomics in the kitchen.
By Jeffrey M. Parise
The Chief of Bioethics.
Why the fact that bioethics is difficult to explain is a positive development.
By Glenn McGee
The Network Within.
Ilya Shmulevich brings creative computation to deciphering gene regulation.
By Melissa Lee Phillips
Scientist to Watch.
Katherine Fitzgerald: Waiting, but not in vain.
By Ishani Ganguli

A Complementary Pathway.
How one group of researchers brought a scientific idea to the clinic for a rare disease.
By Ishani Ganguli
Living Batteries.
Using sugars, sludge, and the sea floor, can bacteria power the next green-energy alternative?
By Jack Lucantoni
PLoS University of Massachusetts distinguished professor David Lovin envisions the future for algal biofuels.

Be a better Researcher.

Wrap Sample - Daily News E-mail

The Scientist | daily
MAGAZINE OF THE LIFE SCIENCES
HOME | SUBSCRIBE | September 19, 2006

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Scientists Publish your work in PLoS one submit today
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news:
UK stem cell bank to begin distribution
An initial six cell lines will soon be ready for withdrawal.
Britain's groundbreaking stem cell bank is less than two weeks away from announcing its readiness to begin distributing embryonic cell lines. Its chief executive Guy Stanley said on Tuesday.
By Stephen Pincock

articles:
Transplants Made to Order
Tissue engineering tackles its most formidable challenge - mimicking nature.
By Gordana Vujack-Novakovic

PLoS
Open Access 2.0

Questions and Customer Service

For questions regarding the sending and receipt of your materials, please contact the Ad Traffic Coordinator at (215) 351-1660 ext. 3034 or via E-mail at ads@the-scientist.com.

adsales@the-scientist.com
215-351-1660 ext. 3021

