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).

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 customize 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
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 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.

Targeted E-mail Advertising Options

<table>
<thead>
<tr>
<th>E-mail Type</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily News E-mail</td>
<td>Sponsor The-Scientist.com's Daily News E-mails with a banner wrap. Exclusive sponsorship occurs for five consecutive business days.</td>
<td>$5,500/ Wk</td>
</tr>
<tr>
<td>Monthly eTOC</td>
<td>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.</td>
<td>$200/CPM</td>
</tr>
<tr>
<td>Direct E-mail</td>
<td>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.</td>
<td>$375/CPM + $10/CPM Selection Fee</td>
</tr>
<tr>
<td>List Creation</td>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

Impression Based Advertising Options

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimension</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td>468 x 60</td>
<td>$ 25/CPM</td>
</tr>
<tr>
<td>Skyscrapers</td>
<td>160 x 600</td>
<td>$ 35/CPM</td>
</tr>
</tbody>
</table>

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

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

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*

*B 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

<table>
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<tr>
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<th>Max File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td>468 x 60</td>
<td>25K</td>
</tr>
<tr>
<td>Skyscrapers</td>
<td>160 x 600</td>
<td>30K</td>
</tr>
</tbody>
</table>

- 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 as left.

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.