

# Supplier Marketing Services

Scientist.com is the healthcare industry's largest preclinical research services platform, operating more than 100 marketplaces that connect pharma and biotech researchers to a network of over 4,000 pre-contracted CROs and other laboratory suppliers. In 2020, Scientist.com introduced a paid marketing program that enables registered suppliers to directly market their services to tens of thousands of potential customers through paid advertising, digital media such as webinar and podcasts, sponsored eblasts and more.

## ANNUAL PARTNERSHIPS

Create a customized mix of advertising by purchasing an annual partnership. All partnerships are less expensive than buying a la carte items individually, apply across channels over a 12-month period and may be used toward subscription plans.

Package	Cost	Bonus	Total Spend Value
Bronze Partnership	\$20,000	\$1,750	\$21,750
Silver Partnership	\$30,000	\$4,000	\$34,000
Gold Partnership	\$40,000	\$7,500	\$47,500
Platinum Partnership	\$50,000	\$11,500	\$61,500

## SUBSCRIPTION PLANS

Every registered Scientist.com supplier has our Basic plan. Our Plus, Premium and Elite plans offer additional features that help you find new customers, expand within existing clients, efficiently manage your sales process and build your digital reputation.

	BASIC FREE	PLUS \$499/mo	PREMIUM \$899/mo	ELITE \$1,499/mo
Customers	X	X	X	X
Purchasing Platform	X	X	X	X
Digital Profile	X	X	X	X
Proposal Templates	X	X	X	X
Request Routing	X	X	X	X
Homepage Ad		3 marketplaces/mo	5 marketplaces/mo	7 marketplaces/mo
Request Analytics		X	X	X
Digital Report			X	X
Sponsored Blog			1 annually	2 annually
Events Newsletter Ad			1 annually	2 annually
Innov8 Newsletter Ad				1 annually
CRM Integration				X

## A LA CARTE MARKETING SERVICES

### Webinars & Digital Media Services

- **Webinar Production and Promotion** – 60 min. live webinar broadcast. Up to 3 presenters; includes technical check, event moderation, registration page, polls, survey, audience Q&A, on-demand content gating (3 mos.), webinar recording, podcast take-down, tailored marketing campaign, complete registrant and data report.
- **Podcast Production and Promotion** – 15-minute episode published on ShareScience podcast channel. Includes session planning, script support, live host, editing and tailored marketing campaign via one channel
- **Tech-Cast Video** – 15-minute video presentation recording. Includes up to 2 presenters, session planning, recording, editing, publishing and tailored promotion.
- **Expert Interview Video & Blog** – Live interview with an industry expert. Includes professionally written blog, up to 8 video clips, production, host, script, editing and text transcript.
- **Virtual Poster and Production** – 15-minute video presentation recording. Includes one presenter, session planning, recording, editing, publishing and tailored promotion.

### Virtual Summits

- **1/2 Day Event\*** – Event production, up to 3 hosted sessions, onboarding/support for up to 6 presenters, on-demand content gating (three mos.).
- **Full Day Event\*** – Event production, up to 3 hosted sessions, onboarding/support for up to 6 presenters, on-demand content gating (3 mos.).

\*Breakout Rooms, Certification & Reporting Capabilities and Event Promotion are also available.

### Newsletter, Sponsored Content and Website Advertising on Scientist.com

- **Homepage Ad** – 100 x 100px; various marketplace placement options available
- **Newsletter Banner Ad** – 1200 x 350px; per newsletter issue
- **Events Newsletter Listing** – 1 image; per newsletter issue
- **Events Newsletter Banner Ad** – 100 x 100px; per newsletter issue
- **Sponsored eblast** – 1 message in HTML or Word per eblast sent to a targeted list
- **Co-branded Press Release** – US and EU distribution via Business Wire
- **Sponsored Blog and Promotion** – Includes editing, co-authoring, layout and promotion via email and newsletter
- **Supplier Carousel** – Company logo rotates every month on a Scientist.com webpage

### Newsletter, Sponsored Content and Website Advertising on HealthEconomics.Com\*

- **Newsletter Banner Ad** – 728 x 90px; per newsletter issue
- **Sponsored eblast** – 1 message in HTML or Word per eblast sent to a targeted list
- **Custom Blog and Promotion** – Includes editing, co-authoring, layout and promotion via email and newsletter
- **Social Media Posts** – 10 posts included

\*Various homepage placement and size options available. Please enquire to confirm advertisement size and display specifications.

### Sponsored Content and Eblasts on InsideScientific

- **White Papers/ Scientific Article** – Original content either written or co-written by our in-house scientific writers
- **Sponsored eblast** – 1 message in HTML or Word
- **Sponsored Blog and Promotion** – Includes editing, co-authoring, layout and promotion via email and newsletter

**Contact: [marketing@scientist.com](mailto:marketing@scientist.com)**