

## Marketing Services Rate Card

### Scientist.com Supplier Subscriptions

Subscription Packages are exclusively available to registered Suppliers on Scientist.com.

| Plan   | Monthly | 6-Month | Annual   |
|--|---------|---------|----------|
| Supplier Subscription Essential Plan<br>*Newsletter ad only available with at least annual commitment          | \$399   | \$2,394 | \$4,788  |
| Supplier Subscription Plus Plan<br>*Newsletter ad only available with at least 6 month commitment              | \$599   | \$3,594 | \$7,188  |
| Supplier Subscription Premium Plan<br>*Newsletter ad and Sponsored blog only available with 6 month commitment | \$1,099 | \$6,594 | \$13,188 |
| Supplier Subscription Elite Plan<br>*Elite must be purchased annually  | N/A     | NA      | \$27,588 |

### A la Carte Marketing Services

The following services can be purchased individually, in bundles, or selected as a service within an Annual Marketing Partnership (AMP).

### Webinars & Digital Media Services

| Service  | Cost           |
|--|----------------|
| PRO Webinar Production and Promotion   | \$16,500       |
| Virtual Demo Production and Promotion (live broadcast only; no on-demand archive)    | \$7,000        |
| Video Interview Production and Promotion (15 min. Inquire about additional run time) | \$6,000        |
| Podcast Interview and Promotion  | \$4,500        |
| Cutting Edge Conversations (Collaborative Webinar Panel)                             | \$7,000        |
| Virtual Event, Summit or Mini-Series   | Please Inquire |

### PRO Webinar Packs

| Quantity | Unit Price | Total     |
|----------|------------|-----------|
| 3-Pack   | \$13,500   | \$40,500  |
| 6-Pack   | \$12,417   | \$74,500  |
| 10-Pack  | \$10,500   | \$105,000 |

## Content & Advertising Services

| Channel   | Description  | Cost                               |
|---|--|------------------------------------|
| Scientist.com   | Newsletter Banner Ad – per newsletter issue (Innov8, Events or Compliance) | \$3,000                            |
|   | Events Newsletter Listing – per newsletter issue                           | \$1,500                            |
|   | Dedicated Eblast   | \$10,000                           |
|   | Survey Eblast  | \$12,500                           |
|   | Targeted Eblast  | \$7,000                            |
|   | Co-Branded Press Release – targeted distribution                           | \$2,500                            |
|   | Co-Branded Press Release – full distribution                               | \$5,000                            |
|   | Sponsored Blog + Promotion   | \$3,000                            |
|   | InsideScientific.com   | Homepage Banner Ad Set - per month |
| Leaderboard Banner Ad (ROS) -per month                |  | \$1,500                            |
| Sidebar Banner Ad (ROS) – per month                   |  | \$1,500                            |
| Industry Blog with Newsletter Promotion               |  | \$3,000                            |
| Written Interview with Newsletter Promotion           |  | \$3,000                            |
| Original Science News Sponsorship                     |  | \$4,500                            |
| Dedicated Content Eblast                              |  | \$6,000                            |
| Upcoming (customer hosted) Event Indexing & Promotion |  | \$3,600                            |
| HealthEconomics.com                                   | Welcome Ad – per week  | \$2,500                            |
|   | Leaderboard Banner Ad – per month  | \$3,000                            |
|   | Sidebar Ad – per month   | \$2,500                            |
|   | Handpicked Highlight Ad - per week   | \$1,000                            |
|   | Newsletter Spotlight Ad - per newsletter                                   | \$750                              |
|   | Newsletter Banner Ad – per newsletter                                      | \$2,500                            |
|   | Sponsored Eblast   | \$6,000                            |
|   | Custom Blog + Promotion  | \$8,000                            |
|   | Supplier Spotlight Blog  | \$3,000                            |
|   | Social Media Posts – 10 posts  | \$1,500                            |

## Annual Marketing Plans

Execute a flexible strategy over a 12-month period. Any a la carte marketing service can be “purchased” using plan credits, however, select packages and other promotional discounts typically do not apply.

| Level         | Cost       | Bonus      | Total Spend Value |
|---------------|------------|------------|-------------------|
| Bronze Plan   | \$25,000 + | \$2,000 =  | \$27,000          |
| Silver Plan   | \$35,000 + | \$4,200 =  | \$39,200          |
| Gold Plan     | \$45,000 + | \$7,900 =  | \$52,900          |
| Platinum Plan | \$55,000 + | \$11,900 = | \$66,900          |

Scientist.com Marketplace Tools\* (may require additional terms & conditions)

| Type                      | Description  | Cost           |
|---------------------------|--|----------------|
| VERIFI Lab Pre-Assessment | Human Biological Samples (per supplier)                          | \$14,000       |
|                           | Animal Welfare (per site)  | \$14,000       |
|                           | Chemistry, Manufacturing & Controls (per site)                   | \$14,000       |
|                           | Good Laboratory Practices (per site, 2-day assessment)           | \$16,000       |
| Policy Templates          | Compliance   | Please Inquire |
|                           | Human Biological Samples   | Please Inquire |
|                           | Animal Welfare   | Please Inquire |
| Marketplace Tools         | Site Integration (Single Sign-on, CRM and COMPLi) annually       | \$15,000       |
|                           | E-Commerce Solution + AI Chatbot                                 | Please Inquire |
|                           | Software Services by Scientist.com (Website and App development) | Please Inquire |

Marketing Bundles

Choose a bundle of services that fits your business marketing needs for the year. Lock in a discount on your order and spread out the items throughout the next 12-months as it works best for your team.

| Package                         | Inclusions   | Total Cost | Value    | Discount |
|---------------------------------|--|------------|----------|----------|
| Introduction to Webinars        | 2x PRO Webinars; limited to first time customers   | \$28,000   | \$33,000 | 15%      |
| Introduction to Advertising     | Banner Ad Pack on ISC + 1 Scientist.com Blog + 2 Scientist.com Newsletter Ads  | \$9,000    | \$12,000 | 25%      |
| Thought Leader Pack             | 1 Cutting Edge Conversation Webinar + 1 Scientist.com Blog   | \$9,000    | \$10,000 | 10%      |
| Scientist.com Supplier Standard | 1 year of Premium Subscription + 1 Scientist.com blog + 2 Scientist.com Newsletter Ads + 1 Eblast                                  | \$28,325   | \$32,188 | 12%      |
| Technology Content Pack         | 3 PRO Webinars + 1 InsideScientific blog + 1 Scientist.com blog + 1 InsideScientific News Sponsorship + 2 Virtual Demos            | \$62,900   | \$74,000 | 15%      |
| Partner Promo                   | 4 Upcoming Event Indexing + 3 Scientist.com Newsletter Ads + 2 HealthEconomics Banner Ads<br>OR 2 InsideScientific Leaderboard Ads | \$16,984   | \$19,300 | 12%      |
| VEA Content                     | 1 HEC eblast + 1 HEC blog + 1 Video Interview + 1 SCI newsletter ad  | \$20,240   | \$23,000 | 12%      |
| HealthEconomics.com Ad Pack     | 1 Welcome Ad + Leaderboard Banner Ad + 1 Sidebar Ad + 1 Newsletter Ad  | \$9,450    | \$10,500 | 10%      |