

**BIOSCIENCE TECHNOLOGY • DRUG DISCOVERY & DEVELOPMENT**

**INTEGRATED MEDIA...THE PROCESS OF BUILDING YOUR BRAND**

**PRINT MAGAZINES**

- Inserts/Outserts
- Supplements
- Annual Directories/ Guides
- Marketplace/Classifieds
- Coverwraps
- Bellybands
- Custom Publishing

**ADVERTISING OPPORTUNITIES...THE BUILDING BLOCKS**

Print advertising is the cornerstone in any marketing campaign. It's the first and longest lasting impression of any advertising medium. Reaching a loyal group of subscribers, it's also the most credible form of advertising. BIOSCIENCE TECHNOLOGY and DRUG DISCOVERY & DEVELOPMENT offer several vehicles for print advertising. Each title publishes 12 issues a year, with additional special supplements or guides. For high-visibility and high-impact advertising, consider outserts, coverwraps or bellybands. If you're interested in custom publishing our staff is ready to help.

The greatest benefits of Internet advertising are unlimited content space, trackable results, and the ability to extend the viewers' interest and conduct commerce. [www.biosciencetechnology.com](http://www.biosciencetechnology.com) and [www.dddmag.com](http://www.dddmag.com) offer an array of advertising options at every budget level. Whether you're looking to post a button ad or a two minute educational video, our sales staff will find the right fit, at the right price, to the right target market. New! Keyword pop-up advertising. This new option offers advertisers three keywords for one month.

Digital advertising offers the fastest response to your marketing message. E-newsletters and e-blasts also offer advertisers some of the highest return on their dollar. The Direct Marketing Association recently estimated that e-newsletter marketing returned \$57.25 for every one dollar spent. Several e-newsletter and e-blast options with full contact lead generation reporting are offered. Webcast registrants are a highly qualified audience, proactively engaged in learning more about specific products and companies. Combine this with purchasing approval power and your marketing message is delivered to a group poised to purchase. Webcasts are archived for six months on [www.biosciencetechnology.com](http://www.biosciencetechnology.com) and [www.dddmag.com](http://www.dddmag.com). Capture a motivated target audience with a video or audio Webcast.

The key to a successful direct mail marketing package is a targeted, quality list. Demographic list selections that include job title, business/industry, buying influence, etc. are available. Direct mail is a personal approach to marketing with results that are measured and quantified.

**DIGITAL**

- "First Read" e-Newsletter
- Weekly e-Newsletter
- Custom e-Newsletter
- Product Showcase



**DIRECT MAIL LIST RENTALS**

**INTERNET**

- [www.biosciencetechnology.com](http://www.biosciencetechnology.com)
- [www.dddmag.com](http://www.dddmag.com)
- Banner
- Keyword

- White Papers
- Video and Rich Media
- Podcasts
- Storefronts

**WEBCASTS**

- Video
- Audio



**WHY ADVERTISE?**

BIOSCIENCE TECHNOLOGY and DRUG DISCOVERY & DEVELOPMENT extend throughout a number of media channels further allowing you to expand your advertising

dollars and repeatedly reach your target audience. Connect with the readers and users determining and directly involved in evaluation and final purchase decision.

