

**BIOSCIENCE TECHNOLOGY • DRUG DISCOVERY & DEVELOPMENT  
CUSTOM E-MARKETING**

BIOSCIENCE TECHNOLOGY and DRUG DISCOVERY & DEVELOPMENT offer several options of custom e-marketing. Whether you're looking for a monthly content-based sales vehicle to send to your customer base, or a one-time lead-generating e-newsletter, our staff is ready to assist you. Some custom marketing opportunities, include our full electronic mailing list; others may exclude "opt-outs" third-party e-lists.

A sampling of Custom e-Marketing efforts, include:

**EXCLUSIVE E-NEWSLETTER SPONSORSHIP**

This e-newsletter is developed by our editors based on your product or application areas. Content is culled from the pages and BIOSCIENCE TECHNOLOGY or DRUG DISCOVERY & DEVELOPMENT. Advertising/Sponsor content is included and sent to the entire electronic mailing list. This cost-efficient marketing approach leaves a lasting impression to readers, but also supplies your company with instant results. Credibility along with pertinent content and new product information are a winning ROI formula for e-newsletters.

**CUSTOM E-NEWSLETTER SPONSORSHIP**

Custom e-newsletters give our advertisers more freedom in terms of supplying all or a portion of the content, along with advertising material. Custom sponsorships are limited to third-party mailing lists – which are restricted to 4 mailings per month. Please contact your account manager to learn more about Custom e-Marketing opportunities.

**LEAD GENERATION PROGRAM**

Advertisers in BIOSCIENCE TECHNOLOGY and DRUG DISCOVERY & DEVELOPMENT are included in an innovative program that delivers ROI with qualified sales leads. Our lead generation experts:

- Uncover the decision makers
- Qualify the buying need for an advertiser's product or service category
- Defines a buying timeline for that purchase
- Delivers those opportunities to advertisers within 48 hours of call completion in an ASCII format that works with any contact management program.

Our lead delivery method uses a Web-based system that provides advertisers with a convenient, secure, password-protected Web page containing specific lead information. Within 48 hours of call completion, advertisers receive e-mail notification that leads are available for easy, 24/7 access. Within 7 business days of call completion, each advertiser receives a lead packet containing:

- Printed pressure sensitive labels for targeted mailing
- Hard copy of lead opportunities with full contact information and demographic details
- 4-color graphs and charts that summarize the readership demographics
- Personalized letter to the advertiser
- Guide for effective use
- Informational summary report detailing the number of leads uncovered during the call process

**E-READER RESPONSE PROGRAM**

Our e-Reader Response Program provides advertisers with measurable response to advertising campaigns. Advertisers receive leads via e-mail from readers that have specifically identified purchasing interest in a product. e-Reader Response generates leads instantly on an automated system.

**ADVERTISING AWARENESS STUDY**

Advertisers gain comprehensive analysis from readers/buyers to improve their profitability.

What is an Advertising Awareness Study? A thorough evaluation of an advertiser's attention-getting ability, credibility, overall informational value, and more importantly, the targeting power is has over your competition.

How it works? Advertisements in the June and December issues will be evaluated by readers. Both quantitative and qualitative feedback will be obtained. Readers will be asked for feedback on whether or not each advertisement was effective in key areas of advertising: attention-getting ability, believability, and informational value. Readers will also provide feedback by responding with verbatim comments on what message or feeling they get from an advertisement. Advertisers will discover ways to communicate more effectively with BIOSCIENCE TECHNOLOGY readers, thus enhancing the return on every advertising investment.

Applying the results. The goal of any Advertising Awareness Study is the application of results and feedback into the creation of an optimum advertising message. Awareness Studies create a message and image that is targeted and relevant. The right advertisement increases awareness, image, and reader action.