

BIOSCIENCE TECHNOLOGY • DRUG DISCOVERY & DEVELOPMENT
LOYALTY REWARDS PROGRAM

The Loyalty Rewards Program benefits companies advertising in both BIOSCIENCE TECHNOLOGY and DRUG DISCOVERY & DEVELOPMENT. Advertising across brands, at a minimum frequency level, will ensure a preferred rate throughout the calendar year.

Loyalty Rewards applies to print, Web, and electronic advertising. Contact your account manager for more details and a customized marketing plan for your company or product.

SPECIAL ADVERTISING OPPORTUNITIES

- **Inserts**
Supplied pages bound into publications.
- **Bellyband**
Your advertisement wrapped around the entire magazine.
- **Gatefolds**
2-sided, non-perforated extension of front or back cover.
- **Cover Wrap**
Additional cover bound onto original magazine cover.
- **Ride-Along**
Reduce postage costs by sending in a brochure, catalog or flyer along with publication.
- **8-Page Poster**
2-sided, pull-out poster inserted or glued into publication.
- **Postcard**
Bound or blown in as an accompaniment to a run-of-book advertisement and ROI vehicle.
- **Post-it Note**
Real Post-it note attached to your run-of-book advertisement. Copy and script is customizable.

