


# Branding Solutions

Presented by  *BioSpace*



Solutions Offered by  *BioSpace*

Content Solutions • Web Display Ads • Email Solutions • eNewsletters • Social Media • Hotbed Maps • Talent Connect

# Content Solutions

Highlight your company, brand or products / services on BioSpace



## Company Profile

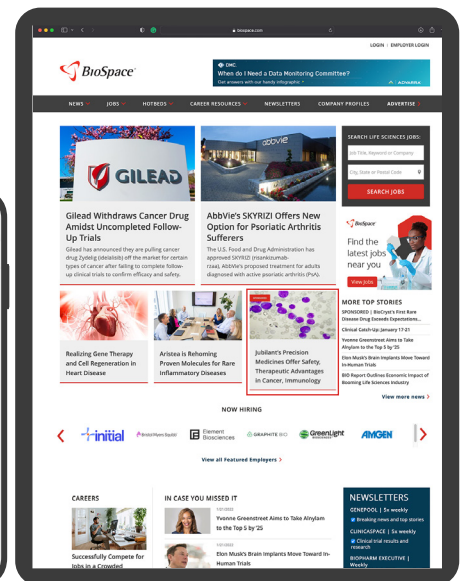
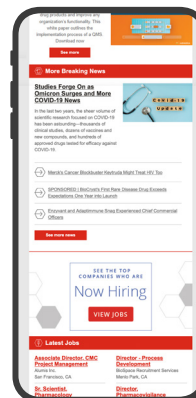
Opportunity to highlight company brand on BioSpace website


**\$2,495 per year**

## Sponsored Content

1-week placement of content relevant to our audience/ community in the 5th news position on our homepage & in the 5th position in the GenePool eNewsletter.

**starting at \$2,995**



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# Web Display Ads

Reach, influence, and engage the right audience

## Leaderboard (728x90)

- Monthly placement
- Run-of-site, 1/4 share of voice (SOV)
- 250k impressions per month
- Average CTR: 0.03%

**\$3,495 per month**

## Top Tower (160x240)

- Monthly placement
- Run-of-site, except home page
- 1/5 SOV
- 125k impressions per month
- Average CTR: 0.03%

**\$2,495 per month**

## Skyscraper (160x600)

- Monthly placement
- Below Tower
- Run-of-site, except home page
- 1/5 SOV
- 125k impressions per month
- Average CTR: 0.03%

**\$2,495 per month**

## Job Listing Box (300x250)

- Monthly placement
- Job search page only
- Follows 5<sup>th</sup> job on search page
- 1/5 SOV
- 40k impressions per month
- Average CTR: 0.05%

**\$1,995 per month**

The screenshot shows the BioSpace website interface. At the top, there is a navigation bar with the BioSpace logo and a 'LabConnect offers' banner. Below the navigation bar, there are several job listings. Each listing includes the job title, location, and a brief description. The listings are: 'Research Associate, Operations' at Paragon Genomics, 'NASA Research Scientist' at The Biogenics Corporation, 'Treasury Analyst' at Regeneron Pharmaceuticals, 'Undergrad Co-op - Ops (Pilot Plant)' at Amgen, 'Undergrad Intern - Data Literacy' at Amgen, and 'Undergrad Intern - Ops (Engineering)' at Amgen. There are also several display ads on the right side of the page, including one for 'SARS-CoV-2 Omicron Detection Antibodies' and another for 'RESEARCH. REDEFINE. ADVANCE.' by Drexel University. The website also features a search bar and a 'SEARCH JOBS' button.

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# Email Solutions

Right message. Right audience. Right on target.

## Email Blast


Target the BioSpace Life Science community with an email blast to promote your brand.

- 25K subscribers per send
- Average open rate of 40%

**\$3,495 per send**

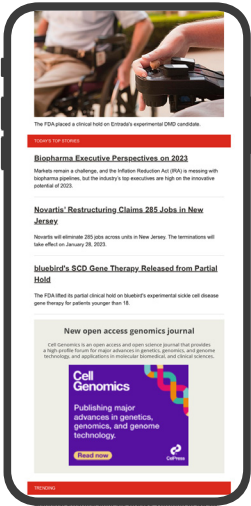
The image displays three devices showing email newsletters and webinar announcements:

- Tablet (Left):** Shows an email from ADVARRA titled "Rare and Orphan Diseases: Choosing a Path to Regulatory Approval and Market Success". It includes a diagram of a drug molecule and a list of regulatory challenges. A "Download the White Paper" button is visible at the bottom.
- Desktop Monitor (Center):** Shows a webinar announcement from VERISIMLife titled "Webinar: Mitigating translational risks with AI-enabled MIDD". It features speakers Dr. Jo Varshney and Dr. Jeff Barrett, the date "June 7th, 2023 11am PT/2pm ET", and a "Register Now" button. Below the webinar info, there is a paragraph about drug developers using computational solutions.
- Smartphone (Right):** Shows an email from DIA 2023 titled "Can't-Miss Tracks and Sessions at DIA 2023". It lists "Your Track Recommendations" (Clinical Safety, Medical Affairs, Project Management, Regulatory, Reproductive Development) and "Featured Sessions" (Using Real-World Data, Regulatory Impact of Patient Engagement Across Research and Development, Combining Information with Available Medical Product Information). A "View More" button is present.

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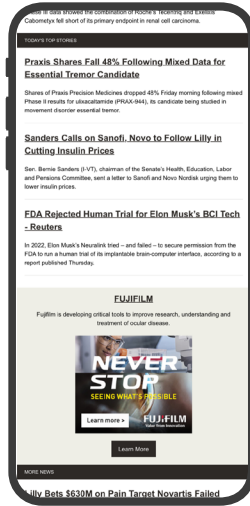
# eNewsletters

Two sponsor placements available in each eNewsletter (Feature/ Core)



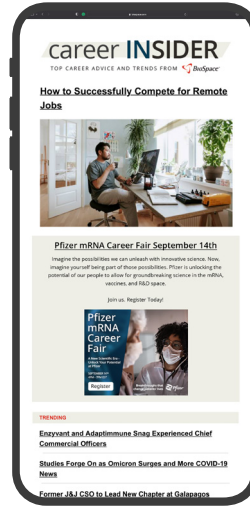
## Genepool

- Includes top daily news published 5x per week
- 70K average engaged subscribers per send
- Average open rate of 47%



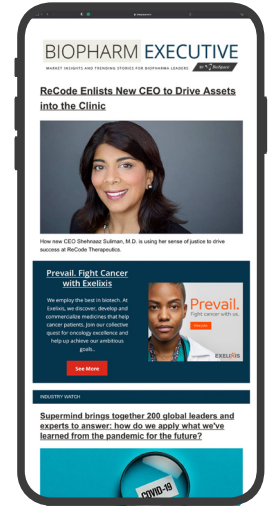
## ClinicaSpace

- Focus on clinical research news published weekly
- 18K average engaged subscribers per send
- Average open rate of 46%



## Career Insider

- Essential information and topics surrounding careers in the life sciences. Includes personnel stories, career resources, the hottest jobs & career tools
- Weekly publication
- 22K average engaged subscribers per send
- Average open rate of 47%



## BioPharm Executive

- A unique take on the life science industry that includes insight on the month's vital scientific, clinical, and business news
- Mid-section ad spot
- Weekly publication
- 20K average engaged subscribers per send
- Average open rate of 48%

Featured
<b>\$2,995 per week</b>
Core
<b>\$1,495 per week</b>

Featured
<b>\$1,495 per publication</b>
Core
<b>\$995 per week</b>

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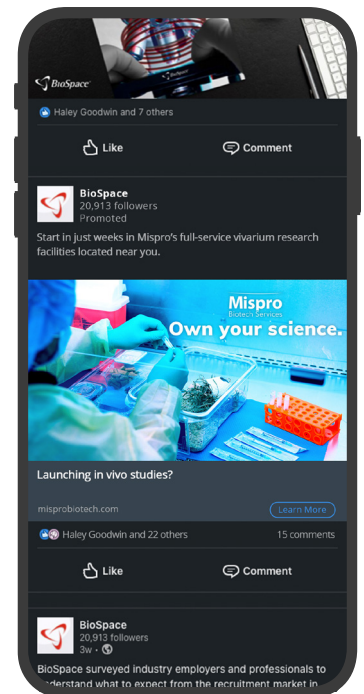
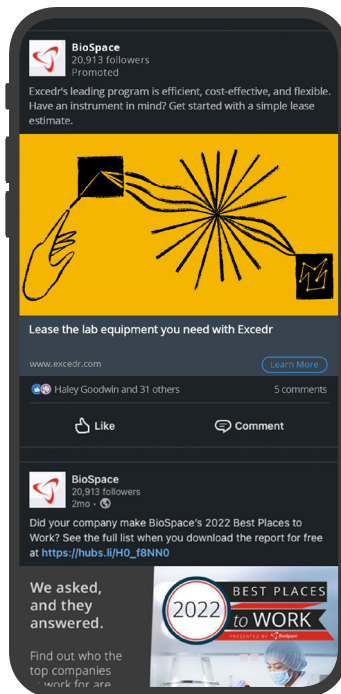
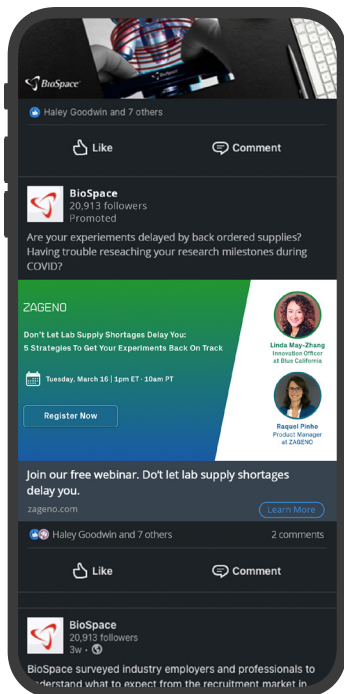
# Social Media

BioSpace has a relevant, experienced, and engaged audience who trust us and recognize our brand.


## Social Media Solutions

Reach life science professionals specifically in your target audience.

**Custom pricing**



Specific Message & Call to Action • Targeted Audience • Nimble Process

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# Hotbed Maps™

Your brand integrated with jobs and content.

Campaigns that put you in front of your competitors, investors, customers, colleagues, job seekers, and your own employees for **12 consecutive months**. Maximum brand exposure: Over **2 million impressions** per placement across all channels in the life sciences industry.



## What do you get with a Hotbed placement?



Multimedia Distribution

Multi-channel campaign - from custom content to digital banners and printed maps



Year-Long Branding Campaign

12 month long, high-impact branding solution



Exposure at Events

Displayed at industry tradeshows, career events, and print materials & promo items



Reach Top Talent

Companies on BioSpace Hotbed Maps receive higher job views vs. non-Hotbed companies



Digital Placement

Your company will be integrated into our interactive digital maps

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