

Banner Advertising at [LSE] Life-Sciences-Europe.com

Ad Offer

Visibility
for Your Business

- ▶ **Visibility for your brand**, your business model, and products & services
- ▶ Visibility to **global decision makers interested in the European life sciences**
- ▶ Visibility **24/7**, all year long, to senior managers who stay & return to our portals
- ▶ Several banners at the same time offer you a powerful **storytelling approach**
- ▶ **Putting your content marketing back into the ad**: open, transparent & effective

[iito] Concept

Best Content + Readers
= Best Advertising

- ▶ We created **one single entry-point to the whole European life sciences**
- ▶ The most powerful & **time-efficient way to keep track of** what's going on in the **European business for free**; with news, deals, persons, organisations covered
- ▶ Content selection completely separated from advertising (no "pay-to-play")
- ▶ High-quality content attracts **senior level readers** who **come, stay & return**
- ▶ The **only pictures on the portals are** openly labelled **banner ads, guaranteeing perfect attention** without annoying the readers

Web Portal

[LSE] Life-Sciences-Europe

- ▶ **[LSE] Life-Sciences-Europe.com** (including six regional subportals)
- ▶ The world's most comprehensive free European life science business info source
- ▶ **100,000 web pages online**: news, organisations, deals, persons, products & events
- ▶ **210,000 monthly page views** and **65,000 monthly visits***
- ▶ Average number of **pages viewed per visit: more than 3**
- ▶ Average **time per visit: more than 4 minutes**
- ▶ **90% of visitors enter** the portals **directly** (i.e., not via search engines)

Search Engines

Top Google Rankings

- ▶ Excellent Google rankings: on **1st page of Google search results...**
 - ▶ for major **healthcare investor conferences, bio cluster & partnering events**, incl. BIO-Europe 2021, BioEquity Europe 2021, JP Morgan Healthcare Conference 2021, Bio-Europe Spring 2021, Biotrinity 2021, Germany Biotech Days 2021, BIO International Convention 2021, Nordic Life Science Days 2021, and many more!
 - ▶ for major targeted **life science regions**, incl. Life Sciences in Europe, Life Sciences in the Benelux Countries, Life Sciences in Germany, Life Sciences in Scandinavia, Life Sciences in the UK & Ireland, and Life Sciences in Asia #

Social Media

Excellent Global Network
– Newsletter Readers
– Twitter Followers
– LinkedIn Contacts

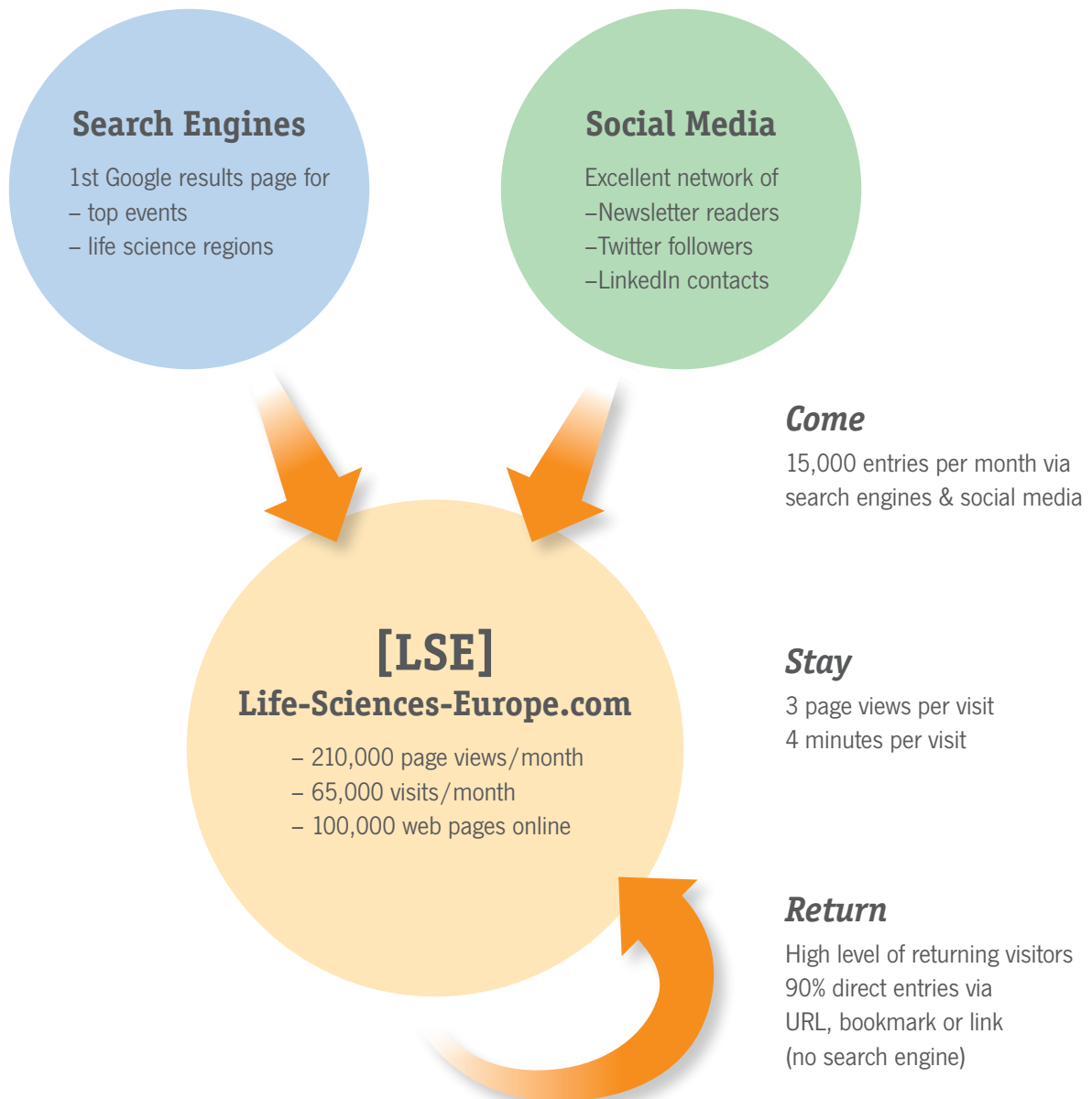
- ▶ **10.000** exquisite, **hand-picked top-level contacts via social media channels...**
 - ▶ Pharma: Astellas, AZ, Bayer, BI, BMS, Lilly, GSK, JnJ, Merck, Novartis, Roche, ...
 - ▶ Biotech Firms: Evotec, Morphosys, Qiagen, Oxford BioMedica, Genmab, ...
 - ▶ Investors: HTGF, Gimv, Atlas Venture, Versant, 5AM, MIG, Casdin, Sofinnova, ...
 - ▶ Cluster: OBN, Biocat, BioM, Basel.Area, HealthCapital, Medicen Paris, ...
 - ▶ Associations: BIO, BIO Deutschland, EuropaBio, France Biotech, ABPI, BIA, ...
 - ▶ PR/IR/Legal/Financial: Consilium, Goodwin, ALA, Trophic, CMS, NewCap, ...
 - ▶ ... and many more! Actually, we are connected with nearly every major cluster, VC, business park, IR/RR agency, big pharma, advisor, etc. in Europe & beyond

* All data as of October 2020; all numbers rounded; [LSE] including regional subportals.

Google search results may vary according to your device, search history, location, etc.

Powerful & Integrated Online Presence with [LSE] Life-Sciences-Europe.com

Web Portal – Search Engines (SEO) – Newsletter – Twitter – LinkedIn



We are growing our portals & network to grow your business!

BEST CONTENT › BEST READERS › BEST ADVERTISING

»Come-Stay-Return« strategy results in an excellent return on your investment

Contact

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Promote your brand on the leading online entry-point to the European life sciences

Sensational Offer: save up to 80% on your ads in 2021!

- ▶ 80% discount for placing banner ads for the whole year 2021
- ▶ 70% discount for placing banner ads for three quarters (9 months) in 2021
- ▶ 60% discount for placing banner ads for two quarters (6 months) in 2021
- ▶ 50% discount for placing banner ads for one quarter (3 months) in 2021

Strictly Limited

- ▶ only one yearly package for each category (top, middle, bottom) available #
- ▶ order must be placed until 31 Dec 2020

Very Powerful

- ▶ [LSE] Life-Sciences-Europe.com plus all six regional subportals (offer „LSEcomplete“, see next page)
- ▶ 210,000 page views & 65,000 visits per month
- ▶ banner package = 1 large middle + 1 right side + 1 newsletter banner

Price/Month (net) *	regular price	save 80% 1 year	70% 3 quarters	60% 2 quarters	50% 1 quarter
Top package	€ 27,000	€ 5,400	€ 8,100	€ 10,800	€ 13,500
Middle package	€ 14,550	€ 2,910	€ 4,365	€ 5,820	€ 7,275
Bottom package	€ 8,400	€ 1,680	€ 2,520	€ 3,360	€ 4,200

CPM (as info only) ** Cost Per Mille	regular price	save 80% 1 year	70% 3 quarters	60% 2 quarters	50% 1 quarter
Top package	€ 127	€ 25	€ 38	€ 51	€ 63
Middle package	€ 68	€ 14	€ 20	€ 27	€ 34
Bottom package	€ 39	€ 8	€ 12	€ 16	€ 20

If a first customer buys the complete year for the top package, no more top package places will be available.
If a customer buys a top package for 9 months, only a top package for 3 months will be free for another, etc.

* More details on the specifications & conditions in the official [iito] Price List 2021 on next page!

** CPM = cost per thousand page views; is shown just for your information;
the relevant price for your payment is the monthly net price in the first part of the table.

BE THE FIRST & BOOK RIGHT NOW!

Strictly Limited Offer

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Your contact: Mr. Marcus Lippold

Editor-in-Chief of Life-Sciences-Europe.com & Founder of [iito] Business Intelligence

Price List 2021

[iito] Web Portal Banner Advertising

LSEplus	Life-Sciences-Europe.com banner ads are also shown on four regional subportals: Life-Sciences-Benelux.com + Life-Science-France.com + Life-Sciences-Scandinavia.com + Life-Sciences-UK.com
LSG	Life-Sciences-Germany.com – DACH region
LSUS	Life-Sciences-USA.com – Transatlantic region, ads also on Life-Sciences-Asia.com
LSEcomplete	LSEplus + LSG + LSUS
MSC	Mass-Spec-Capital.com – world-wide analytical industry, with focus on mass spec
CMBP	»Critical Mass« Banner Package – 1 middle + 1 right side + 1 newsletter banner [iito] highly recommends discounted CMBPs – a powerful option, with great value for money!

All prices in Euro net & per month VAT may apply	LSEplus	LSG	LSUS	MSC	LSE complete	All portals
Middle Banner top	€ 10,000	€ 5,000	€ 5,000	€ 5,000	€ 15,000	€ 17,500
Right Side Banner top	€ 10,000	€ 5,000	€ 5,000	€ 5,000	€ 15,000	€ 17,500
Newsletter Banner top	€ 6,000	€ 3,000	€ 3,000	€ 3,000	€ 9,000	€ 10,500
CMBP top	€ 18,000	€ 9,000	€ 9,000	€ 9,000	€ 27,000	€ 31,500
Middle Banner middle	€ 5,000	€ 2,500	€ 2,500	€ 2,500	€ 7,500	€ 8,750
Right Side Banner middle	€ 5,000	€ 2,500	€ 2,500	€ 2,500	€ 7,500	€ 8,750
Newsletter Banner middle	€ 4,000	€ 2,000	€ 2,000	€ 2,000	€ 6,000	€ 7,000
CMBP middle	€ 9,700	€ 4,850	€ 4,850	€ 4,850	€ 14,550	€ 16,975
Middle Banner bottom	€ 3,000	€ 1,500	€ 1,500	€ 1,500	€ 4,500	€ 5,250
Right Side Banner bottom	€ 3,000	€ 1,500	€ 1,500	€ 1,500	€ 4,500	€ 5,250
Newsletter Banner Bottom	€ 2,000	€ 1,000	€ 1,000	€ 1,000	€ 3,000	€ 3,500
CMBP bottom	€ 5,600	€ 2,800	€ 2,800	€ 2,800	€ 8,400	€ 9,800

The following conditions apply:

Period of Offer

– This offer is valid as of 24 November 2020. Prices may change over time, please request an offer before placing your order.

Banner formats & sizes

– Banner format jpg or gif, no animation accepted, no redirected links accepted.
– The banner sizes are as follows (width x height): Middle 650x80px, Right 120x180 or 120x240px, and Newsletter 560x80px.

Banner positions & display

– Middle: the middle section banner is one banner out of a total of four banners that are shown in random-mode rotation in one place, i.e., three banners are from other customers. There are three middle section banner places: top, middle and bottom.
– Right: the right side banners of each customer are always shown, and the customer can place up to four different motives in one place, as the banners also rotate in random mode (1-out-of-4). There are three right side banner sections: top = banner places #1-4, middle = banner places #5-8 and bottom #9-17.
– Newsletter: There are three newsletter banner regions, namely top = banners #1-4 within news section, middle = banners #5-8 within news section, and bottom = banners #9 and higher in one block together, after the news section.

Banner delivery by customer

– Banner files, according to the specifications above, have to be delivered to [iito] at least five working days before the start of the advertising period.
Any delayed placement resulting from a later delivery, results in full payment obligations for the customer beginning with the starting date in the contract.

Payment conditions

– All prices in Euro, per month and per portal. All prices are net, VAT may apply. Payment to German bank account in Euro.
– One-time payment for all months booked at the start of booking period, 14 days net, no deductions. For bookings of 3 months or longer, a payment at the end of each month or, alternatively, in the middle of each quarter is possible; no deductions are given in any payment mode chosen by the customer.

Refunding

– In case the banner ads are not available on [iito]'s web server during the contract period for longer than 1 day, respectively 3 days, respectively one week, within a monthly period, [iito] will refund 25%, respectively 50%, respectively 100% of the corresponding monthly payment.
– There will be no refund in case of force majeure or in case the banners have not been delivered by the customer in time (see above »Banner delivery«).

Place of jurisdiction & applicable law

– The place of jurisdiction is Bremen, Germany, and German law is applicable.

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