

Get Yourself in Front of Decision Makers

Ad Offer

Visibility
for Your Business

- ▶ **Visibility for your brand**, your business model, and products & services
- ▶ Visibility to **global decision makers in the European, Transatlantic & Asian 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 European, Transatlantic & Asian life sciences**
- ▶ The most powerful & **time-efficient way to keep track of** what's going on in the **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 Portals

[LSE] Life-Sciences-Europe
[LSG] Life-Sciences-Germany
[LSUS] Life-Sciences-USA
[MSC] Mass-Spec-Capital

- ▶ **Four Flagship Portals** (plus 4 European subportals for France, UK, Benelux, Nordics & [LSA] Life-Sciences-Asia)
- ▶ The world's most comprehensive free European life science business info source
- ▶ **160,000* web pages online**: news, organisations, deals, persons, products & events
- ▶ **600,000 monthly page views** (40% LSE incl. subportals, 20% LSG, 30% LSUS incl. LSA, 10% MSC)
- ▶ 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 2022, BioEquity Europe 2022, JP Morgan Healthcare Conference 2023, Bio-Europe Spring 2023, Biotrinity 2022, Germany Biotech Days 2022, BIO International Convention 2022, Nordic Life Science Days 2022, 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#

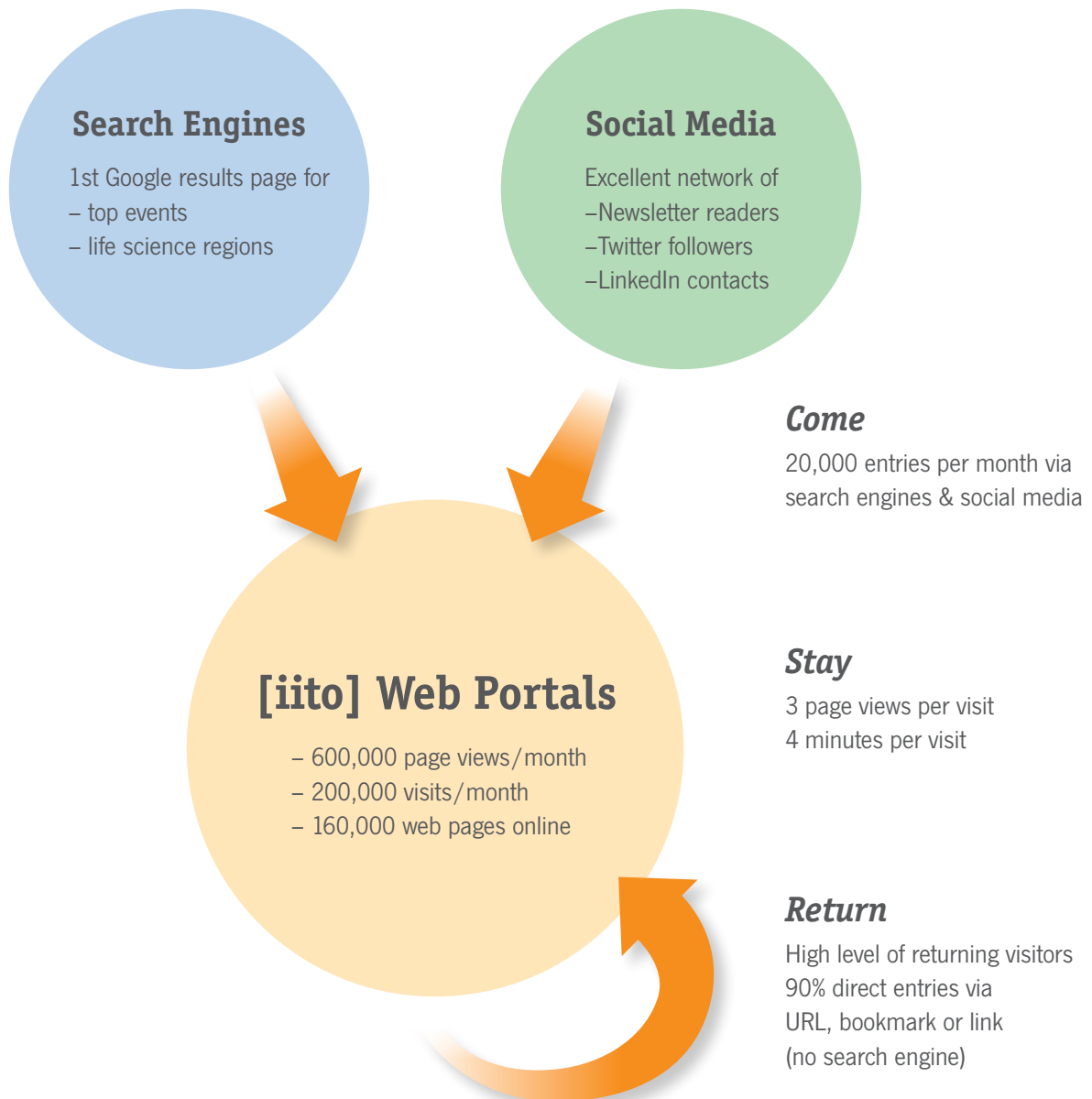
Social Media

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

- ▶ **12.000** 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

Powerful & Integrated Online Presence with [iito] Web Portals

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

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Banner Sizes & Positions 2022

[iito] Web Portal Banner Advertising

The screenshot shows the Life-Sciences-Europe.com website with several banner positions marked with letters A through E. Position A is a large yellow banner at the top of the main content area. Position B is a smaller yellow banner in the middle of the main content area. Position C is a yellow banner at the bottom of the main content area. Positions D and E are vertical yellow banners on the right side of the page, next to the [iito] logo.

Banner Positions

- A** Middle Banner top
650 x 100 px
- B** Middle Banner middle
650 x 200 px
- C** Middle Banner bottom
650 x 300 px
- D** Right Side Banner
120 x 180 px
- E** Right Side Banner
120 x 240 px

[iito] Web Portals

- [LSE] Life-Sciences-Europe
- [LSG] Life-Sciences-Germany
- [LSUS] Life-Sciences-USA
- [MSC] Mass-Spec-Capital
- [LSBNL] Life-Sciences-Benelux*
- [LSF] Life-Sciences-France*
- [LSS] Life-Sciences-Scandinavia*
- [LSUK] Life-Sciences-UK*
- [LSA] Life-Sciences-Asia**

* Banners shown on LSE are also shown on LSBNL, LSF, LSS & LSUK
 ** Banners shown on LSUS are also shown on LSA

Please note: the only pictures on [iito] web portals are banner ads!
 This guarantees perfect attention for your advertisements.

Price List 2022

[iito] Web Portal Banner Advertising

LSE	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 (Germany, Austria & Switzerland)
LSUS	Life-Sciences-USA.com – Transatlantic region, ads also on Life-Sciences-Asia.com
MSC	Mass-Spec-Capital.com – world-wide analytical industry, with focus on mass spec
BUNDLE	There are two discounted bundles of web portal advertising available: BUNDLE A – LSE (incl. LSBNL + LSF + LSS + LSUK) plus LSG BUNDLE B – LSUS (incl. LSA) plus MSC
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	LSE	LSG	LSUS	MSC	BUNDLE	All portals
Middle Banner top	€ 12,000	€ 6,000	€ 12,000	€ 6,000	€ 13,500	€ 21,600
Right Side Banner top	€ 12,000	€ 6,000	€ 12,000	€ 6,000	€ 13,500	€ 21,600
Newsletter Banner top	€ 7,200	€ 3,600	€ 7,200	€ 3,600	€ 8,100	€ 12,960
CMBP top	€ 21,600	€ 10,800	€ 21,600	€ 10,800	€ 24,300	€ 38,880
Middle Banner middle	€ 6,000	€ 3,000	€ 6,000	€ 3,000	€ 6,750	€ 10,800
Right Side Banner middle	€ 6,000	€ 3,000	€ 6,000	€ 3,000	€ 6,750	€ 10,800
Newsletter Banner middle	€ 4,800	€ 2,400	€ 4,800	€ 2,400	€ 5,400	€ 8,640
CMBP middle	€ 11,640	€ 5,820	€ 11,640	€ 5,820	€ 13,095	€ 20,952
Middle Banner bottom	€ 3,600	€ 1,800	€ 3,600	€ 1,800	€ 4,050	€ 6,480
Right Side Banner bottom	€ 3,600	€ 1,800	€ 3,600	€ 1,800	€ 4,050	€ 6,480
Newsletter Banner Bottom	€ 2,400	€ 1,200	€ 2,400	€ 1,200	€ 2,700	€ 4,320
CMBP bottom	€ 6,720	€ 3,360	€ 6,720	€ 3,360	€ 7,560	€ 12,096

The following conditions apply:

Period of Offer

– This offer is valid as of 1 April 2022. Prices may change over time, please request an offer before placing your order.

Banner formats & sizes

– Banner format jpg, gif or png, no animation accepted, no redirected links accepted.
– The banner sizes are as follows (width x height): Middle Top 650x100px, Middle Middle 650x200px, Middle Bottom 650x300px, Right 120x180px 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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