Visibility for Your Business

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

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

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)

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*

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

* All data as of October 2021; all numbers approximately.  # Google search results may vary according to your device, search history, location, etc.
Powerful & Integrated Online Presence with [iito] Web Portals

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

Search Engines
1st Google results page for
– top events
– life science regions

Social Media
Excellent network of
– Newsletter readers
– Twitter followers
– LinkedIn contacts

Come
20,000 entries per month via search engines & social media

Stay
3 page views per visit
4 minutes per visit

Return
High level of returning visitors
90% direct entries via URL, bookmark or link
(no search engine)

[iito] Web Portals
– 600,000 page views/month
– 200,000 visits/month
– 160,000 web pages online

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

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

<table>
<thead>
<tr>
<th>Bundle</th>
<th>LSE Life-Sciences-Europe.com</th>
<th>LSG Life-Sciences-Germany.com – DACH region (Germany, Austria &amp; Switzerland)</th>
<th>LSUS Life-Sciences-USA.com – Transatlantic region, ads also on Life-Sciences-Asia.com</th>
<th>MSC Mass-Spec-Capital.com – world-wide analytical industry, with focus on mass spec</th>
<th>BUNDLE</th>
<th>All portals</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMBP Critical Mass Banner Package</td>
<td>1 middle + 1 right side + 1 newsletter banner</td>
<td>[iito] highly recommends discounted CMBPs – a powerful option, with great value for money!</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Banner Position</th>
<th>LSE</th>
<th>LSG</th>
<th>LSUS</th>
<th>MSC</th>
<th>BUNDLE</th>
<th>All portals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle Banner top</td>
<td>€ 12,000</td>
<td>€ 6,000</td>
<td>€ 12,000</td>
<td>€ 6,000</td>
<td>€ 13,500</td>
<td>€ 21,600</td>
</tr>
<tr>
<td>Right Side Banner top</td>
<td>€ 12,000</td>
<td>€ 6,000</td>
<td>€ 12,000</td>
<td>€ 6,000</td>
<td>€ 13,500</td>
<td>€ 21,600</td>
</tr>
<tr>
<td>Newsletter Banner top</td>
<td>€ 7,200</td>
<td>€ 3,600</td>
<td>€ 7,200</td>
<td>€ 3,600</td>
<td>€ 8,100</td>
<td>€ 12,960</td>
</tr>
<tr>
<td>CMBP top</td>
<td>€ 21,600</td>
<td>€ 10,800</td>
<td>€ 21,600</td>
<td>€ 10,800</td>
<td>€ 24,300</td>
<td>€ 38,880</td>
</tr>
<tr>
<td>Middle Banner middle</td>
<td>€ 6,000</td>
<td>€ 3,000</td>
<td>€ 6,000</td>
<td>€ 3,000</td>
<td>€ 6,750</td>
<td>€ 10,800</td>
</tr>
<tr>
<td>Right Side Banner middle</td>
<td>€ 6,000</td>
<td>€ 3,000</td>
<td>€ 6,000</td>
<td>€ 3,000</td>
<td>€ 6,750</td>
<td>€ 10,800</td>
</tr>
<tr>
<td>Newsletter Banner middle</td>
<td>€ 4,800</td>
<td>€ 2,400</td>
<td>€ 4,800</td>
<td>€ 2,400</td>
<td>€ 5,400</td>
<td>€ 8,640</td>
</tr>
<tr>
<td>CMBP middle</td>
<td>€ 11,640</td>
<td>€ 5,820</td>
<td>€ 11,640</td>
<td>€ 5,820</td>
<td>€ 13,995</td>
<td>€ 20,952</td>
</tr>
<tr>
<td>Middle Banner bottom</td>
<td>€ 3,600</td>
<td>€ 1,800</td>
<td>€ 3,600</td>
<td>€ 1,800</td>
<td>€ 4,050</td>
<td>€ 6,480</td>
</tr>
<tr>
<td>Right Side Banner bottom</td>
<td>€ 3,600</td>
<td>€ 1,800</td>
<td>€ 3,600</td>
<td>€ 1,800</td>
<td>€ 4,050</td>
<td>€ 6,480</td>
</tr>
<tr>
<td>Newsletter Banner Bottom</td>
<td>€ 2,400</td>
<td>€ 1,200</td>
<td>€ 2,400</td>
<td>€ 1,200</td>
<td>€ 2,700</td>
<td>€ 4,320</td>
</tr>
<tr>
<td>CMBP bottom</td>
<td>€ 6,720</td>
<td>€ 3,360</td>
<td>€ 6,720</td>
<td>€ 3,360</td>
<td>€ 7,560</td>
<td>€ 12,096</td>
</tr>
</tbody>
</table>

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.

Payment conditions
– 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.
– 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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