

# PHARMALIVE.COM ADVERTISING POSITIONS

PharmaLive.com Advertising Positions		Rotation	Cost	Ad Type
<b>Main PharmaLive Pages</b>				
PharmaLive Homepage		Rotation of four (4)	\$2,680.00	Mini Skyscraper
News from the Homepage		Exclusive	\$2,680.00	Category Ad
News from the Daily Advantage		Exclusive	\$2,680.00	Category Ad
Med Ad News This Month		Rotation of four (4)	\$2,680.00	Category Ad
R&D Directions This Month		Rotation of four (4)	\$2,680.00	Category Ad
PharmaLive Search		Exclusive	\$2,680.00	Category Ad
<b>Business News Categories</b>				
Business Strategy		Exclusive	\$1,850.00	Category Ad
Financial News		Exclusive	\$1,850.00	Category Ad
Generics		Exclusive	\$1,850.00	Category Ad
Legal Actions		Exclusive	\$1,850.00	Category Ad
Patent Issues		Exclusive	\$1,850.00	Category Ad
<b>Marketing &amp; Advertising Categories</b>				
Advertising Agency News		Exclusive	\$1,850.00	Category Ad
Electronic Marketing		Exclusive	\$1,850.00	Category Ad
Product Marketing News		Exclusive	\$2,680.00	Category Ad
<b>Research &amp; Development Categories</b>				
Contract Research Business		Exclusive	\$1,850.00	Category Ad
Drug Approvals		Exclusive	\$2,680.00	Category Ad
Drug Discovery		Exclusive	\$1,850.00	Category Ad
Drugs in Development		Exclusive	\$2,680.00	Category Ad
eR&D		Exclusive	\$1,850.00	Category Ad
Filed for Approval		Exclusive	\$1,850.00	Category Ad
Trial Results		Exclusive	\$2,680.00	Category Ad
<b>FDA Files</b>				
FDA Policy		Exclusive	\$1,850.00	Category Ad
Regulatory Actions		Exclusive	\$1,850.00	Category Ad
Warnings		Exclusive	\$1,850.00	Category Ad
<b>Conferences</b>				
Investment Banking HC Conferences		Exclusive	\$1,850.00	Category Ad
Medical/Professional Conferences		Exclusive	\$1,850.00	Category Ad
<b>People</b>				
Comings & Goings		Exclusive	\$1,850.00	Category Ad
<b>Newsletter Advertising Positions</b>				
<b>PharmaLive Daily Advantage</b>				
Leader board		Rotation of two (2)	\$6,930.00	Leader board
News Sponsorship		Exclusive	\$2,520.00	News Sponsor
Mini Skyscraper - Upper		Rotation of two (2)	\$4,620.00	Mini Skyscraper
Mini Skyscraper - Middle		Rotation of two (2)	\$4,620.00	Mini Skyscraper
Mini Skyscraper - Lower		Rotation of two (2)	\$4,620.00	Mini Skyscraper
Featured Solutions Provider		Exclusive	\$6,930.00	Text Spot
Anchor Ad		Rotation of two (2)	\$3,570.00	Anchor
<b>Weekly eNewsletters (all titles)</b>				
News Sponsorship		Exclusive	\$1,440.00	News Sponsor
Mini Skyscraper		Exclusive	\$2,680.00	Mini Skyscraper
Featured Solutions Provider		Exclusive	\$3,500.00	Text Spot
<b>TherapeuticsDaily.com Advertising Positions</b>				
<b>Home Page</b>				
News Sponsors		Exclusive	\$1,240.00	News Sponsor
Featured Solutions Providers		Exclusive	\$3,300.00	Text Sponsor
Mini Skyscrapers		Exclusive	\$2,470.00	Mini Skyscraper
<b>Therapeutic Channels (per channel)</b>				
Channel Sponsorship		Exclusive	\$10,860.00	All
Website	Featured Solutions Providers	Exclusive	\$3,300.00	Text Sponsor
	Category Ads	Exclusive	\$2,470.00	Category Ad
Newsletters	News Sponsors	Exclusive	\$1,240.00	News Sponsor
	Featured Solutions Providers	Exclusive	\$3,300.00	Text Sponsor
	Mini Skyscrapers	Exclusive	\$2,470.00	Mini Skyscraper