



The ONLINE RESOURCE for the cell therapy community.

[WWW.CELLTHERAPYNEWS.COM](http://WWW.CELLTHERAPYNEWS.COM)

07  
MEDIA KIT



## about CELL THERAPY NEWS

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Cell Therapy News is a free, weekly e-newsletter and website portal dedicated to providing the latest information affecting cellular therapies.

Cell Therapy News' mission is to promote the field of cell therapy and facilitate the exchange of information and resources between members of the international cell therapy community.

The website portal supplies the following categories of cell therapy-related information:

» NEWS » EVENTS » JOBS » ASSOCIATIONS » PUBLICATIONS » MARKET REPORTS » REGULATORY INFORMATION

The website is also the home of all current and past issues of the e-newsletter.

The e-newsletter incorporates the most recent news from all areas of the field, from its science, research, and business news, to its regulatory affairs. The e-newsletter is published online weekly and sent to over 11,000+ subscribers globally.



## PUBLICATION formats

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### EMAIL NEWSLETTER

The newsletter is available in HTML and Plain text formats.

### WEBSITE

The newsletter is posted and archived online at [www.celltherapynews.com](http://www.celltherapynews.com).

### RSS FEED

Real time distribution of the contents from the newsletter are available as an RSS feed (real simple syndication).

Advertising in [Cell Therapy News](#) grows your business by:

- » **INCREASING** your profile and brand recognition
- » **INCREASING** qualified traffic to your website traffic
- » **OPTIMIZING** search engine rankings for cell therapy-related keywords



# reach YOUR AUDIENCE

Provided below are website and e-newsletter statistics, and **Cell Therapy News** audience demographics.

## E-NEWSLETTER stats

- » 11,000+ SUBSCRIBERS
- » 49 ISSUES/YEAR (WEEKLY)

## WEBSITE stats (PER MONTH)

- » 33,977 PAGE VIEWS
- » 31,927 VISITS
- » 6,825 UNIQUE VISITS
- » 333,780 HITS

## SUBSCRIBERS BY area of focus

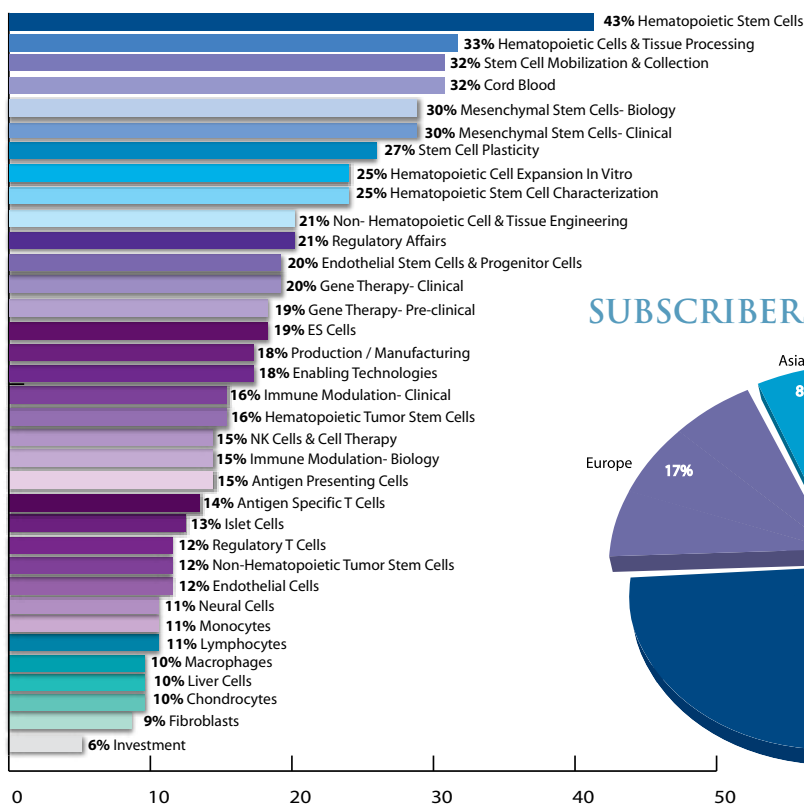


Figure 1: Subscribers by area of focus statistics for Cell Therapy News audience

## SUBSCRIBERS BY location

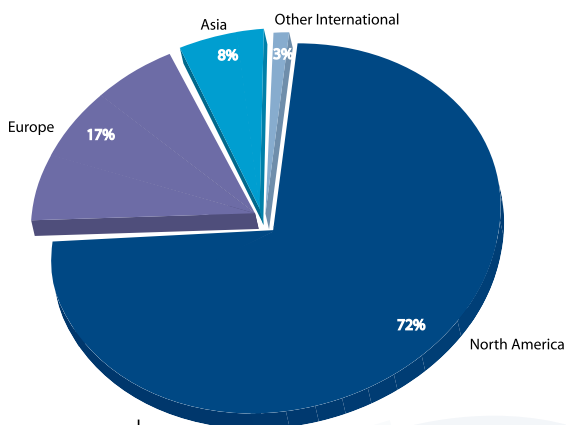
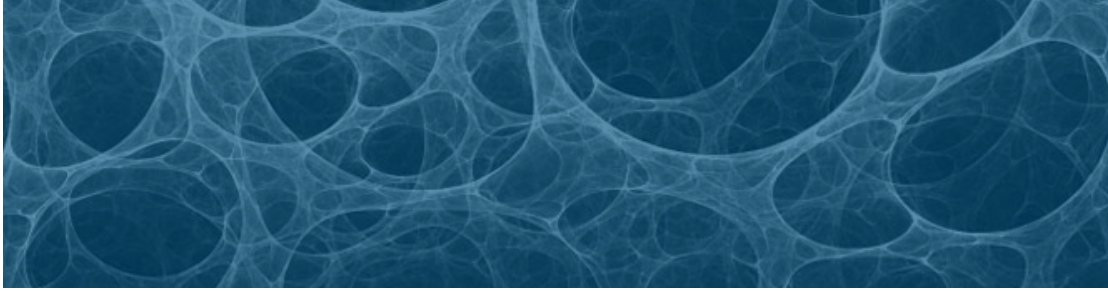


Figure 2: Subscribers by geographical location statistics for Cell Therapy News audience



# reach YOUR AUDIENCE

## SUBSCRIBERS BY job function

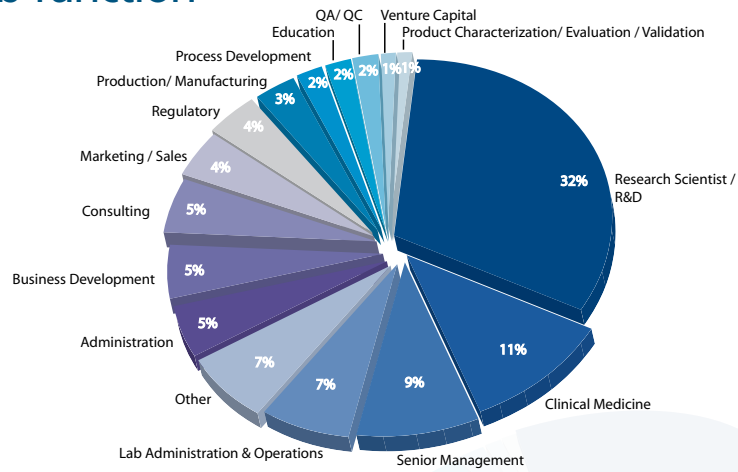


Figure 3: Subscribers by job function statistics for Cell Therapy News audience

## SUBSCRIBERS BY organization type

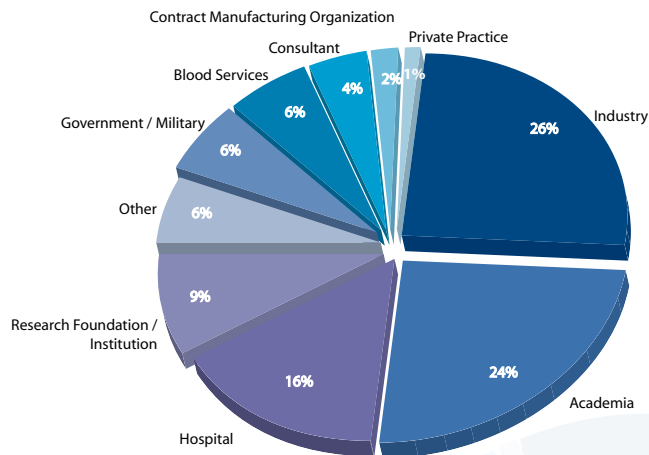


Figure 4: Subscribers by organization type statistics for Cell Therapy News audience

# ADVERTISING » e-newsletter

DURATION	SPONSORSHIP TYPE	DESCRIPTION	TECH SPECS
1 Week	Issue	Large banner positioned at top of the newsletter (Includes one hyperlink and one graphic).	776 pixels wide x 170 pixels high in JPEG or GIF format
1 Week	Section Science Policy Business NIH CBER Regulatory  Profiled Journal	Banner positioned at the top of a particular section of the newsletter (Includes one hyperlink and one graphic).  Banner and copy positioned in the profiled journal section (Includes one hyperlink and one graphic).	720 pixels wide x 83 pixels high in JPEG or GIF format  720 pixels wide x 83 pixels high in JPEG or GIF format and up to 250 words of text
1 Week	Dedicated	Email blast to the subscribers of Cell Therapy News that exclusively features your content (Includes customized graphics, text and hyperlinks to suit your needs). All content is subject to approval and is not posted online.	776 pixels wide x 170 pixels high in JPEG or GIF format and up to 500 words of text

NOTE: All issues are archived online for at least two years.



The screenshot shows the Cell Therapy News website interface. At the top, there is a search bar and navigation tabs for ARCHIVES, PRODUCTS, EVENTS, JOBS, RESOURCES, ADVERTISE, and ABOUT. Below the navigation is a banner for "REACH YOUR AUDIENCE" with the text "Find out how Cell Therapy News' customized solutions can help you reach your audience." and "Visit www.celltherapynews.com or email us at info@celltherapynews.com". Below this is a "TOP STORIES" section with a headline "Study Identifies New Gene Therapy Tools for Ischemic" and a sub-headline "INCREASE YOUR BRAND RECOGNITION" with the text "Visit www.celltherapynews.com or email us at info@celltherapynews.com".

Two blue arrows point from the left towards the screenshot. The top arrow is labeled "ISSUE SPONSORSHIP" and points to the "REACH YOUR AUDIENCE" banner. The bottom arrow is labeled "SECTION SPONSORSHIP" and points to the "INCREASE YOUR BRAND RECOGNITION" banner.

Figure 5: Example of issue and section sponsorship ads in e-newsletter

## ADVERTISING » website

DURATION	SPONSORSHIP TYPE	DESCRIPTION	TECH SPECS
1 Week	Banner	Large banner positioned at top of a webpage (Includes one hyperlink and one graphic). Each webpage has an exclusive sponsor.	776 pixels wide x 170 pixels high in JPEG or GIF format
1 Week	Tile	Rectangular tile positioned at the right-hand side of each web page on the website (Includes one hyperlink and one graphic). Tile sponsorship is site-wide; therefore, all the web pages will have the same tile sponsors.	135 pixels wide x 200 pixels high in JPEG or GIF format



Figure 6: Example of banner and tile ads on website

## ADVERTISING » recruitment

Interested in recruiting talented individuals? Post your career opportunities on the Cell Therapy News website!

- » Your job will be featured on the jobs page of Cell Therapy News, a website with more than 30,000 visits per month.
- » Your job will be included in an issue of Cell Therapy News that is delivered to more than 11,000 members of the cell therapy community.



## ADVERTISING » rates

ADVERTISING TYPE	DURATION	FREQUENCY				
		1X	3X	6X	12X	24X
<b>E-NEWSLETTER</b>						
Issue	1 Week	\$1000	\$ 950	\$900	\$850	\$800
Section	1 Week	\$500	\$475	\$450	\$425	\$400
Dedicated	—	\$2500	\$2500	\$2500	\$2500	\$2500
<b>WEBSITE</b>						
Banner	1 Week	\$500	\$450	\$425	\$400	\$350
Tile	1 Week	\$350	\$325	\$300	\$275	\$250
		1X	5X	10X		
<b>JOB POSTING</b>						
Introductory <i>(until Dec. 1/07)</i>	2 Months	\$250	\$1000	\$2000		
Regular <i>(after Dec. 1/07)</i>	2 Months	\$450	\$2000	\$4000		

\* All rates are in US dollars and are non-commissionable.

## SUBMISSION information

**DEADLINES:** Cell Therapy News is published on Mondays. The deadline for sponsorship submissions is Wednesdays at 5pm PST for placement in the following Monday's issue. All files should be submitted by email.

**PAYMENT:** Payment must be received prior to placement of an advertisement. Payment is accepted in Dollars (US or Canadian) and Euros. Payment can be made by the following methods:

- » CHEQUE
- » MONEY ORDER/BANK DRAFT
- » CREDIT CARD (VISA, MASTERCARD OR AMERICAN EXPRESS)
- » INTER-BANK TRANSFER *(the advertiser is responsible for all applicable transfer fees)*

**CONTACT:** Ashley Ringrose  
 Connexion Creative Inc.  
 375 West Fifth Avenue, Suite 201 | Vancouver, BC V5Y 1J6 | Tel. 604.630.5515 | Fax. 604.874.4378  
 sales@celltherapynews.com | www.celltherapynews.com

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