

MEDIA GUIDE **2016**

An advertising pipeline to
the clinical research industry





The leading trusted source for global clinical trial information

CENTERWATCH.COM

Since 1994, CenterWatch has been a recognized leader in providing clinical trials information to a broad and influential spectrum of clinical research professionals ranging from top sponsors and CROs to research centers and niche service providers, as well as an engaged population of patients interested in clinical research and volunteering.

An integrated approach

More media channels for advertisers mean more leads that can be generated. With CenterWatch's expansive advertising solutions, you can create an integrated marketing strategy that provides the greatest potential for reaching your target audience across a vast global clinical trials industry.

Realize your advertising potential with CenterWatch

With unparalleled editorial content both in print and online, unique online marketing forums, lead-generating programs and patient and employee recruitment support, CenterWatch is a one-stop, cost-effective, multi-platform solution giving you the opportunity to reach a highly engaged, loyal readership, online community and social media membership that fits your budget.

- Create brand awareness
- Expand your company's visibility
- Target your promotional message
- Generate new business opportunities

Your advertising pipeline to the clinical research industry



WEB SOLUTIONS 3 ▶

Increase brand awareness and market presence by connecting with a broad and varied audience.



PRINT AND DIGITAL SOLUTIONS 4 ▶

Create a lasting impression and extend your reach to readers of the industry's leading news publications.



LEAD GENERATION RESOURCES 9 ▶

Showcase detailed information about your research center or business to our online community with a profile page on CenterWatch.com to generate and secure business and clinical research leads, and to reach study volunteers.



PATIENT ENROLLMENT SUPPORT 10 ▶

Support your patient enrollment initiatives via our online *Clinical Trials Listing Service*™ with exclusive outreach to thousands of potential study volunteers.



EMPLOYEE RECRUITMENT AND CAREER SERVICES 11 ▶

Recruit qualified professionals on JobWatch—the industry's only career site focused exclusively on the clinical research field.



OUR AUDIENCE

Reach top bio/pharma companies and CROs across all our platforms:

- AbbVie
- Allergan
- Amgen
- Astellas
- AstraZeneca
- Bausch & Lomb
- Bayer Healthcare
- BioClinica
- Biogen Idec
- Boehringer Ingelheim
- Bristol-Myers Squibb
- Celgene
- Chiltern
- Covance
- Eli Lilly
- Endo
- Forest Labs
- Genzyme
- GlaxoSmithKline
- Icon
- INC Research
- inVentiv Health
- Johnson & Johnson
- Medpace
- Merck
- Mylan
- Novartis
- Novo Nordisk
- Otsuka
- Palm Beach CRO
- Parexel
- Pfizer
- PPD
- PRA Health Sciences
- Purdue
- Quintiles
- Roche/Genentech
- Sanofi
- Shire
- Takeda
- Theorem
- UCB
- Vertex

CONTACT

MELISSA NAZZARO, MANAGER, MULTI-MEDIA ADVERTISING SOLUTIONS

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CenterWatch News Online

News and views on the clinical trials industry

CENTERWATCH.COM/NEWS-ONLINE

"Chiltern has found that showcasing our ads on CenterWatch has increased our brand awareness to the right audience."

Marketing Director, Chiltern

CenterWatch News Online is a dynamic responsive web site committed to bringing "on-the-go" readers quality and informative clinical research news and analysis on the many issues and topics that affect this fast-paced and ever-changing industry. With real-time coverage of the day's top stories, business and financial news worldwide, hard-hitting and original CenterWatch news and data analysis—all organized by topic-specific pages covering various industry segments—CenterWatch News Online is a one-stop, comprehensive news source for professionals spanning all sectors of the clinical trials industry.

How we generate traffic to your ads

As an online advertiser, you have the opportunity to reach thousands of clinical research professionals from more than 164 countries who visit the site every month via a vast distribution network.

- RSS feed subscriptions
- Daily tweets and posts to our Twitter, Facebook and LinkedIn followers
- Repeat visitors who've bookmarked our page
- Referrals from our partners and other industry sites
- Top-ranked search engine results for "clinical trial news"

FAST FACTS

243k+
average annual unique visitors

395k+
average annual page views

8k+
weekly e-Alert distribution

164+
countries represented by CenterWatch News Online visitors

EDITORIAL BEATS FOR TARGET MARKETING

- Study Conduct
- CROs/Service Providers
- Technology Solutions
- Ethics/Regulatory
- R&D Trends
- Drug Sponsors
- Awards & Advancement
- Clinical Intelligence



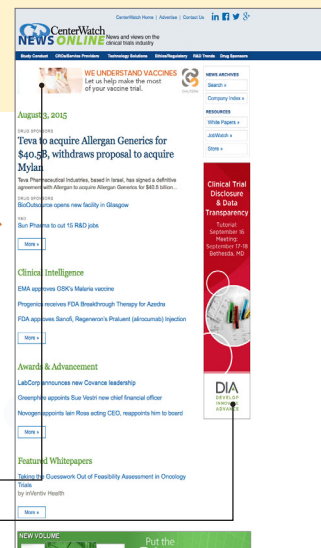
WEB AD SPACES

- Billboard
- Large rectangle
- Leaderboard
- Wide skyscraper
- VIEW RATES >
- VIEW ALL SIZES >

e-Alert Advertising >

Put your branding message in front of more than 8,000 readers with an exclusive web ad in our weekly CenterWatch News Online e-Alert.

- Banner
- Skyscraper

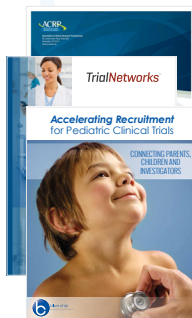


38% Average open rate

White Paper Lead Generation Program

GENERATE QUALIFIED BUSINESS LEADS IN REAL TIME!

Thousands of professionals visit our white paper library every month seeking strategic and expert solutions for the clinical research industry. Secure these valuable leads when you post your organization's white paper on CenterWatch.com. Leads are emailed directly to you upon download. Plus, we'll help drive traffic to your white paper via marketing promotions on social media and our weekly e-Alerts! [VIEW WHITE PAPERS >](#)



29% of visitors to our white papers complete a download

60 average leads per three-month posting

"CenterWatch has proven itself to be an integral part of Quorum Review's annual media strategy. Whether we are launching new IRB services or advertising a conference, the opportunities for exposure have been invaluable."

Quorum Review IRB

The CenterWatch Monthly

FORMAT: PRINT OR DIGITAL READERSHIP: 27,000 FREQUENCY: 12 ISSUES PER YEAR

SUBSCRIBER STATISTICS

99%

share their subscription with colleagues, more than doubling visibility

66%

have purchasing authority

97%

recommend *The CenterWatch Monthly*

43%

have subscribed for over four years

70%

are very satisfied with their subscription

72%

read each issue in full

Since 1994, CenterWatch's flagship publication has been the industry's leader in providing hard-hitting, authoritative business and financial coverage of the clinical research space. No other publication provides the level of data analysis, expert research and sound journalistic writing that our highly engaged and loyal readership has come to rely on.

Advertising Opportunities

PRINT EDITION

- Full page
- 1/2 page
- 1/3 page

SAMPLE ISSUE ▶
VIEW AD RATES ▶
VIEW AD SIZES ▶

Create a total, integrated marketing solution

DIGITAL EDITION

- Left/right skyscraper
- Top banner
- Mini-skyscraper

SUBSCRIBER EMAIL ALERTS

52% Average open rate

ADVERTISER BENEFITS

Global readership: a globally based, influential readership reaching decision makers from top pharma, biotech, CROs and sites.

Affordable, multi-platform solutions: an effective combination of traditional display and web opportunities offering a comprehensive solution at a cost-friendly rate.

Lasting impression: print/display and web ads remain active in digital subscribers' archives, giving infinite exposure to those referring to past issues.

Extended reach: bonus distribution throughout the year at several U.S. conferences providing exponential industry exposure.

READER DEMOGRAPHICS

INDUSTRY

- Investigative site 38%
- Pharma/Biotech 22%
- CRO 15%
- Service provider 10%
- AMC/Hospital 7%
- Consultant 5%
- IRB 3%

JOB TITLE

- Mgr/dir clinical research 30%
- CRC/Study nurse 26%
- Corp management 18%
- Business development 14%
- Consultant/Finance 10%
- PI/Professor/Researcher 2%

LOYAL READERSHIP

- 1-3 years 58%
- 4-6 years 18%
- 7+ years 24%

WHAT OUR READERS ARE SAYING

"CenterWatch is such a **credible and reliable source**, and is one of the few entities that conducts surveys—keep them coming!"

"**Keeps me informed** of current research issues and helps with study leads."

"A good overview of what's going on in the industry and a **good place to look for new trends and studies.**"

The CenterWatch Monthly Editorial Calendar

MONTH	*FEATURED TOPICS	**BONUS DISTRIBUTION
JANUARY	<ul style="list-style-type: none"> • Patient attitudes about, and experiences with, clinical trials • The new study brokers 	<p>CBI's 4th Annual IISR January 20-21, Philadelphia, PA</p>
FEBRUARY	<ul style="list-style-type: none"> • Strategies for bringing research centers into more remote communities • Precision Medicine: A game changer for the industry? 	<p>Pharma Market Research Conference February 3-4, Parsippany, NJ</p> <hr/> <p>Summit for Clinical Ops Executives (SCOPE) February 23-25, Miami, FL</p>
MARCH	<ul style="list-style-type: none"> • Emerging market investigative sites evaluate their relationships with sponsors • CRO vs. Vendor EDC: Is consolidation on the horizon? 	<p>The Conference Forum's Patients as Partners March 14-15, Philadelphia, PA</p> <hr/> <p>Clinical Trials Collaboration March 21-22, Boston, MA</p>
APRIL	<ul style="list-style-type: none"> • Emerging market investigative sites evaluate their relationships with CROs • Phantom PIs: Fact or fiction? 	<p>ACRP 2016 Global Conference & Exhibition April 16-19, Atlanta, GA</p>
MAY	<ul style="list-style-type: none"> • New research on the high cost and delays associated with protocol amendments • Investments in, and the ROI of, training and certification programs 	<p>MAGI's Clinical Research Conference East May 1-4, Boston, MA</p> <hr/> <p>The Conference Forum's Chief Medical Officer East May 2-3, Boston, MA</p> <hr/> <p>The Evolution Summit May 9-11, Palm Beach, FL</p>
JUNE	<ul style="list-style-type: none"> • Investigative sites rate the technology solutions supporting their operations • Addressing the problem of dual enrollment 	<p>DIA 2016 52nd Annual Meeting June 26-30, Philadelphia, PA</p>
JULY	<ul style="list-style-type: none"> • Health Care Provider engagement in clinical trials • New operating models improving the protocol design process 	
AUGUST	<ul style="list-style-type: none"> • Impact of the Sunshine Act on PIs participating in clinical research • Optimizing site management practices 	<p>5th Clinical Trials Inspection Readiness Summit August 8-9, Philadelphia, PA</p>
SEPTEMBER	<ul style="list-style-type: none"> • 2015 study of investigative site operations • Apple and Google expand their role in the clinical research enterprise 	<p>Pharma CI Conference & Exhibition September 13-14, Parsippany, NJ</p> <hr/> <p>The Conference Forum, Boston, MA Global Clinical Trials: TBA Mobile in Clinical Trials: September 19 Disruptive Innovations US: September 20-21 Partnerships in Drug Delivery: October 27-28</p>
OCTOBER	<ul style="list-style-type: none"> • Tracking the impact of risk-based monitoring • The evolving role of clinical trial offices in academic institutions 	<p>25th Annual Partnerships in Clinical Trial October 5-7, Boston, MA</p> <hr/> <p>Site Solutions Summit October 13-16, Boca Raton, FL</p> <hr/> <p>7th Annual Clinical Quality Oversight Forum TBA, Philadelphia, PA</p> <hr/> <p>MAGI's Clinical Research Conference West October 23-26, Las Vegas, NV</p>
NOVEMBER	<ul style="list-style-type: none"> • Payor influence on study design • eConsent: benefits and challenges 	
DECEMBER	<ul style="list-style-type: none"> • Evaluating sponsor, CRO and site inspection results • eTMF adoption 	

* Content subject to change.

** This does not represent a complete distribution list as we are continuously developing partnership opportunities.

Ads due by the 15th of the month prior to publication.

CONTACT

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FORMAT: DIGITAL READERSHIP: 7,000 FREQUENCY: 50 ISSUES PER YEAR

"Advertising in CWWeekly has given us a wide exposure within the clinical research industry. We have seen a distinct increase in brand recognition and expansion of our company's visibility."

Palm Beach CRO



SUBSCRIBER STATISTICS

73% share their subscription with colleagues, more than doubling visibility

69% have purchasing authority

93% recommend CWWeekly

74% have subscribed for over four years

58% read each issue in full

With expanded analysis of the week's top headlines and breaking news, CWWeekly provides an in-depth look into recent major financial transactions, business issues and emerging trends to keep our engaged readers informed of the rapidly changing clinical research marketplace. Original content includes: executive interviews, columns by patient recruitment and study conduct experts, and drug and device pipeline news.

Advertising Opportunities

DISPLAY ADS

- Full page
- 1/4 page

SAMPLE ISSUE ▶

VIEW AD RATES ▶

VIEW AD SIZES ▶

Sample Issue

View Ad Rates

View Ad Sizes

ADVERTISER BENEFITS

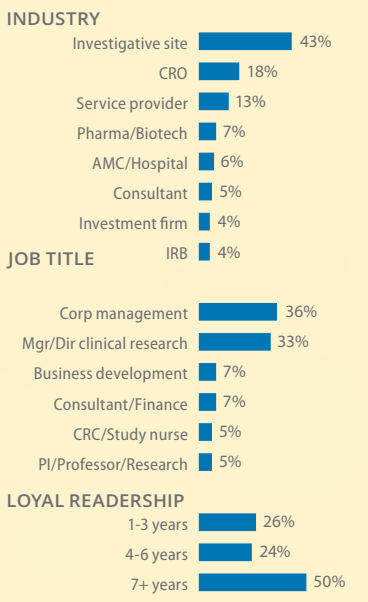
Global readership: a globally based, influential readership reaching decision makers from top pharma, biotech, CROs and sites.

Affordable, multi-platform solutions: an effective combination of traditional display and web opportunities offering a comprehensive solution at a cost-friendly rate.

Lasting impression: display and web ads remain active in digital subscribers' archives giving infinite exposure to those referring to past issues.

Extended reach: bonus distribution throughout the year at select U.S. conferences providing exponential industry exposure.

READER DEMOGRAPHICS



DIGITAL ADS

- Left/right skyscraper

CREATE A TOTAL, INTEGRATED MARKETING SOLUTION

SUBSCRIBER EMAIL ALERTS

- Top banner
- Mini-skyscraper

45% Average open rate

WHAT OUR READERS ARE SAYING

"The drug pipeline **highlights study opportunities** for us."

"The Pulse columns are **timely, relevant and interesting articles** week in and week out."

"This is **my once-a-week 'dose'** of industry news."

"I often contact clients and prospects about information in this publication—a great 'touch' that **has relevance** to them."

RESEARCH PRACTITIONER

FORMAT: PRINT OR DIGITAL READERSHIP: 5,000 FREQUENCY: 6 ISSUES PER YEAR

SUBSCRIBER STATISTICS

98% recommend *Research Practitioner*

81% have subscribed for over four years

71% are very satisfied with their subscription

72% are interested in academic or training advancement program advertisements

"I have been using Research Practitioner for my ACRP certification since 2003. It is one of the best formats for healthcare professionals to stay on track with the demands of the research industry."
CCRC, Colorado Health West, Psychiatry Hospital

Research Practitioner is a valuable educational journal that goes beyond what clinical research professionals "should do" and teaches readers "how to" incorporate critical concepts and strategies to more effectively manage and execute clinical trials. ANCC nursing credits available.

Advertising Opportunities



PRINT EDITION
Call for rates.

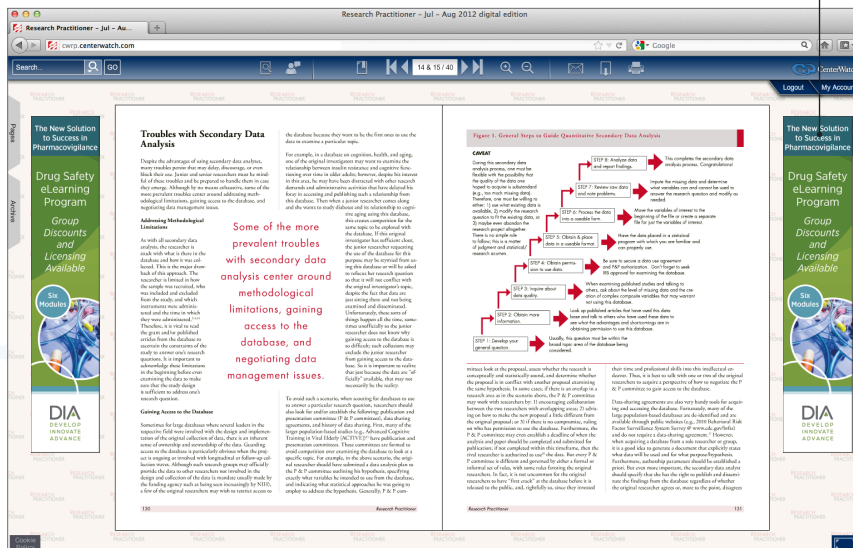
SAMPLE ISSUE ▶
VIEW AD RATES ▶
VIEW AD SIZES ▶

SUBSCRIBER EMAIL ALERTS

Top banner
Mini-skyscraper

DIGITAL EDITION
Left/right skyscraper

41% Average open rate



ADVERTISER BENEFITS

Global readership: a globally based, influential readership reaching clinical trial management professionals

Affordable, multi-platform solutions: an effective combination of traditional display and web opportunities offering a comprehensive solution at a cost-friendly rate.

Lasting impression: web ads remain active in digital subscribers' archives, giving infinite exposure to those referring to past issues.

Extended reach: bonus distribution throughout the year at select U.S. conferences providing exponential industry exposure.

READER DEMOGRAPHICS



WHAT OUR READERS ARE SAYING

- "There isn't another journal out there that has what **Research Practitioner** offers."
- "Our library users love this publication for the continuing education and find it **very useful** in the performance of their jobs and their own advancement."
- "It is **my favorite publication**—I actually get excited when it comes in the mail!"
- "I **regularly recommend it** to participants in my training programs."

RESEARCH PRACTITIONER Editorial Calendar

MONTH	*FEATURED TOPICS
JANUARY-FEBRUARY 2016	<ul style="list-style-type: none"> • ANPRM for Revision to Common Rule • IRB Inspections by FDA
MARCH-APRIL 2016	<ul style="list-style-type: none"> • ANPRM for Revision to Common Rule: Biospecimens • Clinical Research in Developing Countries
MAY-JUNE 2016	<ul style="list-style-type: none"> • ANPRM for Revision to Common Rule: Informed Consent • Social Media in Clinical Research
JULY-AUGUST 2016	<ul style="list-style-type: none"> • ANPRM for Revision to Common Rule: Excluded Research • Minority Populations and Trial Participation
SEPTEMBER-OCTOBER 2016	<ul style="list-style-type: none"> • ANPRM for Revision to Common Rule: Exemptions • SOPs at Research Sites
NOVEMBER-DECEMBER 2016	<ul style="list-style-type: none"> • ANPRM for Revision to Common Rule: IRBs/Study Staff • Changes to ICH E6: Good clinical practice

*Content subject to change.



CONTACT

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Profile Pages

Clinical study leads and business opportunities

CENTERWATCH.COM/NEWS-RESOURCES/RESEARCH-CENTERS
CENTERWATCH.COM/NEWS-RESOURCES/INDUSTRY-PROVIDERS

FAST FACTS

700+
profile page subscribers

450k+
average annual page views

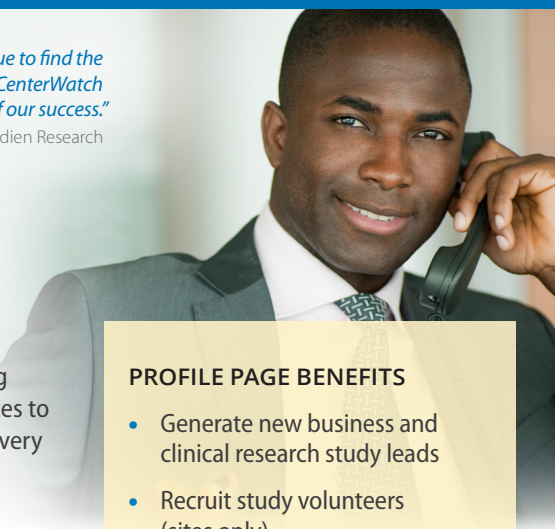
70%
of research centers have subscribed for over four years

73%
of industry providers have subscribed for over four years

51%
of research centers currently post active trials

"As a subscriber for many years, we continue to find the site services and educational resources that CenterWatch provides to be an important part of our success."

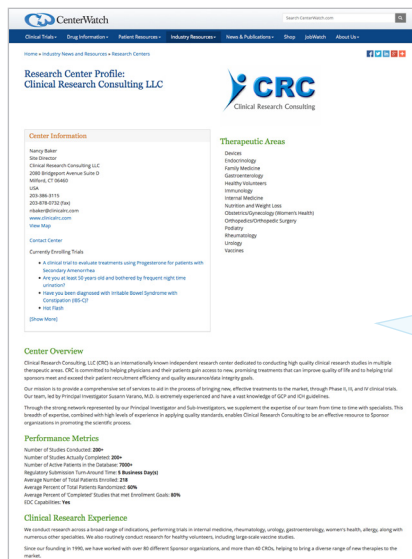
Meridian Research



A profile page is an easy and cost-effective way for research centers and niche service providers to generate targeted leads for securing clinical research study opportunities or selling products and services to the thousands of clinical research professionals who visit CenterWatch.com every day. *Research Center Profiles* are also accessed by study volunteers.

These unique advertising tools offer visitors an easy-to-read and comprehensive overview of your organization, including detailed information about your products, services, staff experience, areas of expertise and contact information. **Plus, we can help customize your page to maximize your ROI!**

[VIEW AN INDUSTRY PROVIDER PROFILE PAGE >](#)
[VIEW A RESEARCH CENTER PROFILE PAGE >](#)



Unlimited Clinical Trial Listings for Sites >

Recruit interested study volunteers who frequently visit our clinical trial listings. Trials are free to post on the *Clinical Trials Listing Service™* and will also appear on your profile page and the Study Scavenger mobile app.

Currently Enrolling Trials

- A clinical trial to evaluate treatments using Progesterone for patients with Secondary Amenorrhea
- Are you at least 50 years old and bothered by frequent nighttime urination?
- Have you been diagnosed with Irritable Bowel Syndrome with Constipation (IBS-C) disease?
- Hot Flash

PROFILE PAGE BENEFITS

- Generate new business and clinical research study leads
- Recruit study volunteers (sites only)
- Increase company exposure
- Reach an engaged and targeted audience
- Profiles appear complementary on ACRP's site for additional exposure and lead generation

ENHANCEMENTS

- Post images of your staff, facility, charts and graphs
- Link to documents such as your organization's brochure, case studies or product specifications
- Link to video presentations of your operations or product and service demonstrations
- Showcase your site's performance metrics and staff certifications to be included in advanced search options to increase page traffic

◀ Drive patients directly to your trial listings!

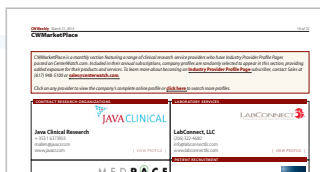
Post a web ad promoting your company or trial to complement your listing on CenterWatch.com.

[VIEW WEB AD RATES >](#)

[VIEW WEB AD SIZES >](#)

60%

of patients find web ads helpful in their clinical trial search—2013 CENTERWATCH PATIENT SURVEY



THEOREM CLINICAL RESEARCH
 (484) 679-2400
 moreinfo@theoremclinical.com
 www.theoremclinical.com



Traffic Generator for Industry Providers

REACH UP TO 7,000 CW WEEKLY READERS!
 Provider Profiles are randomly selected to appear in the monthly CWMarketPlace section of the CWWeekly newsletter and tweeted to our 5k+ followers with a link to your page.

PCT PARTNERSHIPS IN CLINICAL TRIALS APRIL 22-24, 2015 | BOSTON, MA
 Register with Code **1P2000CW** to **save 15% off the Standard Rates**

Suffering from toenail fungus?
 To learn more and to find a location near you please visit:
www.NailFungusStudy.com

RENOVATE
 A Clinical Trial for Toenail Fungus

CONTACT

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☐ sales@centerwatch.com
 ☎ (617) 948-5100

Clinical Trials Listing Service™

The industry's largest online database of clinical trials

CENTERWATCH.COM/CLINICAL-TRIALS/LISTINGS

CENTERWATCH.COM/CLINICAL-TRIALS/POST

FAST

80k+

industry-funded global clinical trials

45k+

opted-in patient subscribers

1.5m+

average annual unique visitors

53%

of patient visitors have contacted a research center via CenterWatch listing

3k+

patient-related sites linking to CenterWatch

CenterWatch is the leading online resource for patients interested in clinical trial participation. With **80,000+** listings and access to **1.5+ million patients annually**, CenterWatch is the perfect complement to your existing patient enrollment strategy.

How do patients find your clinical trial?

- Custom email messages reaching thousands of interested patients
- Weekly email alerts on new trial listings to opted-in patients
- Daily clinical trial tweets and Facebook posts
- Referral traffic from more than 3,000 health-related web sites
- Optimized web pages with top organic search results
- Collaborative relationships established with CISCRP, Study Scavenger, TrialReach and many disease-specific health associations
- Priority listings on the CenterWatch site above ClinicalTrials.gov trials

Clinical Trial Snapshot	
Phase	Both Male and Female
Gender	18 and up
Age	Recruiting
Overall Status	Cortecido
Lead Sponsor	16 Months
Duration	Out-Patient
Facility Type	

Enhanced navigation

Patient-friendly language

Multiple search options

A total multi-media solution

CenterWatch offers comprehensive multi-media packages designed to drive more traffic to your clinical trial listing, including web ads on patient-facing pages, extra social media outreach and custom email blasts to reach more patients.

Pregnant?
And Taking Certolizumab Pegol?

CenterWatch: Clinical Trial Resources for Patients shared a link.
March 19 near Boston, MA

Is every breath a struggle? Join the Respire Study! If you are living with COPD and are 40 or older consider participating in this clinical trial!

breath is a struggle?
Respire Study - Community of COPD patients.
The study is a 12 month clinical trial

Is every #breath a struggle? Join the Respire Study! Living with #COPD and 40 or older consider this #clinicaltrial ow.ly/uyTCJ

A clinical research study for asthmatics 12 years and over.
Serious Asthma Outcome Study With Mometasone Furoate/Formoterol Versus Mometasone Furoate in Asthmatics 12 Years and Over (P06241 AM3) (SPIRO)

The purpose of this study is to test the safety of DULERA. DULERA is a pressurized metered-dose inhaler (MDI) that contains two drugs combined, namely mometasone and formoterol in a single inhaler.

Patient eligibility criteria includes:

- Persistent asthma for at least 1-year
- Must have a history of at least one asthma exacerbation in previous 4 to 52 weeks

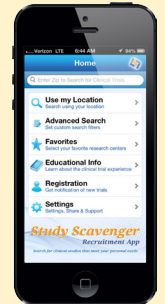
[View](#) additional protocol-defined inclusion/exclusion criteria and locate a study site near you.

NEW VOLUME
2014-2015 Clinical Trials Data Library
Put the Power back in your hands

MORE EXPOSURE FOR YOUR CLINICAL TRIALS

► There's an app for that!

Active clinical trials posted on CenterWatch appear simultaneously on the new Study Scavenger smartphone app, an innovative patient recruitment tool for today's ePatient.



► Collaborative Partnerships

CenterWatch has developed strategic partnerships with **TrialReach, PDRhealth, CISCRP** and hundreds of **health associations** to drive more traffic to your trial listings.

CONTACT

SALES REPRESENTATIVE

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☎ (617) 948-5100

JobWatch

All your staffing needs in one place

CENTERWATCH.COM/JOBWATCH

"JobWatch is our first 'go-to' place for advertising CRA opportunities."
J. Tyson & Associates, Inc.

FAST FACTS

19k+
registered online members

180k+
average monthly page views

85k+
average monthly job searches

154k+
social media followers

JobWatch is the industry's only online career and educational resource dedicated to clinical research professionals. With thousands of monthly visitors and exclusive outreach efforts to drive traffic directly to your postings, employers have an opportunity to reach a highly targeted and engaged audience via a range of tools designed to fit your budget and staffing needs.

▶ Plus, any new job is also posted free on **ACRP's Career Center.**

FEATURED UPGRADES

Jobs

WEB ADS

Skyscraper

The screenshot shows the JobWatch website interface. At the top, there's a navigation bar with links for Job Seekers, Employers, Education & Events, Clinical Training Guides, and Additional Resources. The main content area is titled 'Search for Industry Related Jobs' and includes search filters for Keywords, Location, and Radius. Below the search filters, there's a 'Welcome to JobWatch' message and a 'Featured Jobs' section listing various roles like 'Manager, Internet Operations and Development' and 'Associate Director, Clinical Operations'. A sidebar on the right features a 'DIA' advertisement and social media icons for LinkedIn, Facebook, and Twitter.

ADVERTISER BENEFITS

- Jobs posted free on the ACRP Career Center
- Recruitment postings with featured upgrades to maximize exposure on national and healthcare networks
- Featured jobs appear in the monthly JobWatch section of the CWWeekly newsletter reaching an additional 7k readers
- Web ads to drive traffic to your site or job posting
- Optimized web pages with top organic search rankings to increase traffic
- Solutions to increase enrollment in educational and networking programs
- Custom packages at affordable rates

Social media outreach

New job postings and educational and networking events are featured on our various social media outlets for increased viral exposure!



JobWatch Seeker E-Alert

- Banner
- Mini-skyscraper

VIEW AD RATES ▶
VIEW AD SIZES ▶




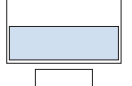





The screenshot shows a JobWatch Seeker E-Alert banner with a 'Summer is here!' message and a mini-skyscraper listing featured jobs such as 'Director, Business Development' and 'Physician Assistant'. The banner also includes a 'Learn Anywhere, Analyze All Your Own Data with DIA' advertisement.

CONTACT

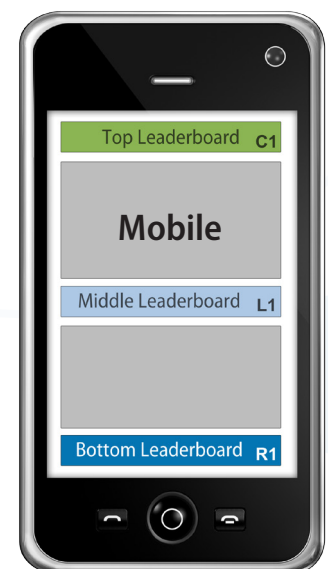
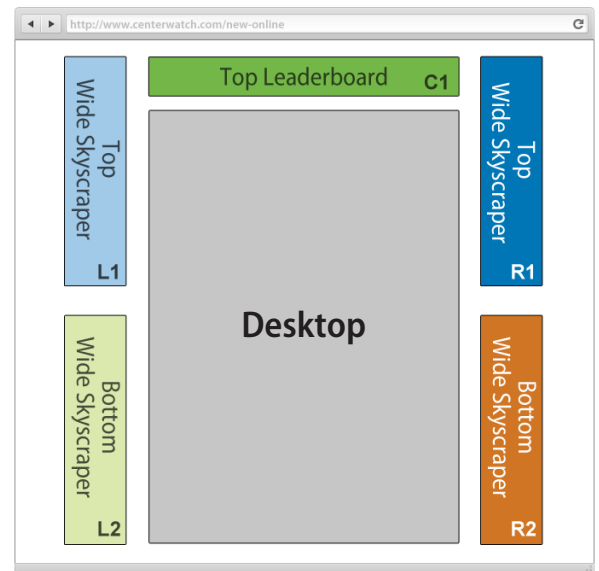
SALES REPRESENTATIVE

sales@centerwatch.com
(617) 948-5100

Publications				
The CenterWatch Monthly (ad appears in print/digital issue, 4-color) *				
Premium	1x	4x	6x	12x
Front cover	\$5,500	\$5,060	\$4,785	\$4,345
Inside front cover	\$4,600	\$4,275	\$4,040	\$3,640
Inside back cover	\$4,600	\$4,275	\$4,040	\$3,640
Back cover	\$4,900	\$4,650	\$4,335	\$4,045
Center spread	\$7,875	Call for higher-frequency rates		
1/2 page center spread	\$4,725	Call for higher-frequency rates		
Random	1x	4x	6x	12x
Full page	\$4,045	\$3,830	\$3,640	\$3,350
1/2 page	\$2,885	\$2,730	\$2,600	\$2,450
1/3 page vertical	\$1,385	\$1,325	\$1,270	\$1,155
1/3 page horizontal	\$1,385	\$1,325	\$1,270	\$1,155
<i>* All print/digital ad rates are net. Call for B&W or higher-frequency rates.</i>				
CWWeekly (ad appears in digital issue)*				
Full page	1x	4x	6x	12x
Preferred placement	\$2,595	\$2,310	\$2,260	\$2,170
Random placement	\$2,425	\$2,230	\$2,185	\$850
1/4 page	1x	4x	6x	12x
Preferred placement	\$840	\$680	\$650	\$595
Random placement	\$725	\$575	\$535	\$460
<i>* All print/digital ad rates are net. Call for higher-frequency rates.</i>				
Research Practitioner (ad appears in print/digital issue)				
Full page	1x			
Inside back cover	\$2,000			
Back cover	\$2,250			
Lead Generation				
White Papers * All white papers are subject to approval by the CenterWatch editorial department.				
Months posted	3x	6x	12x	
	\$645	\$1,200	\$2,100	
Format: PDF				
Requirements:	<ul style="list-style-type: none"> • White paper abstract: 25-30 words maximum • About company: 10 words maximum • Deadline: 5 business days prior to the posting date 			
<ul style="list-style-type: none"> • Logo: .eps, .jpg, gif; maximum width/height: 216 x 144 pixels • White paper title and author • Contact information and subject line to receive emailed leads 				

Publications (dimensions in		Inset		Trim		Bleed	
The CenterWatch Monthly		w	h	w	h	w	h
	Full page	8	10.5	8.5	11	8.75	11.25
	Front cover	8	6.5	8.5	7	8.75	7.25
	Center spread	16.5	10.5	17	11	17.25	11.25
	1/2 page center spread	16.5	5	17	11	17.25	5.5
	1/2 page horizontal	7.5	5				
	1/3 page vertical	2.4	10				
	1/3 page horizontal	7.5	3				
CWWeekly		w	h				
	Full page	8.5	11				
	1/4 page horizontal	7.5	1.75				
File requirements							
<ul style="list-style-type: none"> • Press-ready PDF files • CMYK or grayscale (ads received in RGB will be converted to CMYK) • Sized correctly • All fonts embedded 				<ul style="list-style-type: none"> • Photographic images saved as 300 dpi • Line art, such as bitmapped logos and scanned text, saved as 600 dpi • Vector-based art required 			
Deadlines							
The CenterWatch Monthly		Contact Melissa Nazzaro below					
Research Practitioner		Contact Melissa Nazzaro below					
CWWeekly		The Tuesday of the week prior to publication					

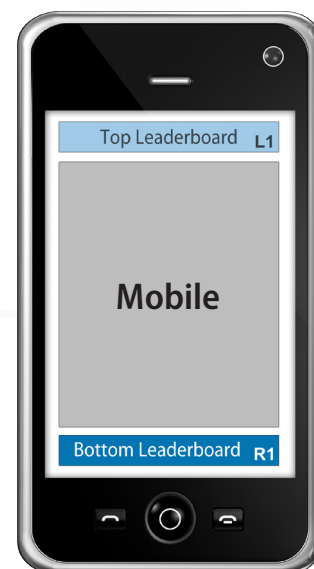
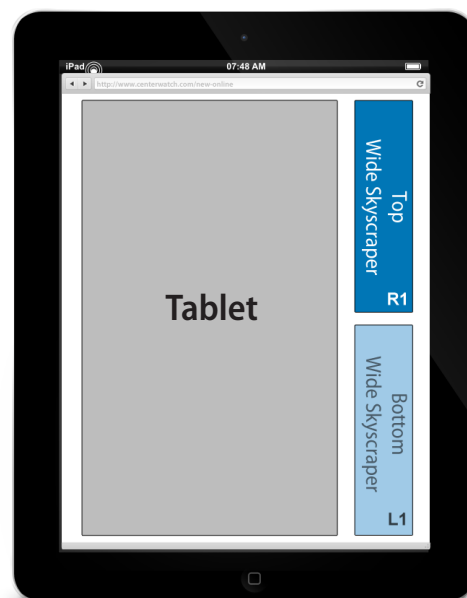
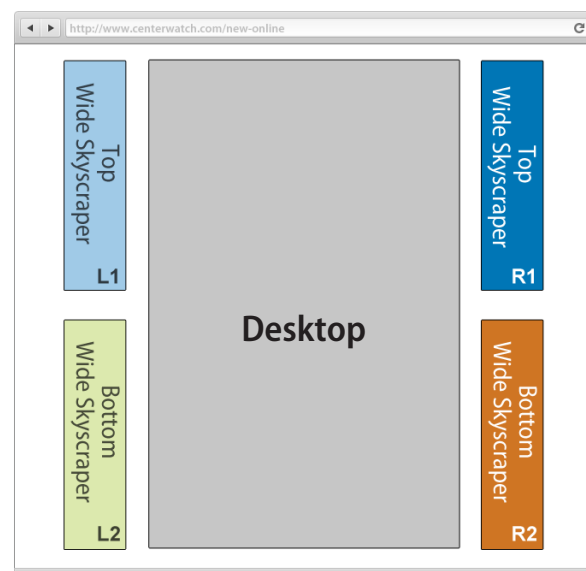
Web Platform	Position/Type	Size (in pixels)		Persistent	
Center 1 (C1)		w	h	yes	no
Desktop	Top Leaderboard	728	90		✓
Tablet	Top Banner	486	60		✓
Mobile	Top Leaderboard	320	50	✓	
Right 1 (R1)		w	h	yes	no
Desktop	Top Wide Skyscraper	160	600		✓
Tablet	Top Wide Skyscraper	160	600		✓
Mobile	Bottom Leaderboard	320	50	✓	
Left 1 (L1)		w	h	yes	no
Desktop	Top Wide Skyscraper	160	600		✓
Tablet	Bottom Wide Skyscraper	160	600		✓
Mobile	Middle Leaderboard	320	50		✓
Right 2 (R2)		w	h	yes	no
Desktop	Bottom Wide Skyscraper	160	600		✓
Tablet	Bottom Banner	486	60		✓
Left 2 (L2)		w	h	yes	no
Desktop	Bottom Wide Skyscraper	160	600		✓
Clinical Trials Listing Service™ and Profile Pages					
Call or email sales for rates: (617) 948-5100 sales@centerwatch.com					
File Requirements					
<ul style="list-style-type: none"> • Animation permitted • Accepted formats: .gif or .jpeg • Maximum ad size: 40k 					
Deadlines					
10 business days prior to the first of the month					



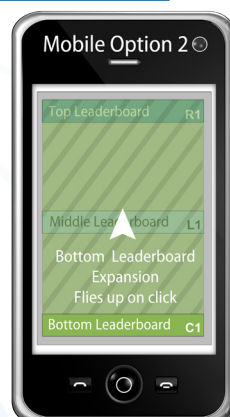
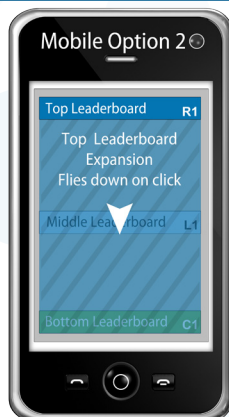
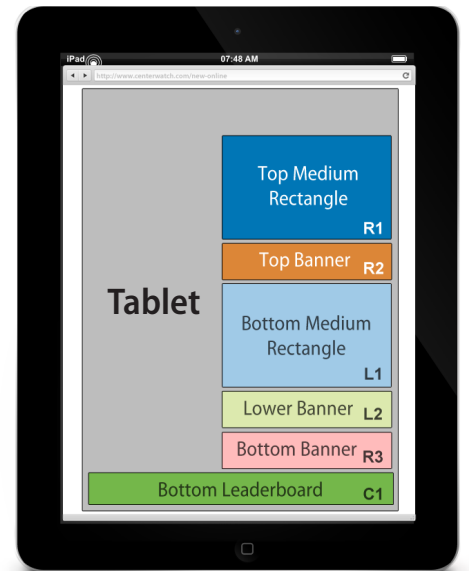
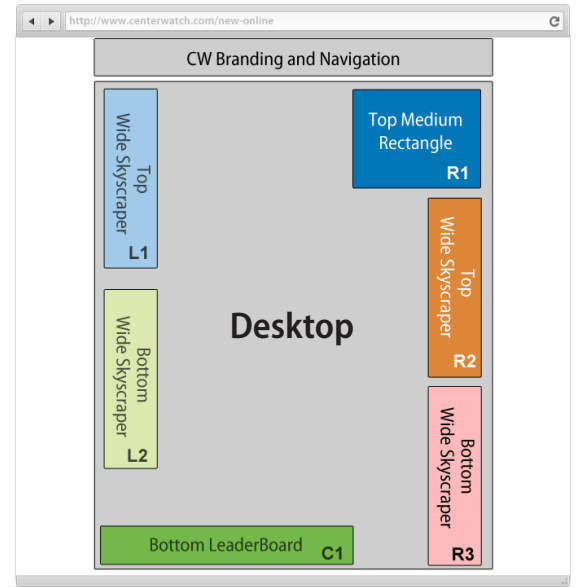
CONTACT

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Web Platform	Position/Type	Size (in pixels)		Persistent	
Right 1 (R1)					
		w	h	yes	no
Desktop	Top Wide Skyscraper	160	600		✓
Tablet	Top Wide Skyscraper	160	600		✓
Mobile	Bottom Leaderboard	320	50	✓	
Left 1 (L1)					
		w	h	yes	no
Desktop	Top Wide Skyscraper	160	600		✓
Tablet	Bottom Wide Skyscraper	160	600		✓
Mobile	Top Leaderboard	320	50		✓
Right 2 (R2)					
		w	h	yes	no
Desktop	Bottom Wide Skyscraper	160	600		✓
Left 2 (L2)					
		w	h	yes	no
Desktop	Bottom Wide Skyscraper	160	600		✓
JobWatch Pricing					
Skyscraper L1 & R1	\$1,200	For recruitment postings, candidate searches, company profiles, and conference, training and academic degree listings, please view the JobWatch Media Guide or contact JobWatch (617) 948-5100, jobwatch@centerwatch.com .			
Skyscraper L2 & R2	\$900				
<i>Contact JobWatch for job posting rates and custom recruitment packages.</i>					
File Requirements					
<ul style="list-style-type: none"> • Animation permitted • Accepted formats: .gif or .jpeg • Maximum ad size: 40k 					
Deadlines					
10 business days prior to the first of the month					



Web Platform	Position/Type	Size (in pixels)		Persistent		Pricing*
Center 1 (C1)						
Desktop	Bottom Leaderboard	728	90	✓		\$3,475/mth
Tablet	Bottom Leaderboard	728	90	✓		
Mobile Standard	Bottom Leaderboard	320	50	✓		
Mobile Option 1	Bottom Expansion	320	250	✓		+\$250
Mobile Option 2	Bottom Expansion	320	480	✓		+\$500
Right 1 (R1)						
Desktop	Top Medium Rectangle	300	250	✓		
Tablet	Top Medium Rectangle	300	250	✓		
Mobile Standard	Top Leaderboard	320	50	✓		
Mobile Option 1	Top Expansion	320	250	✓		+\$250
Mobile Option 2	Top Expansion	320	480	✓		+\$500
Left 1 (L1)						
Desktop	Top Wide Skyscraper	160	600	✓		
Tablet	Bottom Medium Rectangle	300	250	✓		
Mobile Standard	Middle Leaderboard	320	50	✓		
Right 2 (R2)						
Desktop	Top Wide Skyscraper	160	600	✓		
Tablet	Top Banner	300	50	✓		
Left 2 (L2)						
Desktop	Bottom Wide Skyscraper	160	600	✓		
Tablet	Lower Banner	300	50	✓		
Right 3 (R3)						
Desktop	Bottom Wide Skyscraper	160	600	✓		
Tablet	Bottom Banner	300	50	✓		
File Requirements				Deadlines		
<ul style="list-style-type: none"> • Animation permitted • Accepted formats: .gif, .png or .jpeg • Maximum ad size: 40k 				10 business days prior to the first of the month *Monthly rates-net 30 days (1x)		



Expansion Options

CONTACT

MELISSA NAZZARO, MANAGER, MULTI-MEDIA ADVERTISING SOLUTIONS
 melissa.nazzaro@centerwatch.com (978) 839-3903

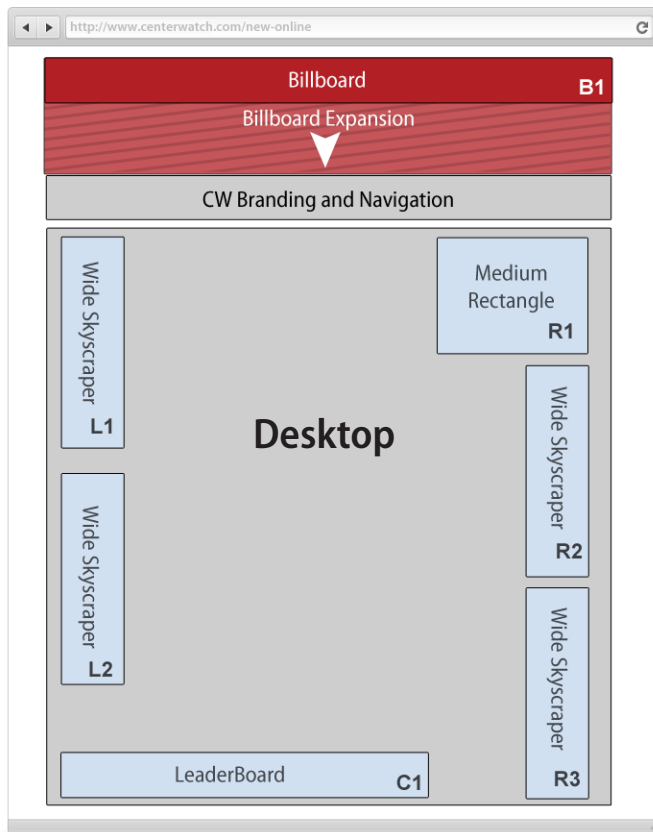
Web Platform	Position/Type	Size (in pixels)		Persistent		Pricing
		w	h	yes	no	
Billboard (B1)						\$4,375/mth
Desktop	Billboard	1140	90		✓	\$300/mth
	Billboard Expansion	1140	250			
Tablet	Top Leaderboard	728	90		✓	
Mobile	Interstitial: Two sizes required for portrait and landscape views	320	480 (portrait)	✓		
		480	320 (landscape)			

File Requirements

- Animation permitted
- Accepted formats: .gif, .png or .jpeg
- Maximum ad size: 40k

Deadlines

10 business days prior to the first of the month



CONTACT

MELISSA NAZZARO, MANAGER, MULTI-MEDIA ADVERTISING SOLUTIONS
 ✉ melissa.nazzaro@centerwatch.com ☎ (978) 839-3903