

MEDIA GUIDE

Multimedia Advertising



Call your advertising representative, Russ Titsch at +1 617.948.5114 or email russ.titsch@centerwatch.com, today for rates and more information.

CenterWatch Media Kit

www.centerwatch.com >

Looking to expand your advertising efforts and raise your profile this year?

Take advantage of opportunities to reach key audiences through CenterWatch, the recognized global leader since 1994 in providing clinical trial information to clinical research professionals working at sponsors, CROs, research sites and niche service providers.

Millions of patients and caregivers start their search for clinical trials with CenterWatch, with one of the largest [clinical trial databases](#) on the internet, CenterWatch iConnect.

We will help you reach more than 400,000 clinical trial professionals across multiple content platforms: webinars, white papers, targeted email campaigns, website ads, newsletter ads, conference sponsorships, job placements, clinical trial listings and much more.

The screenshot shows the CenterWatch website interface. At the top, there's a search bar with the text "Find a trial near you" and a location selector. Below this, a section titled "Browse 51,619 clinical trial listings" is visible. A sidebar on the left allows filtering by "Medical condition", "Therapeutic area", and "Location". The main content area lists various conditions with their respective trial counts and update dates. For example, "Healthy Volunteers" has 920 total trials, with 45 new and 714 updated. Other conditions listed include Cancer Pain, Chronic Pain, Colorectal Cancer, Coronary Artery Disease, COVID-19, Diabetes (Pediatric), and Diabetes Mellitus Types I and II.

The screenshot displays the profile page for the University of Kentucky Chandler Medical Center. The header includes the CenterWatch logo and the tagline "The Trusted Source for Clinical Trials Information". Below this, there are navigation links for "Patient Resources", "Professional Resources", "About Us", "Contact Us", and "Advertise". The main content area features the center's name, a "Profile" button, and a "Contact Center Or Provider" button. The profile section includes the center's logo and contact information: Philip Kern, MD, Professor of Medicine, Division of Endocrinology, University of Kentucky Chandler Medical Center, Director, Center for Clinical and Translational Sciences, 800 Rose Street, C-347, Lexington, Kentucky 40536-0293, 859-323-2615, 859-257-3687 (fax), www.ccts.uky.edu. There is also a section for "Site Marketing Contact for Information on Investigators and Research Studies" listing Roxane L. Poskin, Manager, Participant Recruitment & Marketing, Lexington, KY 40536-0284, 859-257-7856, 859-257-9696, Roxane.Poskin@uky.edu, www.ccts.uky.edu. At the bottom, there is a "CURRENTLY ENROLLING TRIALS" section with a link to "ACL Outcomes Research Volunteers Needed".

The screenshot shows the cover of the CenterWatch Monthly publication for February 2021. The main headline is "U.S. Slow to Make Progress in Master Protocol Trials" by Charlie Poskin. Below the headline is a table titled "U.S. Master Protocol Trials - Number of Sites" with columns for drug names and site counts. The table lists drugs like AZD5363, AZD5363+AZD1775, AZD1775, AZD1775+AZD5363, AZD1775+AZD5363+AZD1775, AZD1775+AZD5363+AZD1775+AZD5363, and AZD1775+AZD5363+AZD1775+AZD5363+AZD1775+AZD5363. The table also includes a column for "Number of Sites" and a "Status" column. The cover also features a "In This Issue" section with links to "Industry News", "Patient Resources", "Publications", and "FDA Actions".

The screenshot shows the cover of the CenterWatch Weekly publication for Feb. 1, 2021. The main headline is "Biobanks More Than Just Specimen Storage, Sites and Sponsors Say" by Charlie Poskin. Below the headline is a table titled "COVID-19 Update" with columns for "Industry Breaks", "Up and Coming", "Drug & Device Pipeline News", and "JobWatch". The table lists various news items and their dates. The cover also features a "Standard Operating Procedures for Good Clinical Practice by Sites" section and a "26 Individual Countries (GCP) Requirements, Expectations and Challenges" section. The cover also includes a "Learn More" button and a "Contact Us" button.

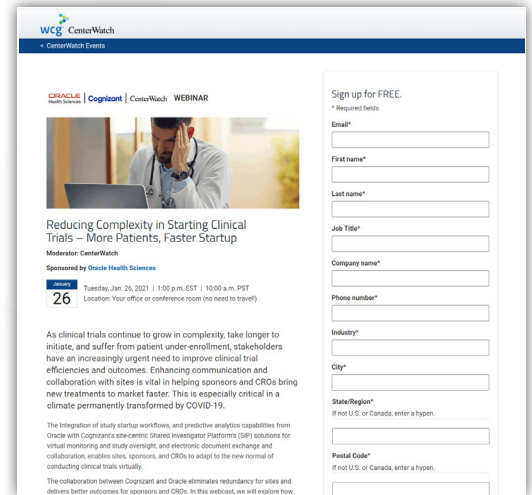
The screenshot shows the cover of the Research Practitioner newsletter for January 2021. The main headline is "RESEARCH PRACTITIONER" with a sub-headline "Children Are Not 'Mini-Adults.' The Need for Separate Pediatric Trials" by John Green. Below the headline is a list of 4 key takeaways: 1. Shows the challenge of proving quality across the pediatric population. 2. Shows that the need for separate pediatric trials is increasing. 3. Shows that the need for separate pediatric trials is increasing. 4. Shows that the need for separate pediatric trials is increasing. The cover also features a "Learn More" button and a "Contact Us" button.

Thought Leadership

Webinars

Interested in sharing your thought leadership on a hot topic? Through our experience of running webinars, CenterWatch ensures you reach the right clinical trial audience. All you need to do is send us your latest topic, selling points and speaker name. We will do the rest – efforts include the following:

- Draft a promotional email with up to two rounds of revisions
- Ensure your promotional email generates registrations by distributing it multiple times
- Promote the webinar through digital marketing – a website banner and a newsletter ad
- Distribute one press release for the webinar
- Build a landing page for registrations
- Host the webinar on your behalf
- Conduct a survey to gather attendees' feedback for your assessment



You don't have a speaker name? We can find the speaker that best suits your topic.

After the webinar, we will provide registration information such as the attendee list (highlighting who signed-up and who logged-in to listen), webinar transcript, .mp4 file and survey results.

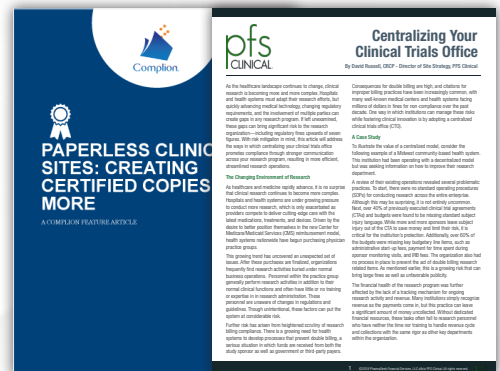
White Papers

Drive engagement and generate leads while building credibility and trust with your white paper program through CenterWatch. Once you supply us with your promotional email content, pdf of the white paper and advertising creative files, we will host your white paper and implement the following marketing activities:

- Send a promotional email multiple times
- Place a banner ad on our website
- Run your digital ad in our newsletter
- Build a landing page for the white paper downloads

Each week, you'll receive key demographic information collected for all leads.

Don't have the time or manpower to put together your white paper? CenterWatch has years of experience writing white papers.



Email and Web Marketing

List Rentals

An email list rental from CenterWatch allows you to reach your prospective clinical trials customers instantly with the perfect personalized email list to match your offer. You select the list criteria and provide us with the html and text versions of your email. We'll send you a test for approval and then deploy the email.

The clinical database includes sponsors, sites, clinical research organizations and institutional review boards.

400K
Total Database

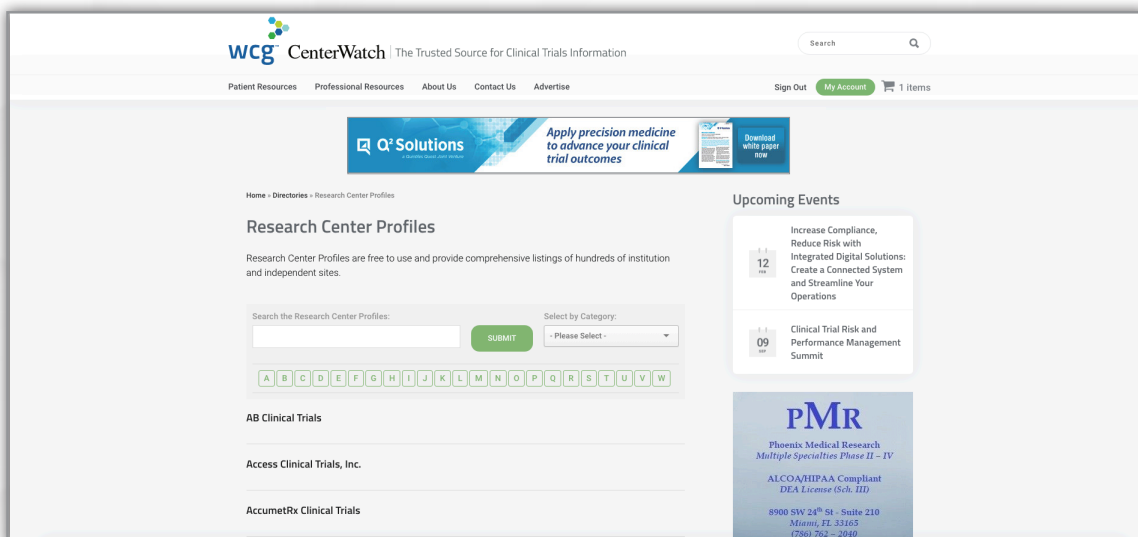
5K
Minimum Order



Website

Promote your valuable brand and products across our highly visited pages with more than 7.5 million annual page views. Let our website generate new leads, support your outreach and carry your valuable messages.

Web Platform Position/Type	Size		Pricing		
	w	h	Monthly	Quarterly	Annually
Leaderboard	728 px	90 px	\$1,725.00	\$4,150.00	\$14,375.00
Box Ad (1 available in the right rail)	300 px	250 px	\$1,035.00	\$2,875.00	\$9,200.00
Box Ad (4 available in the right rail)	300 px	100 px	\$1,035.00	\$2,875.00	\$9,200.00



Newsletters

CenterWatch newsletters cover a wide range of clinical research topics positioning you for success: regulatory updates, latest industry news, insightful strategies, financial and technology discoveries as well as career advancement advice. Today, you can access these loyal readers through the following advertising opportunities:

- **More than 220,000** subscribers depend on **CenterWatch Weekly** news coverage of clinical research and best practice information for clinical trials. *Weekly, 48 issues*

Specifications and Pricing



CenterWatch Weekly PDF Ads	Size		Pricing			
	Position/Type	w	h	1x	4x	6x
Full Page	7 1/4"	9 3/4"	\$2,985.00	\$2,655.00	\$2,600.00	\$975.00
Half Page	7 1/4"	5"	\$2,790.00	\$2,565.00	\$2,495.00	\$830.00
Third Page	7 1/4"	3"	\$965.00	\$780.00	\$745.00	\$685.00
Quarter Page	7 1/4"	1 3/4"	\$835.00	\$660.00	\$615.00	\$530.00

- **CenterWatch Monthly** is read by more than **10,000** clinical trials professionals receiving up-to-date data, compliance requirements and expert insights. *Monthly, 12 issues*

Specifications and Pricing



CenterWatch Monthly PDF Ads	Size		Pricing			
	Position/Type	w	h	1x	4x	6x
Full Page	7 1/4"	9 3/4"	\$4,650.00	\$4,405.00	\$4,185.00	\$3,850.00
Half Page	7 1/4"	5"	\$3,315.00	\$3,140.00	\$2,990.00	\$2,820.00
Third Page	7 1/4"	3"	\$1,590.00	\$1,525.00	\$1,460.00	\$1,330.00
Quarter Page	7 1/4"	1 3/4"	\$1,590.00	\$1,525.00	\$1,460.00	\$1,330.00

- **Research Practitioner** educates more than **5,000** readers on topics of importance to clinical research nurses and site managers through two in-depth articles in each issue. The newsletter also gives CRAs and CRCs the opportunity to earn up to 18 Association of Clinical Research Professionals (ACRP) credits per year. *Bimonthly, 6 issues*

Specifications and Pricing

RESEARCH PRACTITIONER

Research Practitioner PDF Ads	Size		Pricing		
	Position/Type	w	h	1x	4x
Full Page	7 1/4"	9 3/4"	\$2,300.00	\$1,840.00	\$2,330.00
Half Page	7 1/4"	5"	\$2,070.00	\$2,590.00	\$2,070.00
Third Page	7 1/4"	3"	\$1,375.00	\$1,235.00	\$1,100.00

File requirements:

- Press-ready PDF files
- CMYK or grayscale (ads received in RGB will be converted to CMYK)
- Sized correctly using provided specifications
- All fonts embedded
- Photographic images saved as 300 dpi
- Line art, such as bitmapped logos and scanned text, saved as 600 dpi
- Vector-based art required

Newsletters Continued

Newsletters Website Specifications and Pricing

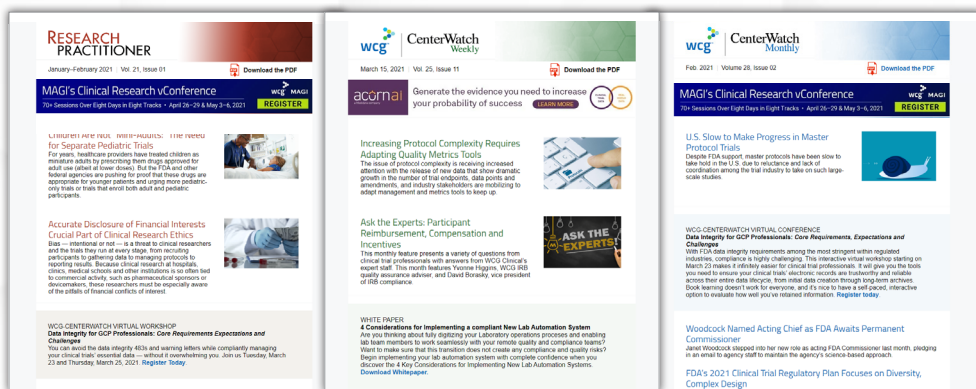
Newsletters Web Ad	Size		Pricing
Position/Type	w	h	Monthly
Leaderboard	728 px	90 px	\$1,725.00
Box Ad (1 available in the right rail)	300 px	250 px	\$1,035.00
Box Ad (4 available in the right rail)	300 px	100 px	\$1,035.00



Email Distribution Specifications and Pricing

Newsletters Email Distribution Ad	Size		Pricing		
Position/Type	w	h	Monthly	Quarterly	Annually
Horizontal Banner Ad	Desktop and Tablet 728 px	Desktop and Tablet 90 px	\$920.00	\$3,105.00	\$31,050.00
	Mobile 300 px	Mobile 250 px			
Text ad	60-word description		\$920.00	\$3,105.00	\$31,050.00

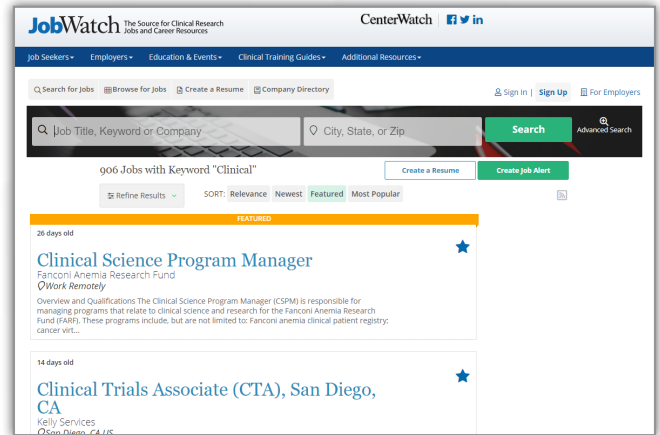
Not all email clients support animated banners. For all animated banners the first slide must contain all the information in case the ad freezes.



JobWatch

JobWatch lists nearly 6,000 jobs each month, allowing more than 23,000 job seekers to find open positions.

- Clinical professionals at all levels search opportunities, post resumes and submit their profiles directly to open roles across the country, enabling organizations to promptly complete their staffing needs.
- An email goes out to job applicants on the first and third Wednesday of every month, alerting them of new posted positions.



Post your open position with us today. You can also elect to have your job featured in our *CenterWatch Weekly* newsletter and on our social media accounts.

JobWatch Email Specifications and Pricing

JobWatch Email Distribution Ad	Size		Pricing		
Position/Type	w	h	Monthly	Quarterly	Annually
Horizontal Banner Ad	Desktop and Tablet 728 px	Desktop and Tablet 90 px	\$920.00	\$3,105.00	\$31,050.00
	Mobile 300 px	Mobile 250 px			
Text ad	60-word description		\$920.00	\$3,105.00	\$31,050.00

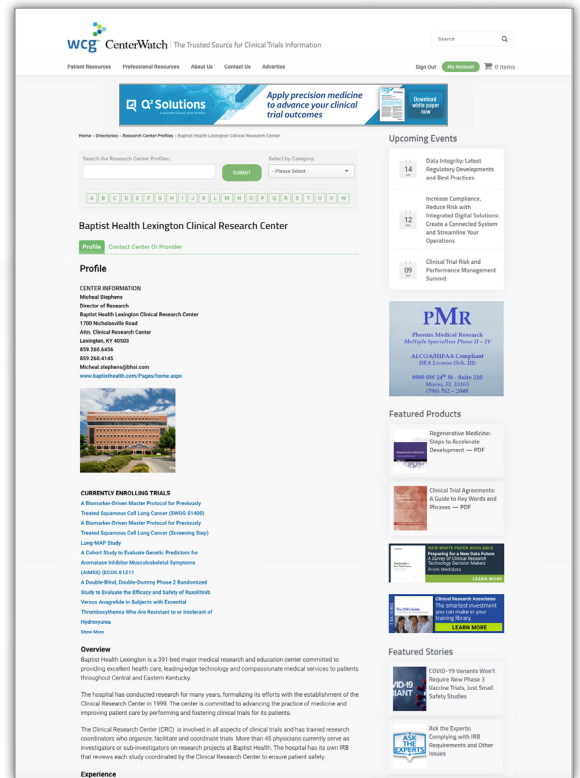
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Research Center Profile

An easy and cost-effective advertising tool for investigative sites to find and secure new clinical research opportunities, plus recruit study volunteers for clinical trials. Research centers can showcase comprehensive information to clinical research professionals who view these pages at a rate of 106,000 annually.

All trial postings benefit from our top-notch search ability resulting in more than 60,000 users of our site annually.



CenterWatch iConnect

With more than 52,000 industry-funded global clinical trials across hundreds of disease conditions and phases and generating more than 250,000 monthly visitors, WCG CenterWatch iConnect is an essential part of your comprehensive patient enrollment strategy. It delivers the best ROI in patient recruitment and advertising with key benefits for outreach campaigns.

Whether you are a sponsor company, a CRO, an investigative site or just beginning your patient recruitment initiatives or trial, WCG CenterWatch iConnect is a critical resource for your recruitment.

