

2012 Media Kit

BIO PARTNERSHIPS *ASIA*

Analyzing R&D Partnerships and Open Innovation in Emerging Asian Markets



Research/
Discovery

Preclinical

Clinical/
Trials

Approval

Sales &
Marketing

FOCUS:

This publication will provide a comprehensive view of issues facing the biopharmaceutical and biomedical industries as partnerships are formed with India, China, Taiwan, Malaysia, and other emerging Asian markets.

EDITORIAL:

TRENDS AND ANALYSIS: Articles that run 1500-2000 words and explore trends across the value chain, describe opportunities in emerging Asian markets, outline policy changes enabling partnerships in these markets, and discuss the management of such partnerships.

CASE STUDIES: Company case studies that run 500-1000 words and explore partnerships across the drug discovery and development value chain. Submit text and electronic images with a resolution of 300 dpi or better. We cannot guarantee placement in a particular issue. The staff may schedule an entry to coincide with a certain issue's editorial theme.

COMPANY PROFILES: Service provider profiles. Send the following information: Company name, contact information, description, services offered, markets served, and partnerships sought. Also send a company logo.

TECHNOLOGY PROFILES: Technology licensing opportunities. Send the following information: Technology background, areas of application, competitive advantages, stage of development, intellectual property status, partnerships sought, and contact information. Please forward an image if applicable.

NEWS RELEASES: Updates on deals, partnerships, opportunities. Send a press release and a company logo.

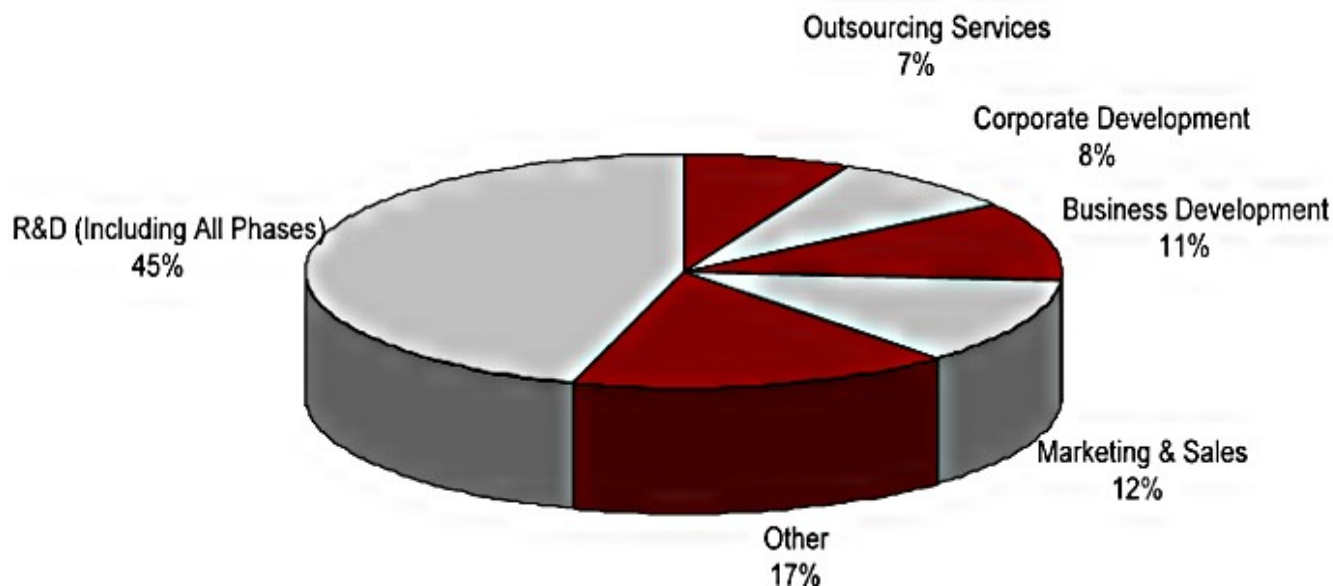
PARTNERSHIP ANNOUNCEMENTS: Calls for service providers or calls for Sponsors. Send text and a company logo. Also posted on www.canbiotech.com.

CALENDAR: Industry calendar of events. Send a press release with name and date of event, brief summary or content, and contact information.

Bio Partnerships Asia Subscription Information

SUBSCRIBER FUNCTION

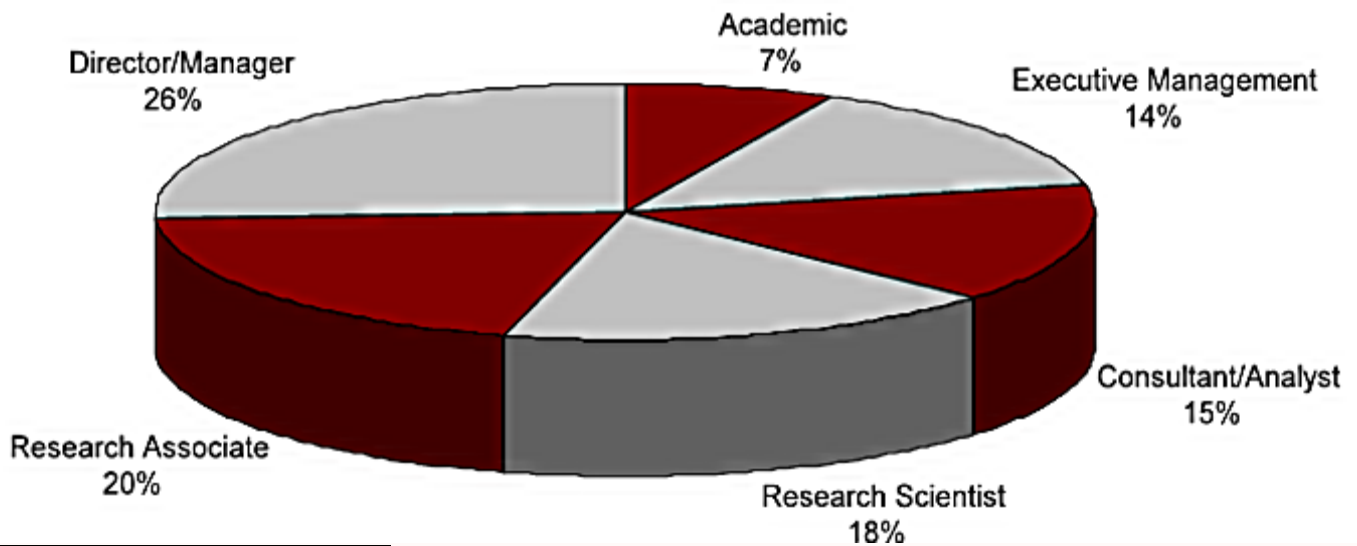
- Executive level Management-Corporate Development
- Middle management-including Business Development, Marketing, Sales, R&D
- R&D-including all phases from Discovery to Manufacturing
- Outsourcing Services-Research and Business Services
- Academics/Postdoctoral



RANGE OF COMPANIES

- Small to Mid Sized Biotech & Pharma Companies
 - Small to Mid Size Bioinformatics Companies
 - Mid Size Biomedical Devices Companies
- Small to Mid Size Research/Business Service Providers
 - Consulting Firms
 - Academics
 - Biotech Incubators
 - Biotech Associations
- Government/Public Laboratories

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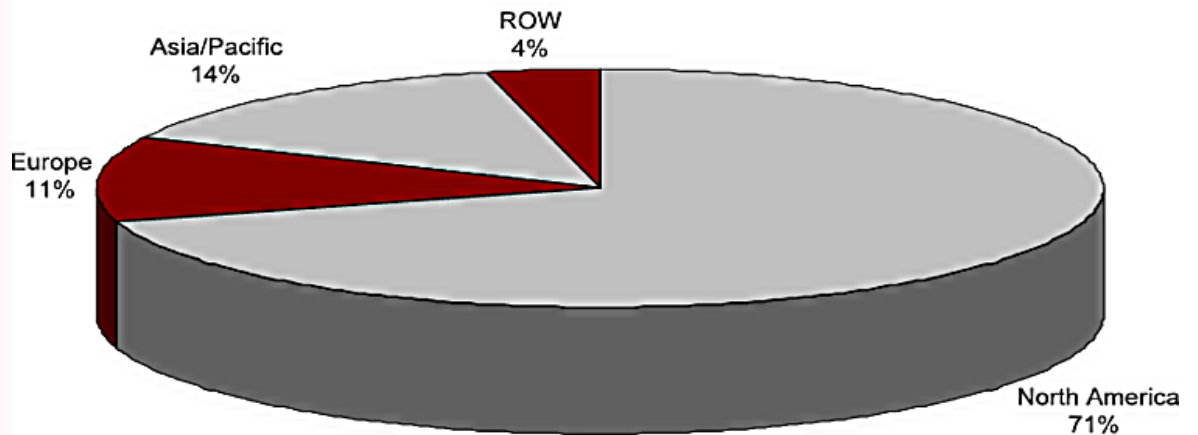


DEMOGRAPHICS and WEB STATS

- CanBiotech portals target: Canada, US, UK, German, France, the Netherlands, Sweden, Taiwan, China, India, Australia; biopharmaceutical, agbiotech and medical devices/diagnostics industry participants.
- Contact M. Damani at damani@canbiotech.com for more information on daily and monthly visitors as well monthly page impressions on our networks.

SUBSCRIBER BASE

- 30,000 global newsletter subscribers
 - Canada, US, UK, Germany, France, the Netherlands, Sweden, India, Taiwan, China, Australia
 - Monthly email newsletter includes button advertising and sponsorship opportunities.
- Sponsorship opportunity includes button ad with 100 words text and banner placement on newsletter.



Bio Partnerships Asia Format and Editorial Calendar

FORMATS	ONLINE	DIGITAL
DELIVERY	Online via CanBiotech	Delivered by Email
FREQUENCY	Weekly Update	Quarterly
SUBSCRIPTION	Contact ads@canbiotech.com	25,000
CONTENT	Feature Stories, News, Events, Technology Listings	Feature Stories, Trends and Analysis, Case Studies, News, Events, Technology Profiles, Partnership Announcements, Company Profiles
ACCESS	Free Access	Free Access (for Registered Users)

MONTH	FEATURE STORIES	TRENDS AND ANALYSIS	CASE STUDIES
February 2012	New Models of Open Innovation in Asia	Business Model Analysis	Company Profiles
May 2012	Cluster Formation and Participation in Asia	Case Analysis	Cluster Profiles
August 2012	Partnerships and Biopharmaceutical Capacity Development in Asia	Case Analysis	Company Profiles
November 2012	Transferring the Lessons from Asia to the Bottom of the Pyramid	Lessons from India, China, Singapore, the Middle East	Company Profiles

DIGITAL MAGAZINE ADVERTISING

PRICE PER ADVERTISE- MENT	1X	2X	4X
1/4 PAGE ADVERTISEMENT	\$975 USD	\$780 USD	\$680 USD
1/2 PAGE ADVERTISEMENT	\$1075 USD	\$860 USD	\$750 USD
1 PAGE ADVERTISEMENT	\$1499 USD	\$1199 USD	\$1049 USD

25,000 Subscribers will receive the publication by email.
Articles and Advertorials will be posted online on CanBiotech.
Selected issues will also be distributed to our media partner event attendees

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Payment Information and Advertisement Specifications

Payment: Payment can be made via cheque or credit card. Invoices for billed advertising are payable within 30 days; Payment must be made prior to publication run. Thirty days past due accounts are subject to a service charge of 1.5% per month. Visa and MasterCard are accepted.

Contract and Copy Regulations: The publisher reserves the right to reject any all advertising. All advertising is subject to the publisher's approval and agreement to indemnify and protect the publisher from loss or expense on claims and suits based upon the subject matter of the advertisement. No cancellations will be accepted after the closing date.

Production:

AD SIZE	Trim Size	Bleed Size	Live Area
Full Page	8 1/4" x 10 13/16" (210 x 274 mm)	8 1/2" x 11 3/16" (216 x 284 mm)	7 3/4" x 10 5/16" (197 x 261 mm)
1/2 Page (Horizontal)	7" x 4 7/8" (178 x 124 mm)	8 1/2" x 5 1/2" (216 x 140 mm)	7" x 4 7/8" (178 x 124 mm)
1/2 Page (Vertical)	3 3/8" x 9 15/16" (86 x 252 mm)	4 3/8" x 11 3/16" (111 x 284 mm)	3 5/8" x 10 5/16" (92 x 261 mm)
1/4 Page	3 3/8" x 4 7/8" (86 x 124 mm)	4 3/8" x 5 1/2" (111 x 140 mm)	3 3/8" x 4 7/8" (86 x 124 mm)

File Formats: Accepted file formats include EPS and TIFF with a resolution of no less than 300 dpi. Files smaller than 5 KB can be sent electronically. Email files to damani@canbiotech.com

Art: Supply all art files that are used in your documents as EPS and TIFF files.

Full Color: Art work should be saved as CMYK (RGB is unacceptable). Please ensure that spot colors are turned off in Adobe Illustrator. Color ads must use process colors CMYK, not spot color.

Fonts: Both printer and screen fonts must be supplied.

Production Charges: Changes or corrections to files will result in additional charges to the advertiser at a rate of \$50 USD per hour.

CHECK LIST FOR ADS SUBMITTED ELECTRONICALLY

- File Formats: EPS and TIFF
- Resolution at least 300 dpi at 100% re-production size.
- Colors saved as CMYK
 - Complete fonts are supplied
 - Art work has been supplied.
 - Ad size is correct.