



2007 Advertising Solutions

DeviceSpace Overview

DeviceSpace is the premier online community for the Medical Device and Diagnostics industries. DeviceSpace.com features a comprehensive Career Network for industry professionals and employers, and delivers through user-friendly navigation daily news, events, company profiles, stocks, blogs and other relevant information from the sector. DeviceSpace also hosts Medical Device Career Fairs throughout the US. DeviceSpace.com also features product pipeline information from BioPharm Devices™ the leading resource for market research and competitive intelligence on the Medical Device industry.

DeviceSpace is a division of BioSpace.com, an onTargetjobs company and the leading Web community of the biopharmaceutical industry for the past 12 years.

CAREERS

DeviceSpace offers an online Career Center focused specifically on employment opportunities and candidates from within the medical device and diagnostics industries. The site attracts engineers, business, clinical, operations and many other industry professionals. DeviceSpace maintains an extensive resume candidate database where employers access a global community of device and diagnostics professionals.

DeviceSpace's Online Career Center runs off the BioSpace technology platform, a proven solution relied upon by hundreds of thousands of industry professionals over the past decade.

NEWS AND INDUSTRY INFORMATION

DeviceSpace.com aggregates and delivers the latest breaking news and featured stories from the medical device and diagnostics industries. DeviceSpace also features medical device and diagnostics company profiles, investment and stock information, industry events and other resources.

COMPANY PROFILES

DeviceSpace offers over 1,500 profiles on Medical Device and Diagnostics companies. In addition to contact information and company focus, a profile offers deep background information on a company, including company history, recent news articles, up-to-the minute stock performance, link to the company Web site, and product and management information on leading medical device companies.

MARKET RESEARCH AND COMPETITIVE INTELLIGENCE

DeviceSpace also features information from BioPharm Devices™, the leading resource for market research and competitive intelligence on the Medical Device industry. With a full BioPharm Devices™ subscription you can: identify trends in medical device approvals by market sector, calculate market share by companies with devices in specific medical specialties, view company and management profiles, and build marketing campaigns using contact information such as phone number and email address.

DEVICESPACE DAILY - ENEWSLETTER

DeviceSpace Daily is an industry-specific eNewsletter delivered to your Inbox. The eNewsletter features the top news, feature stories, career opportunities, and events – everything you need to stay on top of the device and diagnostics industries!

DeviceSpace Targeted Email Campaigns

DeviceSpace Targeted Email Campaigns (TEC) are dedicated email messages sent to targeted groups of Medical Device and Diagnostics professionals. Does your company have a message to promote to this specific industry community? Leverage the ever growing DeviceSpace community! Our Email Campaigns are a powerful and cost effective way to reach an audience of targeted professionals in the medical device and diagnostics industries.

Customer-Specific Solutions

DeviceSpace TEC are tailored to your company's individual needs. Your company gives us the message you want to send, who you want to target and DeviceSpace does the rest. Tell us whether you want to reach people within the R&D, engineering, manufacturing, sales or other sectors within the biotechnology, pharmaceutical or medical device industries – and DeviceSpace sends an email blast utilizing our extensive community of life science professionals. All TEC to the network are in full compliance with CAN-SPAM regulations.



Speak to Your Target

Send product, employment, event and other messages to specific communities of industry professionals.

Target By:

- >> AREA OF EXPERTISE
- >> TITLE
- >> GEOGRAPHIC LOCATION
- >> LEVEL OF EDUCATION
- >> AND MORE!

DeviceSpace will then provide you with reporting on the effectiveness of your campaign to help you accurately measure your ROI.

For more information contact:

Kevin Glacken
DeviceSpace
Phone (732) 746-2309
Email: kglacken@devicespace.com

*Some restrictions may apply

eNewsletters & Hotbed Opportunities

eNewsletters

DeviceSpace's unique eNewsletters keep the Medical Device and Diagnostics communities informed with the most up-to-date and relevant industry information and news. Advertising in DeviceSpace's daily eNewsletters puts your company in front of an impressive network of professionals affiliated with the life science industry. Reach scientists, business executives, clinical researchers, job candidates, and more life sciences, pharmaceutical and medical device professionals through a variety of focused subscriptions. DeviceSpace offers an assortment of advertising and sponsorship options in the eNewsletters including Banner and tower ads, Sponsorship Positions, the 'Event of the Day' section, the 'Don't Miss' section and others.

Hotbed Marketing Campaigns

Hotbed Marketing Campaigns are unique branding and awareness campaigns that effectively promote your company, services and products, and other critical information to highly dedicated DeviceSpace users including investment, business development, sales and marketing, executive, scientific and other professionals. Companies are welcome to join DeviceSpace's flagship US Device Hotbed Campaign, as well as other regional maps throughout the country that promote biotech, pharma, device, diagnostics and other science industries. We advertise and distribute Hotbed pieces at major regional and international life science conventions, conferences and events, and directly to niche science-industry companies around the world.

Industry Vendors

Hotbeds are not exclusive to Medical Device and Diagnostics companies. Many other companies affiliated with the industry are welcomed, including service and supply companies to the industry:

- Law Firms
- Accounting Firms
- Lab Equipment and Service Companies
- Academic Institutions
- Media Organizations
- Ad Agencies
- Consulting/Accounting Firms
- Real Estate/ Development Companies
- Software Companies

World Renowned Promotional Pieces

DeviceSpace features your company logo & building picture on the regional Hotbed Map. The map is printed on thousands of promotional pieces including mouse pads, calendars, posters, press kits and t-shirts.

Fully Integrated Within DeviceSpace.com

You also receive comprehensive Web exposure on DeviceSpace.com with a full 500-word Corporate Profile, containing R & D, clinical, product, management, contact and investment information as well as a link to your corporate website. Your company profile will be highlighted prominently on an online Hotbed Homepage, featuring daily region-specific life science industry news and information. We encourage you to send us your company updates (press releases, investment/stock information, clinical updates, etc.) so that we may post it on DeviceSpace.com and the Hotbed page.

Within each of these types of organizations many different functional departments have something to gain from the exposure the Hotbeds affords, including Marketing, Public Relations, Investor Relations, Corporate Communications, Business Development, Officers, Human Resources, University Technology Transfer Departments & Chancellor's Office, and others.

To place an ad or help customize a campaign, please contact:

Raj Kasuganti
Director, Advertising & E-Commerce
Ph: (312) 595-1195 | Email: raj@devicespace.com

Advertising Channels and Options

ONLINE MEDIUMS

Use Banners, Skyscrapers, Towers, Buttons and Custom Pages and other listings to promote your message to our online audience of life science professionals.

ONLINE NEWSLETTERS

Advertise in DeviceSpace's targeted eNewsletters:

- Daily eNewsletters: \$1,495/day

CORPORATE PROFILE

Join the DeviceSpace network of over 1,500 companies with a detailed online description including contact information, development pipeline, key management and links to web page and company-related news articles.

- Start-Up: \$1,495/year
- Standard: \$2,495/year

HOTBED COMMUNITIES

Have your company's logo and corporate facility hand-painted on the US Device Hotbed Map. The map is enhanced through full integration of a variety of dynamic and functional online components on DeviceSpace.com.

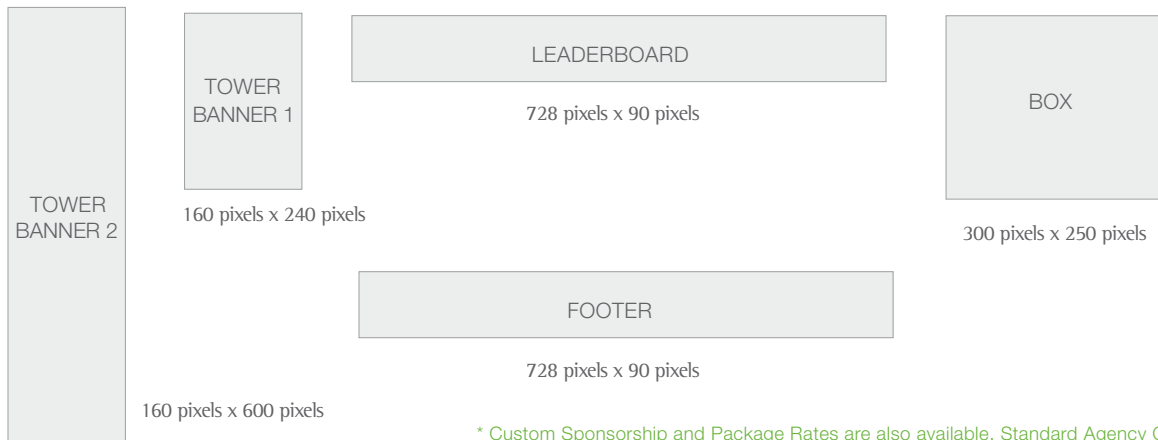
ADVERTISE ON DEVICESPACE TO

- Increase product awareness
- Promote your company's services to the life science industry
- Advertise an event or conference
- Attract investment
- Recruit talent
- In/out license technologies

ONLINE ADVERTISING RATES*

	Home Page	Career Center	Breaking News	Search	Page For Investors	Other Pages	Run Of Site
TOWER 1	\$1,995	\$1,995	\$1,995	\$1,995	\$1,995	NA	NA
TOWER 2	\$2,995	\$2,995	\$2,995	\$2,995	\$2,995	\$2,995	\$2,995
LEADERBOARD	\$2,495	\$2,495	\$2,495	\$2,495	\$2,495	\$2,495	\$2,495
FOOTER	\$1,495	\$1,495	\$1,495	\$1,495	\$1,495	\$1,495	\$1,495
BOX	\$2,995	NA	NA	NA	NA	NA	NA

SPECS



* Custom Sponsorship and Package Rates are also available. Standard Agency Commissions apply.