



## 2016 e-Newsletter Schedule

**ACT Direct 2016**  
(Every Tuesday, with  
rotating subtopic)

**ACT Trends 2016**  
(2nd and 4th  
Wednesday)

<b>JANUARY</b> 5 (Oncology) 12 (RBM) 13 ACT trends 19 (Regulatory) 26 (Mobile Health) 27 ACT trends	<b>MAY</b> 3 (RBM) 10 (Regulatory) 11 ACT trends 17 (Mobile Health) 24 (Oncology) 25 ACT trends 31 (RBM)	<b>SEPTEMBER</b> 6 (Mobile Health) 13 (Oncology) 14 ACT trends 20 (RBM) 27 (Regulatory) 28 ACT trends
<b>FEBRUARY</b> 2 (Oncology) 9 (RBM) 10 ACT trends 16 (Regulatory) 23 (Mobile Health) 27 ACT trends	<b>JUNE</b> 7 (Regulatory) 8 ACT trends 14 (Mobile Health) 21 (Oncology) 22 ACT trends 28 (RBM)	<b>OCTOBER</b> 4 (RBM) 11 (Mobile Health) 12 ACT trends 18 (Oncology) 25 (RBM) 26 ACT trends
<b>MARCH</b> 1 (Oncology) 8 (RBM) 9 ACT trends 15 (Regulatory) 22 (Mobile Health) 23 ACT trends 29 (Oncology)	<b>JULY</b> 5 (Regulatory) 12 (Mobile Health) 13 ACT trends 19 (Oncology) 26 (RBM) 27 ACT trends	<b>NOVEMBER</b> 1 (Regulatory) 8 (Mobile Health) 9 ACT trends 15 (Oncology) 22 (RBM) 23 ACT trends 29 (Regulatory)
<b>APRIL</b> 5 (RBM) 12 (Regulatory) 13 ACT trends 19 (Mobile Health) 26 (Oncology) 27 ACT trends	<b>AUGUST</b> 2 (Regulatory) 9 (Mobile Health) 10 ACT trends 16 (Oncology) 23 (RBM) 24 ACT trends 30 (Regulatory)	<b>DECEMBER</b> 6 (Mobile Health) 13 (Oncology) 14 ACT trends 20 (RBM)  ENDS



# Online Advertising Options

## e-Newsletters

**ACT Direct** is published every Tuesday to highly engaged clinical trials professionals. Each edition features a premium collection of news, blogs, an advertiser Marketplace, events/webcasts, and more.

Each **ACT Direct** features topic-specific news, articles and events on a rotating basis. Those topics include: Risk-Based Monitoring (RBM), Oncology, Regulatory and Mobile Health.

Leaderboard  
728 x 90  
1 available

Text Ad  
65 words  
2 available

Banner or Text Ad  
468 x 60 or 65 words2  
available

The screenshot shows the top portion of the ACT Direct newsletter. At the top is a 'Best Contract Research Organisation 2016 Script Awards' banner. Below it is the 'APPLIED CLINICAL TRIALS DIRECT' header with the date 'OCT. 31/2014'. The main content area includes a 'NEWS ROUNDUP' section with several article teasers, a 'IN THIS EDITION' sidebar with links to 'LOREM IPSUM DOLOR SIT AMET', and a 'Data Transparency' feature. A 'SUBSCRIBE' section is also visible. Red boxes highlight specific ad spots: a leaderboard at the top, a text ad in the news roundup, a banner or text ad below the news roundup, and a large 'Big Box' ad on the right side.

Big Box  
300 x 250  
2 available

**ACT Trends** is delivered every 2nd and 4th Wednesday to provide the most popular clinical trials news and articles and highlights what's trending on social media.

Text Ad  
65 words

Banner or Text Ad  
468 x 60 or 65 words  
2 available

Big Box  
300 x 250  
2 available

Marketplace  
Logo + 25 words

The screenshot shows the top portion of the ACT Trends newsletter. It features a 'CLINICAL TRIALS TRENDS' header with the date 'OCT. 31/2014'. The main content area includes a 'TOP 5 STORIES' section with several article teasers, a 'IN THIS EDITION' sidebar with links to 'LOREM IPSUM DOLOR SIT AMET', and a 'Data Transparency' feature. A 'SUBSCRIBE' section is also visible. Red boxes highlight specific ad spots: a text ad in the top stories, a banner or text ad below the top stories, and a large 'Big Box' ad on the right side. At the bottom, there is a 'TRENDING ON SOCIAL' section.